PAN Germany
Pestizid Aktions-Netzwerk e.V.

PESTICIDE ACTION NETWORK UK

OBEPAB



Fibre, Food and Beauty for Poverty Reduction – Make it move!


A compendium on lessons learned in a three year project on how to reduce dependency on cotton and fight poverty

A healthy world for all.
Protect humanity and the environment from pesticides. Promote alternatives.

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PAN Germany©: Stand at FA!R 2010, Enda Pronat©: Fonio processing at YNW headquarter, Britta Pichler©: Sesame from organic cotton farmers in Senegal, PAN Germany©: Project team in action at SANA2010 in Bologna, PAN Germany©: counter with products and info materials at BioFach 2010, PAN Germany©: project team at BioFach 2010.

Content


yes we care
use diversity
fight poverty

About this Compendium

A farmer in Benin is applying pesticides on cotton without sufficient protection against harmful contamination. (Photo: Tilman. Pzyrembel)

PAN Germany, PAN UK, OBEPAB from Benin and Enda Pronat from Senegal joined together to raise awareness among businesses in the textile, food and cosmetic sectors, NGOs, donor organizations and consumers, on how important it is to broaden their view for organic cotton farmers in developing countries. Organic farming has a lot of benefits to offer (see chapters below), but single cash crop approaches are not sufficient to tackle global problems of poverty and environmental destruction, no matter in which agricultural system they are grown (conventional, organic or with genetically modified crops).

With "Fibre, Food and Beauty for Poverty Reduction", we were seeking ethical trading relations between West Africa organic cotton projects and European food and cosmetic companies interested in high quality, organic ingredients which can also "tell a good development story" about sustainable livelihoods. The project goal was to promote the contribution that organic cotton systems, with their associated food crops, can make to the Millennium Development Goals to eradicate extreme poverty and hunger; promote gender equality and empower women; and ensure environmental sustainability[1].

This compendium offers background information, lessons we learned during the last three years and useful tips for other organizations - both in the North and the South - in order to give the reader ideas how to initiate more projects which help reduce dependency on cotton and fight poverty among smallholder farmers in Africa.

Part A: Rationale and Background

Both PAN UK and PAN Germany started working on cotton in the mid-1990s. It was then when more and more reports and messages from the ground drew attention to the massive use of pesticides in cotton production, connected poisoning incidents and the beginning of a movement which wanted to change the situation for cotton farmers.

First pilot projects testing the feasibility of successfully growing cotton according to organic farming principles were started in Senegal, Turkey and elsewhere. By the New Millennium, different projects in about 20 cotton producing countries finally led to the point where the proof of concept was clearly established.

Despite the feasibility at field level, the market for organic cotton clothing and textiles was a niche market. One of the tasks of PAN was to talk about the difference between conventional cotton and organic, and why it was important, to ask as consumers, but also as actors in the supply chain, where cotton comes from and how it is produced?

[1] See for example United Nations (2008): The Millennium Development Goals Report 2008, New York. Or Setboonsarng S (2006): Organic Agriculture, Poverty Reduction, and the Millennium Development Goals. Asian Development Bank Institute Discussion Paper No 54

Benin: Pesticide spraying equipment unguarded next to school children. (Photo: Tilman Pzyrembel)

PAN was among the driving forces for a growing market for organic cotton. Production has risen from less than 6.000 tons in 2000/01[2] to more than 240.000 tons in 2009/10[3], accounting now for about 1% of global cotton production. Integrity, transparency and fair relationships, together with real interest for the well-being of the farmers behind the fibre, are essential ingredients for a really sustainable – economically viable, socially responsible and ecologically sound – cotton production. PAN and their partner organizations are committed to these values and therefore explored ways how to further support organic cotton farmers, not only by promoting their cotton, but by looking holistically at their production system and possibilities to improve living conditions by taking available, but unused resources into consideration. A call from African partners OBEPAB and Enda Pronat to investigate marketing options for rotation crops dated back to a joint workshop in Benin in 2004. In early 2008 we finally started a three year project to respond to their call.

