

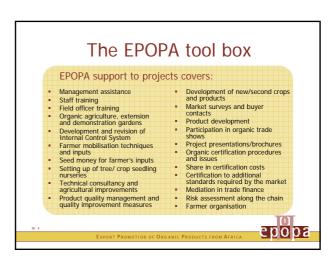
A programme

- 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

EXPORT PROMOTION OF ORGANIC PRODUCTS FROM AFRICA



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



Export projects TZ

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

EPO DE

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

EVEN T PROMOTION OF ORGANIC PRODUCTS FROM AFRI



Cont. UG

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

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



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



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



XPORT PROMOTION OF ORGANIC PRODUCTS FROM AFRICA