



PAGE # B.1) YOUR CASE STORY: TITLE AND DESCRIPTION

Q1: TITLE OF CASE STORY

Support for litchi sector in Madagascar (*autotranslation)

Q2: CASE STORY ABSTRACT

Shares of revival of litchi sector is through the revival of production , through the establishment of nursery production of quality seedlings, associated with the supervision of planters , development and publishing technical manuals , dissemination of plant material in difficult to reach areas. interventions cater to producers (old pre- existing plantations and establishing some orchards) and operators with more targeted support on post -harvest treatment and improving the quality of products

Q3: LONG DESCRIPTION OF THE CASE STORY

Traditional horticultural crops (litchi, cloves, pepper, vanilla, etc.) are an important part national agricultural exports and thus a source of foreign exchange earnings needed to economic development.

Despite fluctuations in commodity prices, this sector still holds a place preponderant in producing regions and represents a further important part of the income of peasants.

For example, the export season lychees results in the collection of approximately 20,000 tonnes of fruit and allows the distribution of more than 20 billion Ariary in various production areas.

However, the development of this traditional export sector has faced several factors blocking that operators had some difficulties to consider regarding:

- tighter regulations at the receivers countries on import foods with enhanced monitoring of products and the introduction of new Guidelines to protect the consumer,
- qualitative requirements more stringent by importers with implementation of internal controls to ensure compliance with the quality standards required by customers,
- competition from increasingly strong in other producing countries with improved competitiveness their products against those of Malagasy origin, by lower production costs and better productivity
- lack of recovery of by products by the lack of suitable processing units and diversified.

To cope with this situation, the European Development Fund (EDF) by mobilizing its STABEX resources, initiated in 1998, targeted actions on the renewal of production and compliance European regulations on food safety. Thus, it has helped increase quantities exported and improve relations between exporters and importers.

The operator responsible for the implementation of actions financed under this operation is the Center Technical Horticultural of Tamatave (CTHT).

PUBLIC SECTOR CASE STORY TEMPLATE

Furthermore, the action taking into account the fact that:

- The industry had reached a maximum level of progress in Europe and that exporters could not hope of high prices on this market. This necessitated the establishment of a voluntary policy of reducing production costs and seeking new markets more remunerative;
- EU regulations on food and health security are constantly evolving and require reactivity increasingly rapid and proactive states (establishment of competent authorities and private control service) to avoid penalizing exports;
- Importers (EU and others) are increasingly demanding regulatory quality and commercial products they take delivery. They seek to be secured initially by controls effective and blameless, and that means rapid adaptation of the laboratories concerned;
- Regulatory and sanitary quality of products from the traditional horticultural production will not be guaranteed without improving post-harvest techniques practiced by the peasantry;
- The food industry is still underdeveloped for a sustainable industry dynamics production is initiated.

This allowed:

- Production of 400 000 plants lychee in three operational nursery setting Tamatave up almost 4,000 hectares of surfaces covered (all species) mainly in production areas of Tamatave area;
- Organization of training sessions for farmers and framing;
- Achievements of teaching materials (DVDs on the industry, technical manuals, development of good guides practices ...)
- Establishment of the overall methodology sulfur treatment for cold storage for fruits transport to the recipient country;
- Control and monitoring of the quality of litchi exported from the port of Tamatave, with a residue control sulfur in the hull and pulp (2000 tests / year);
- Implementation of traceability for litchi;
- Creation of an independent parallel control service for spices exported from the Port of Tamatave;
- Studies of alternative methods for presenting visually attractive fruits and allowing to limit the final sulfur residue content in fruit;
- Construction of a Transformation Center and Conservation of products, covering the activities of applied research, training, service center, quality control to Analamalotra;
- Development of the GSAC (sector guide for self-control) for litchi sector with PIP / COLEACP, the first guide of its kind in Madagascar;
- Development of post-harvest training in peasant;
- Annual training technical staff of operators at various levels (hazard analysis sanitation, HACCP, good practice sulfur treatment, good hygiene practices, etc.);
- Operator Assistance for successful certification GlobalG.AP ;
- Establishment of phenological monitoring device in Atsinanana Analanjirofo and regions, with a forecasting model of the campaign opening date;
- Monitoring the product's commercial life in the European markets during the campaign and provision information;
- Establishment of the wood elements processing center and pallets for compliance vis-à-vis NIMP15 of standards.