'Organic certification covers all the crops grown by farmers. Cotton was the only one exported and which benefited from a premium. In order to help farmers increase their income, it was important to value the other crops, and this is the reason why OBEPAB got involved in this project.'
D. Vodouhe, Director of OBEPAB

1. Cotton and pesticides - a dangerous liaison

By Alexandra Perschau (PAN Germany), Stephanie Williamson (PAN UK), Davo Vodouhe (OBEPAB)

Pesticide use is threatening the health of farmers, farm workers, their families and rural communities, especially in developing countries. The acute toxicity of many pesticides used in developing countries is well known and poisoning cases often documented[4], but at the same time trust-worthy figures on global pesticide intoxications are not available. Scientific literature reveals an increase in published figures for acute pesticide poisoning and fatal incidents over the last decades, from estimated annual 500.000 incidents and 5.000 fatalities in the 1970s to 5 million incidents and more than 200.000 fatalities worldwide cited in publications in the new Millennium[5]. And many health experts consider these figures as a huge underestimate since only a tiny proportion of such cases are actually reported and enter the official statistics on which the estimates are based. Even much less is known about long-term impacts on humans – including the nervous, hormone, reproductive and immune systems – and the environment.

Cotton is accountable for a huge amount of global pesticide use. 16% of global insecticide releases are sprayed on cotton – more than on any other single crop. At the same time, 99% of the world's cotton farmers live in developing countries, where low levels of safety awareness, lack of access to and money for protective clothing and equipment, illiteracy, poor labeling of pesticides, inadequate safeguards and chronic poverty combine to form a hazardous, sometimes deadly cocktail for cotton farmers[6].

[2] PAN UK (2002): The international market for organic cotton and eco-textiles. ISBN 0-9521656-6-X

[3] Textile Exchange (2011): Farm & Fibre Report 2010. Executive Summary. Available at www.organicexchange.org/oecms/organic-exchange-publications.html

[4] PAN International (2010): Communities in Peril – Global report on health impacts of pesticide use in agriculture. ISBN 978-983-9381-52-8. Available at http://www.pan-germany.org/download/PAN-I_CBM-Global-Report_1006-final.pdf

[5] PAN Germany (2005): Vergiftungen durch Pestizide. Available at www.pan-germany.org/download/fs_vergiftungen.pdf (in German)

[6] EJF (2007): The Deadly Chemicals in Cotton. Environmental Justice Foundation in collaboration with PAN UK. ISBN 1-094523-10-2 Available at www.ejfoundation.org/pdf/the_deadly_chemicals_in_cotton.pdf

Here are just two recent examples which illustrate well that, despite stricter regulations and policy maker awareness of pesticide hazards in recent years, serious poisoning continues to place a personal and an economic burden on farming households. These cases highlight the necessity to withdraw from pesticide use in cotton production systems due to negative effects on farmers and farm workers in developing countries:

End of July and in early August 2010, the media reported about pesticide poisonings in Benin. Investigations done by OBEPAB revealed that food was contaminated with pesticides, very probably by illegally imported endosulfan, intended to be used in cotton production, but also "appreciated" by traders for its "effective" use as a storage pesticide[7].

A recent pilot study on behalf of the Secretariat of the Rotterdam Convention on agricultural pesticide poisoning in Burkina Faso, conducted in June and July 2010, showed a high rate of incidents. The survey was conducted in the largest cotton producing zones of the country, accounting for 77.3% of the Burkinabe cotton production. Among 650 surveyed farmers, 296 poisoning cases resulting from pesticide applications were recorded. Despite the fact that Endosulfan, an organophosphate insecticide, is now banned in Burkina Faso and other countries in the Sahel, the active substance is still found in some pesticide formulations which altogether account for 46 endosulfan-related intoxication cases, widely used in cotton production. In 42 additionally surveyed health centers a total of 922 poisoning incidents have been reported.

The authors of the study concluded that farmers do not follow good agricultural practices when using pesticides, explaining the high incidence of pesticide poisoning. They also stress that pesticides falling under Class 1b or Class II of the World Health Organisation (WHO) acute toxicity classification should not be used by farmers who have not received training, who do not have appropriate personal protective equipment and who tend to underestimate pesticide-related hazards. The population studied during the survey has a limited level of education, lack of training and the tendency to not comply with safety requirements and therefore should "in no way use this category of pesticides"[8].

These examples show that even after 20 years of intensive training efforts by international organizations, governments, industry and NGOs, so-called "safe use" of pesticides is impossible to implement in developing countries. Farming systems that minimize or eliminate dependence on harmful and expensive pesticides form the clearest solution out of the dilemma. Organic farming systems are feasible alternatives, which PAN and their partners OBEPAB and Enda Pronat actively support by different means.

'When using chemicals on our crops, sickness was common. When we grew conventional cotton, we had higher yields, but paying for our inputs, we were using all the extra money on drugs to heal ourselves.'
Organic cotton farmer from Benin.

