



Lessons from the EPOPA programme

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Nr: 1

EXPORT PROMOTION OF ORGANIC PRODUCTS FROM AFRICA



A programme

- To initiate and facilitate export of organic products from Africa in order to increase income for farmers while exposing the country to sustainable agricultural practices
- Implemented by Agro Eco & Grolink
- In its 7th year, 3 more to go
- 2 Directors + 1 Programme Officer
- 3 Country Managers (UG, TZ, ZAM)
- 12 in-country professional staff (PL & APLs)
- 1½ supporting consultants in NL office
- 1½ marketing consultant

Nr: 2

EXPORT PROMOTION OF ORGANIC PRODUCTS FROM AFRICA



Crux

Organic export & quality premia pay for

- Premium price for farmers +
- Costs of field organisation +
- Higher cost of separate handling +
- Costs of certification +
- Higher margin exporter

Minimum export value \$ 250.000/yr

Nr: 3

EXPORT PROMOTION OF ORGANIC PRODUCTS FROM AFRICA



The EPOPA tool box

EPOPA support to projects covers:

- | | |
|---|--|
| <ul style="list-style-type: none">▪ Management assistance▪ Staff training▪ Field officer training▪ Organic agriculture, extension and demonstration gardens▪ Development and revision of Internal Control System▪ Farmer mobilisation techniques and inputs▪ Seed money for farmer's inputs▪ Setting up of tree/ crop seedling nurseries▪ Technical consultancy and agricultural improvements▪ Product quality management and quality improvement measures | <ul style="list-style-type: none">▪ Development of new/second crops and products▪ Market surveys and buyer contacts▪ Product development▪ Participation in organic trade shows▪ Project presentations/brochures▪ Organic certification procedures and issues▪ Share in certification costs▪ Certification to additional standards required by the market▪ Mediation in trade finance▪ Risk assessment along the chain▪ Farmer organisation |
|---|--|

Nr: 4

EXPORT PROMOTION OF ORGANIC PRODUCTS FROM AFRICA



Export projects TZ

- Biolands cocoa
- KCU fair trade robusta coffee
- Premier Cashew, cashew nuts
- KNCU fair trade arabica coffee
- Dabaga canned pineapple
- Fidahusseini honey
- Tanica instant coffees
- Hope fully washed arabica coffee
- Golden African ginger in syrup
- Zanzgerm spices
- Tanpro peanuts 5-6 more in prep.

Nr: 5

EXPORT PROMOTION OF ORGANIC PRODUCTS FROM AFRICA



Export projects UG

- Lango cotton & sesame
- Kawacom arabica and robusta coffee
- Outspan sesame, chillies, cotton
- ESCO vanilla and cocoa
- RECO candied fruit, papain
- BioUganda fresh (& dried) fruits
- Ibero coffee diversification (vanilla)
- Greenfields Nile perch/tilapia fillets
- Lakeside dried fruits & vanilla
- Gumutindo fair trade arabica coffee

Nr: 6

EXPORT PROMOTION OF ORGANIC PRODUCTS FROM AFRICA



Cont. UG

- Barkcloth – barkcloth
- Naseco essential oils
- BNP honey
- Tamteco herbal teas
- KMI shea nut oil
- 5 more in preparation

Nr: 7

EXPORT PROMOTION OF ORGANIC PRODUCTS FROM AFRICA



How to organise a project including the market ?

- Difficult to find good exporters
- 1994: Few operational coop unions
- Farmers traumatised, disloyal, afraid to organise
- Goons are still around, & cowboys
- 3 year project cycle, selffinancing in 3rd yr
- Exporter existing, responsible for whole project
- Exporter employs field staff
extension, research, quality mgt, ICS, information

Nr: 8

EXPORT PROMOTION OF ORGANIC PRODUCTS FROM AFRICA



Considerations

- 4 CU, 1 PS, 7 local, 3 Indians, 3 EU expats, 4 local/expat combi, 4 trading houses
- Majority is exporter-grower group relation
- 50.000 farmers grouped around a product
- Every exporter has benevolent strains vs
- Exporting is one big risk aversion exercise
- Exporter manages trade finance and buying
- Buying/storage can be primary society
- Exporters not keen on PO (blackmail)
- Farmers have low understanding, are naive about market, are bullied, leakage
- Farmers are not exporters

Nr: 9

EXPORT PROMOTION OF ORGANIC PRODUCTS FROM AFRICA



Exporter's interest in PO

- Assistance in organising meetings
- Market information, explanation vv
- Forum to dispense money, eg
- Farmers own input provision
- Buying and storage
- Community responsibility (qualities)
- Ownership, motivation
- Non product related activities (other NGOs)
- Shifting roles, responsibilities
- Nudge towards organisation
- Not top down

Nr: 10

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