Q4: Please add here web links to project/programme materials.

Respondent skipped this question

PUBLIC SECTOR CASE STORY TEMPLATE

Q5: YOUR CONTACT DETAILS

Name: ANDREAS Christophe
Ministry/Institution/Organization: Centre Technique Horticole de Tamatave
Country: MADAGASCAR
Email Address: ctht.ctcp@gmail.com; ctht@moov.mg

Q6: FUNCTION

Private sector

Q7: FUNDING PARTNER Tick the appropriate box(es)

Bilateral donor

Q8: Additional information

Union Européenne (ressources STABEX)

Q9: START DATE OF PROJECT/PROGRAMME

2001

Q10: STATUS OF PROJECT/PROGRAMME

Fully implemented

Q11: DURATION OR, IF ON-GOING, EXPECTED DURATION OF PROJECT/PROGRAMME

More than 5 years

Q12: COST OF PROJECT/PROGRAMME

Between US\$1 million and US\$5 million

Q13: Additional information

Respondent skipped this question

Q14: TYPE OF FUNDING FOR PROJECT/PROGRAMME

Grant

PAGE 6: C.2) ABOUT THE CASE STORY

Q15: PROJECT/PROGRAMME TYPE

Single country / customs territory

PAGE 7: C.2) ABOUT THE CASE STORY

Q16: SINGLE COUNTRY/CUSTOMS TERRITORY

MADAGASCAR

PAGE 8: C.2) ABOUT THE CASE STORY

PUBLIC SECTOR CASE STORY TEMPLATE

Q17: REGION(If the region does not appear in the drop down menu, please enter manually.)

Respondent skipped this question

PAGE 9: C.2) ABOUT THE CASE STORY

Q18: MULTI-COUNTRY(Enter all countries or customs territories)

Respondent skipped this question

PAGE 10: C.4) ABOUT THE CASE STORY

Q19: CASE STORY FOCUSTick the appropriate box(es)

Support for compliance with non-tariff measures (including standards)

PAGE 11: C.5) ABOUT THE CASE STORY

Q20: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME Tick the appropriate box(es)

Successful

PAGE 12: C.6) ABOUT THE CASE STORY

Q21: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)

Laboratory testing facilities,
New conformity assessment procedures or processes
,
New food safety measures or processes

Q22: Additional information(maximum 300 words)

Respondent skipped this question

PAGE 13: C.7) ABOUT THE CASE STORY

PUBLIC SECTOR CASE STORY TEMPLATE

Q23: WHAT WERE THE OUTCOMES OF YOUR PROJECT/PROGRAMME Tick the appropriate box(es)

Reduction in ship dwell time,
Increase in shipping volumes,
Other (please specify)
Mise en conformité des produits exportés vis-à-vis des exigences réglementaires des pays destinataires

Q24: Additional information(maximum 300 words)

Respondent skipped this question

PAGE 14: C.8) ABOUT THE CASE STORY

Q25: WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)

Export market diversification,
Other (please specify)
Maintenir la part de marché des produits locaux face à l'augmentation des exigences des pays acheteurs

Q26: Additional information(maximum 300 words)

Respondent skipped this question

PAGE 15: C.9) ABOUT THE CASE STORY

Q27: LESSONS LEARNT Tick the appropriate box(es)

Importance of alignment with national priorities,
Importance of engagement by private sector,
Importance of attention to long-term sustainability

Q28: Additional information(maximum 300 words)

Respondent skipped this question

Q29: PROJECT OR PROGRAMME MONITORING AND EVALUATION FRAMEWORK Tick the appropriate box(es)

M&E framework used, Ex post evaluation