7 A. Perschau (2010): 161 Menschen in Benin durch Pestizide vergiftet, Pestizid-Brief Sept / Okt 2010, p. 2

8 A.M. Toe (2010): Pilot Study on Agricultural Pesticides Poisoning in Burkina Faso. Available at www.pic.int/Workshop/Burkina/Rapport%20final%20SHPF_ENGLISHversion23sept.doc

Farmers of the Yakaar Niani Wulli Federation in Senegal, presenting proudly their organic cotton harvest. (Photo: Britta Pichler)

2. Organic cotton as a way out of the pesticide treadmill

By Stephanie Williamson, Alexandra Perschau, Davo Vodouhe

When turning away from hazardous pesticides, organic farming is a viable alternative. There are different schools and philosophies on organic farming, but in general it is a systematic change in agricultural practices. It is not just leaving out agrochemicals; instead it aims to build an ecologically based farming system that is in balance with nature. Organic farmers will rotate crops year by year, they may also plant intercrops and make and apply compost and farmyard manure. In terms of interventions to control insect pests, organic cotton farmers use a range of methods, including botanical extracts of neem seed, chili or indigenous plants, physical trapping or handpicking of pests. Instead of using herbicides, they only weed by hand or by ox- or tractor-drawn farm equipment[9].

When growing organic cotton, African farm families and their communities can benefit in several ways; organic agriculture has proven to be sustainable in the full meaning of the term: on social, economic and environmental level[10,11].

First of all, farm family health has greatly improved due to stopping use and exposure to hazardous pesticides. Family food security is improving as well, from being able to grow more food crops safely, without pesticide residues, and increased production of beans and peas in particular.

A survey of organic cotton projects in 2008[12] highlighted the contribution farmers make to both family and community food security, by producing safe, diverse and healthy food without harmful or expensive agrochemicals. Organic cotton farmers have also achieved greater consistency of produce outputs throughout the year, in comparison with less diverse, conventional farm systems.

In economic terms, organic cotton helps farmers to escape from the vicious cycle of indebtedness, as there is no need to purchase expensive farming inputs, such as pesticides and fertilizers, on credit at the start of the season. Production costs savings, along with organic and sometimes fair trade premium prices, translate into a better net income for farmers, even with lower yields at the start of organic cultivation. Several studies prove the economic benefits, which obviously depend on different factors. In Burkina Faso, the gross margin for organic cotton farmers was 30% higher than for their conventional counterparts in the 2008 season[13]. In many cases, organic cotton companies do prompter payments than conventional companies.

[9] PAN UK, PAN Germany (2010): Organic cotton systems reduce poverty and food insecurity for African farm families. A Fibre, Food and Beauty project briefing. Available at http://www.pan-germany.org/download/cotton/FFB_stories_and_issues-briefing.pdf

[10] PAN Germany (2004): The farmers' perspective on organic cotton production and marketing". Conference proceedings. PAN Germany, Hamburg.

[11] Ferrigno S et al. (2006): Organic Cotton: A New Development Path for African Smallholders? Gatekeeper Series 120, International Institute for Environment & Development, London. Available at http://www.iied.org/natural-resources/key-issues/biodiversity-and-conservation/gatekeeper-series

[12] Organic Exchange (2009): Farm System Crops Baseline Report. Available at http://organicexchange.org/oecms/images/stories/documents/farm_baseline.pdf

[13] Helvetas (2009): Organic Cotton changes producers' lives. Leaflet on impact study on organic and fair-trade cotton in Burkina Faso. Available at http://www.helvetas.ch/wEnglish/competencies/documented_experiences/doc_resources.asp?navid=16

Gender issues are addressed as well. Organic cotton farming increases opportunities and income for women, who are often not permitted to register their own plots under conventional cotton systems. It is very attractive to women since they can use locally available resources, like manure or botanical insecticides, at low costs. Therefore they can increase the commercial growing of cotton without dependency on producer organizations that are dominated by men. Women who are pregnant or breastfeeding can also produce cotton without taking risks for their or their children's health.

Finally, labour requirements and production risks are spread over a wider range of crops than conventional farmers and lead to more flexible and resilient farming enterprises.

Education is another area where certified organic farming has a positive influence on rural communities. Involved farmers gain skills and training through organic farmer associations. Farmers' management capacities are improved and strengthened through the required internal control systems for organic certification. The involvement in farmers associations furthermore ensures that farmers have a bigger say in the changes organic farming families want to see. Extended influence can be seen when farmers decide to invest their increased income to send their children to (secondary) schools.

In Benin, for instance, the discussions in families of organic cotton producers prove how important their children's education is to farmers. Nobody wants to see their own children missing school while those of other farmers are learning. The quicker access to cash after selling their organic cotton allows farmers to use these resources to buy schooling materials.

With the increased income producers achieve from organic cotton, they arrive at a stage where they can afford to cover their family needs, such as education for their kids and to ensure family food security throughout the year.

These days it is not uncommon to see paid farm labourers working at a number of organic cotton farms, since the farmer's children are occupied with school and cannot help on the fields anymore. Sending the children of organic cotton farmers to school allows the producers to respect international conventions for children's right to education and to fight child labour.

Environmental benefits add to the sustainable effects of organic cotton production. Obviously, water resources are preserved from chemical pesticides and fertilizer contamination. Soils become healthier and more fertile through composting and planting nitrogen-fixing legume crops. Farmers better understand and use natural resources on-farm, thereby creating a win-win situation for farmers and the environment. Farmers make productive use of hedges, farm trees and field borders and at the same time contribute to combat degradation of
arable land. Crop rotation, intercropping and more on-farm activities stabilize or even increase biodiversity on the fields and in the region.

Farm assessments of different organic cotton projects in Africa, India and

Latin-America showed a specific positive perception of organic cotton farmers for their ability to farm effectively. Organic farming methods, which support biodiversity, soil fertility and low risks from chemical contamination, bring a significant advantage especially for small-scale farmers in developing countries[14].

[14] Organic Exchange (2010): Assessing sustainability – A closer look at sustainable development in organic cotton farming using Key performance indicators. Available at http://organicexchange.org/oecms/images/stories/documents/2009_OE_KPI_Report_Final_6.10.10.pdf

A group of female farm family members are processing 'precooked' fonio.(Photo: Enda Pronat)

Excursus: Organic agriculture as a tool in the fight against rural exodus in Senegal and Benin

By Malick Ndiaye, Enda Pronat, and Davo Vodouhe, OBEPAB

The situation in Senegal

Organic Cotton is considered as an important alternative in the process to develop a healthy and sustainable agriculture for the farmers' Federation Yakaar Niani Wulli (YNW) since the moment it increased the financial resources of the rural population. Sustainable agriculture stimulates the local economy in the ups and downs of work in the agricultural cycle, enabling to switch to the sectors of (artisanal) processing and services, such as transport and communication,
thereby creating other employment opportunities, especially for young people. Effectively the production of organic cotton is a tool out of the cycle of poverty. The objective of Yakaar Niani Wulli is to make agriculture an activity that produces not only healthy food in a healthy environment, but that also generates sufficient revenues to keep the rural youth in their area.

In other words, organic agriculture is appreciated as a satisfying tool for their initiators in order to effectively and sustainably cultivate the soil. The YNW federation members practice crop rotation which allows them to diversify their crops. This diversification leads to more potential markets and as a consequence gives more room for manouevre to increase their revenues, which also supports the involvement of more young people in organic agricultural production.

But YNW also extended into processing to increase its benefits:

- The artisanal processing of cotton: spinning, weaving, tailoring, and natural dyeing
- The processing of fonio: dehusking and pre-cooking
- The processing of sesame: sesame oil very much appreciated in cosmetic use

These new activities in processing offer job opportunities for young people, although further development is needed.

Additionally the income farmers earn from organic agriculture (cotton, fonio, sesame, hibiscus) allows them to pay for school materials for their children, which is playing an important role in keeping the children in school and their ability to learn effectively.

Children are vulnerable to all risks associated with pesticides. The consumption of organically grown cereals therefore contributes considerably to the health of the population. Unlike conventional farms, where pesticide poisoning is the main cause of livestock mortality, organic farms integrate livestock rearing with crop production without any harm to the animals. These advantages have encouraged livestock breeders to support organic agriculture, particularly among socially deprived sectors such as women and young people.

The situation in Benin

The production of organic cotton is giving confidence to young people in rural areas who before were totally discouraged by not gaining any economic benefit from their numerous efforts in conventional cotton production. Effectively, young people were leaving rural areas for various reasons:

- Low income, since the input costs were deducted after cotton sales when farmers had to take a loan. Only low revenue is achieved by the farmers.
- The bad management of some producer organizations made some farmers end up paying for input costs of farming colleagues, because otherwise the responsible persons speculate the inputs and sell them either to a) other producers, who are not cultivating cotton but food crops, or b) use them as storage treatment for manioc or other stored food crops or finally c) to producers who are claiming a larger area for cotton cultivation than they actually work and who use those inputs on other crops.
- The very late payment for the cotton harvest which happened for many years has caused misery for many young producers, who have abandoned their land for low paid jobs like motor-cycle taxi driver (Zémidjan) or the very dangerous sale of adulterated fuel and others.

In contrast, the adoption of organic cotton production by a small number of women and young people who stayed has now influenced other young persons to return to their lands for several reasons:

- There is no need to take out loans and to pay chemical inputs since the essential products needed to produce bio-pesticides exist in the production zone and can be provided by the farmers themselves.
- The payments include a premium and money is given to the farmers' immediately after sale.
- Transparency in the management of organic famers' organizations, since every producer directly is given his revenue pro-rata according to what he has sold on the market.
- The reduction of intermediaries made the collaboration between individual producers and OBEPAB much easier.

The production of organic cotton has been a driving force to create farmers organizations in several rural communities. The producers are supported by local technical staff on the ground.

In total, the production of organic cotton in rural areas in Benin continues to give huge confidence to rural youth who in future produce organic cotton to ensure economic and financial well-being.

'Growing competition for land, water and energy, in addition to the overexploitation of fisheries, will affect our ability to produce food, as will the urgent requirement to reduce the impact of the food system on the environment.' *Godfray et al, 2010*

3. Why farm system and rotation crops: the problem of wasted harvests and growing populations

By Simon Ferrigno, Consultant for Sustainable and Organic Farm Systems

Everywhere you go on organic cotton farms in developing countries in mango season for example, you see fruit rotting uneaten on the ground. There are too many at harvest, but insufficient markets, storage and processing capacity, so that what is not used is lost for later, including at times of food shortage, and cannot be exploited in cash and export markets.

Along with making the most of the total food system in organic cotton farming, organic farms can address other issues such as the problem of wasted crops at a time when the world is facing a major challenge from growing populations.

IAASTD (2009) estimate that some 40% of the world's food production is wasted – similar to the amount the GM industry says we need to *increase* production by, although the total is said by some to be overestimated in terms of waste[15]. However, the amount food production needs to increase by is also over-estimated, as it does not take into account improved diets and reduced post sales and consumer waste. Instead of increasing production by intensification, should we not work with existing food and fibre production to improve its efficiency? The Fibre, Food and Beauty project,

attempting to improve the marketing of all outputs from organic cotton farms, certainly goes some way to addressing this problem.

Intensification usually centres around a very few crops – soya, wheat, maize, canola, cotton – crops that feed the world's growing tendency to fast food and over-consumption rather than balanced diet and good nutrition (with a few nods towards issues like Vitamin A deficiency from the GM public relations machine).

Meanwhile, in the headquarters of agribusiness companies, press releases and briefings fly around saying that food production needs to increase, and legions of lobbyists batter at the doors of politicians to get policies that are even more friendly towards corporate agriculture and promote the idea that GM and large scale agriculture are the answer to the (non existent?) problem.

The reality on the ground says we already throw away too many food harvests before they can reach those who need them? What role can organic farming and organic entrepreneurs play in getting more food to market, maximising the whole farm output – and who will finance this wave of entrepreneurship?

This problem is everywhere, and not limited to mangoes. Little investment is made in simple interventions like food and grain stores and small-scale food processing and preservation. Roads remain poor.

[15] Parfitt J et al. (2010): Food waste within food supply chains: quantification and potential für change to 2050. Phil. Trans R. Soc B210 365 3065-3081

Organic food systems also produce food for complete local diets rather than mono-crops which are mainly for export or processing into finished foods for wealthier consumers. Development might eliminate all those mango trees and other cropped and wild foods from the farm system – this would reduce waste, perhaps, but would irrevocably change the diets and position of these farmers. Many would be driven off the land and into towns to see work as others became larger scale farmers. A diverse food system on the other hand feeds its people, its community and sells additional crops, with local processing allowing for value additional and increased economic opportunities for farmers and other groups, such as women. This is the promise of smallholder organic farming systems in Africa: food security, cash crops, some processing and value addition, and more income and resilience.

The big argument used by those who argue for increased large-scale, technology based farming is the coming of an additional 3 billion people[16,17] and increased western style food consumption because of increased wealth of developing country consumers– all of this to be achieved on the same amount of arable land and with a finite amount of fresh water. Indeed, pressure is on much farming land from urbanisation as well as from problems of salinisation, loss of soil fertility and demand for non food crops like biofuels. Land in many poor regions is also at risk of being diverted from addressing local food security to ensuring food security of other regions, e.g., the land grab problem[18].

The problem of maintaining viable and diverse systems is one important aspect of future farming which organic can address, alongside addressing the problems of storage and access to infrastructure. One critical difference with organic farming is that yield alone for each crop is not always a sufficient measure of productivity – the output of the whole farm (crops, wild harvests, GHG mitigation, clean water and air) need to be taken into account.

By bringing higher prices or returns, organic farming can address some of the root causes of low yields, as increased profits will eventually be invested in areas including tools and equipment, as well as in household goods, education and health of the farming family and their communities.

[16] Federoff NV et al.(2010): Radically Rethinking Agriculture for the 21st Century, Science 327, 833

[17] Beddington J (2010): Global food and farming futures. Phil Trans. R. Soc B2010 365 2767

[18] Godfray HCJ et al. (2010): Food Security: The Challenge of Feeding 9 Billion People. Science 327, 812
Charles H et al.(2010): The future of the global food system Phil. Trans. R.Soc B2010 365, 2769-2777

Fonio grains on the paddy.
(Photo: Enda Pronat)

4. Promoted crops in the project – every crop has a story to tell

By Alexandra Perschau, Stephanie Williamson, Davo Vodouhe, Malick Ndiaye

When we decided which crops to choose for promotion in Europe we considered different aspects. The survey of available crops in the organic cotton cultivation system showed that 16 different crops are cultivated by organic farmers in Benin and Senegal.

We then developed a criteria checklist to see which of these different crops would be appropriate for export promotion:

- Family and community food security first: Crops which are part of the daily menu, like maize or sorghum, were excluded from promotion for export markets in Europe.
- Fitting well in organic cotton crop rotation: we wanted to ensure a well-balanced eco-system on the farm was supported by the choice of the crops to be promoted and that the crops do not compete against cotton in terms of labour requirements during the cropping season.
- Market potential: We also evaluated the actual or potential demand of the different crops in organic and/ or fair trade markets, or other specialized markets, e.g. for special diets or the whole food or health food sectors.
- A development story to tell: Story telling is a major marketing tool these days. We realised that there are some good stories to tell about certain crops, e.g. that they form traditionally part of women's income, that trees are planted as a form of pension fund, or that they are good for consumers' health. This kind of information forms part of a strategy to define a Unique Selling Point (USP) for a certain product from a specific producer group.

4.1 Fonio

Fonio[19] (*Digitaria exilis*) is one of the oldest cultivated cereals in Africa, dating back to 5,000 BC. It is the smallest species of millet. Fonio is a very hardy crop and grows well on poor soils. It even can produce seed on soils with aluminium levels that are toxic to other crops and be relied on in dry savannah lands, where rains are brief and unreliable.

In West Africa fonio is mainly grown and cooked by women, as a special food for treats at weddings, baptisms and others ceremonies. The tiny grains are low in gluten and rich in protein. It is light and easy to digest and can be included in many different cereal-based recipes, making it an attractive ingredient for heath food products for those with gluten intolerance, in poor health or for baby food.

Senegalese farmers growing fonio are exploring ways of improving local and export markets. Enda Pronat has worked with them to introduce it into the crop rotation cycle of YWN organic cotton farmers.

The crop is easy to grow, but highly laborious when it comes to the long and complex processing, including dehusking and milling. At the same time, the work to process fonio seeds into pre-cooked, ready to sell 1-kg packages in the capital Dakar gives work to five women from the Yakaar Niani Wulli federation.

[19] For more see the Fonio fact-sheet.
Download at http://www.pan-germany.org/deu/projekte/cotton_connection/aktuell/publikationen.html (available in En, F, D, It)

4.2 Bissap

Different ways to present bissap for export to Europe: Dried flowers, highly concentrated juice or powdered. (Photo: PAN Germany)

The red hibiscus[20] (*Hibiscus sabdariffa*) in the mallow family is widely grown in Senegal by farmers along their field borders, as an annual or perennial shrub growing to around 2.5m height. They are used for traditional culinary and medical purposes, while fibres extracted from the stem can be used as a substitute for jute.

It takes around 6 months for the plant to produce flowers and farmers then harvest the thick, fleshy calyces, the outer whorl of sepals at the bottom of each flower which protected the young blossom. The dried calyces are deep crimson in colour and form the main hibiscus raw product for fruit drinks – known as bissap in Senegal -, herbal teas, colourings and other uses.

In 2006, organic farmers' federation Yakaar Niani Wulli and Enda Pronat introduced cultivation of red bissap in the borders of the organic cotton plots, as an additional source of income for farm families.

Little known outside Africa, a handful of European companies are now marketing hibiscus-based fruit drinks, promoting it as heart-healthy and an alternative to cranberry juice for treatment of cystitis. Hibiscus products are high in vitamin C and anti-oxidants known as anthocyanins, which may help blood capillary function and inhibit the growth of harmful bacteria.

4.3 Sesame

Sesame seeds at the Yakaar Niani Wulli storehouse in Senegal. (Photo: B. Pichler)

Sesame[21] (*Sesamum indicum*) is a small annual plant growing up to 1m high, originating in Africa and now widely naturalised in tropical regions around the world. It is cultivated for its edible seeds, which grow in pods, and the oil which can be extracted from these. Seeds of different sesame varieties range from pale cream to dark charcoal.

Sesame is rich in healthy polyunsaturated fats, mineral nutrients iron, magnesium, manganese, copper and calcium and contains vitamins B1 and E.

Sesame is an easily grown crop which fits well in the organic cotton rotation sequence and gives moderate yields. In Senegal, organic farmers' federation Yakaar Niani Wulli (YNW) and Enda Pronat first started sesame production in 2004. The YNW federation processes most of their sesame locally, using a manual press to extract and filter the oil after grinding, steaming and pressing the seed. Currently most of the oil is sold in Dakar to cosmetics companies and to urban consumers.

Sesame is not widely eaten in Senegal so there is limited market demand nationally and no food security concerns in selling it for export.

[20] For more see the Bissap fact-sheet.
Download at http://www.pan-germany.org/deu/projekte/cotton_connection/aktuell/publikationen.html (available in En, F, D, It)

[21] For more see the Sesame fact-sheet.
Download at http://www.pan-germany.org/deu/projekte/cotton_connection/aktuell/publikationen.html (available in En, F, D, It)

Cashew trees alongside a cotton field in Benin. (Photo: OBEPAB)

4.4 Cashew nuts

The cashew[22] tree (*Anacardium occidentale*) originates from North Eastern Brazil but is now widely grown throughout the warm, humid tropics for its nuts and the cashew fruits, known as 'apples'. Cashew 'nuts' are not true nuts in the botanical family sense, but seeded, referred to as kernels. Cashew kernels are surrounded by a double shell containing anacardic acid resin, a potent skin irritant chemically similar to the toxin found in the related poison ivy. The shells and resin must be carefully removed to avoid harm at consumption stage.

Cashew trees are planted in Benin along field borders to control soil erosion and can be maintained fairly easily. Cashew kernels are harvested at a different time of year than cotton picking so farm families can easily manage labour requirements.

However, little value is added to the cashews grown in West Africa, with less than 10% of raw cashews actually processed. Developing the cashew sector therefore has the potential to create jobs and reduce poverty in rural communities.

There is increasing demand for organic cashew kernels and oil in European and regional markets. The rapidly expanding certified Fairtrade market sector also represents an attractive market for OBEPAB and the farmers associations it works with.

Collected sheanuts ready for processing. (Photo: Helvetas)

4.5 Sheanut

The sheanut[23] tree (*Butyrospermum parkii* or *Vitellaria paradoxa*) is native to Africa, occurring across the Sahel region from Senegal to Nigeria and further east in Sudan and Uganda. In francophone West Africa it is known as karité. The tree is a large and treasured species, providing the primary edible vegetable fat to people inhabiting an estimated 1 million km^2 of dry savannah lands.

The green fruit consist of a thin pulp surrounding a large, oil-rich seed from which shea butter can be extracted. To obtain the butter, the pulp is removed and the nut shelled and crushed, using a mortar and pestle. The seed is then roasted and ground or pressed to extract the oils.

Sheanut butter and oil is used commercially as an ingredient in skincare and other cosmetic applications, valued for its nutritive content and it is claimed to have anti-aging, anti-inflammatory and skin-healing properties. The butter is rich in vitamin A and works excellently as a moisturizer.

In northern Benin, wild sheanut trees in the area are much appreciated and actively cared for and encouraged along field borders or scattered within a field. The trees are valued for their shade and for many useful resources. Fruits falling into the cotton fields are collected, rinsed, pulped and processed for household and local use.

OBEPAB and the farmers associations have identified sheanut as one of two crops suitable for export. Although shea is a valued natural resource, the number of productive sheanut trees in cotton growing organic villages is far higher than the number currently harvested for local or export use.

[22] For more see the Cashew fact-sheet.
Download at http://www.pan-germany.org/deu/projekte/cotton_connection/aktuell/publikationen.html (available in En, F, D, It).

[23] For more see the Sheanut fact-sheet.
Download at http://www.pan-germany.org/deu/projekte/cotton_connection/aktuell/publikationen.html (available in En, F, D, It)

Part B: Lessons learned from the project

1. Lessons learned from a European perspective

By Alexandra Perschau, Stephanie Williamson

In Europe we worked at different levels in the supply chain. The most important part was to reach out to companies in the food sector, and to a lesser extent in the cosmetic sector.

The global organic food market reached a value of 60 billion US Dollar in 2010[24], Germany representing the biggest market in Europe, with the UK, Italy and France not far behind. Our activities therefore targeted these countries, since a certain level of knowledge of and appreciation for the concept of organic agriculture was anticipated by project partners. However, supply in Europe continues to fall short in many organic product categories, leading to imports from various countries. At the same time Sub-Saharan countries do not benefit enough from these premium markets, while, for example, Latin America has become a major source of organic fruits, vegetables, meats, seeds, nuts and ingredients[25]. With this project we aimed to call attention to African organic farmers and their produce in order to increase their participation in this growing premium market.

The second part was to raise awareness among consumers. And we also wanted and needed to discuss with other non-governmental organizations (NGOs) active in development, fair trade and environment issues certain ethical concerns about cotton as a livelihood strategy. Some NGOs and ethically-motivated individual consumers have expressed concerns about the promotion of cotton as a cash crop for smallholder households in sub-Saharan Africa. These concerns have a valid base in the many negative aspects of conventional cotton production; however, organic cotton was also viewed rather negatively, due to misconceptions and lack of understanding. These people tend to view all cash crops as undesirable and think that smallholders should concentrate on growing food crops for their families. Some felt that it was unethical as consumers to buy food from poor African farmers. Our objective was to address these misconceptions by explaining that under organic rotation systems, cotton farmers grow a wide range of food crops, for family and local consumption.

We also raised awareness about smallholders' needs to earn cash to cover medical and schooling expenses and about the factors that make reliance on food cropping for household needs alone an unreliable and very low income strategy.

[24] Organic Monitor (2010) Research Report #7003-40 The GLOBAL Market for ORGANIC Food & drink: Business Opportunities & Future Outlook (3rd Edition), Introduction available at http://www.organicmonitor.com/700340.htm, published December 2010

[25] See above: Organic Monitor (2010)

Raw and processed cashews from Benin. (Photo: PAN Germany)

Lessons on the promoted food crops

One main finding was a varied interest in the presented crops in different European countries. While there was a high interest in fonio in Italy and good interest in France, the consumers and companies in the UK appreciated very well the fonio flapjack cake, but to lesser extent the flavour of fonio itself. In Germany the interest in fonio was rather low, though consumers were keen to taste it when we had a show cooking event at FA!R 2010 in Dortmund.

Fonio therefore is a good example to show farming projects how important it is to consider the different preferences in diets in different EU member states. While Italians are used to cooking a lot with different cereal grains, Germans are not. The low-gluten property of fonio still made the cereal attractive to a number of small and medium enterprises in health/wholefood/natural foods sectors. But until at least one wholesaler in the sector is importing fonio to distribute it to those interested shops, there is a gap to overcome, since small retail shops cannot afford and don't have the expertise to import directly. Furthermore it has to be considered that consumers will not have appropriate cooking utensils. In Senegal, fonio is prepared in a 'couscousiniere', which is hardly known and available in Europe. Fonio therefore suits best as a grain mixed into processed foodstuff, like muesli-bars, or needs to be ground into flour.

For hibiscus, there has been a rapid evolution in the UK market since the project began, with at least two companies now selling hibiscus juice and several using hibiscus as an ingredient in herbal and fruit teas. Quite a few use organic hibiscus but very few have organic and fair-trade hibiscus, so this could be the selling point for Yakaar Niani Wulli's produce, or any other organic and fair trade initiatives. The German market for hibiscus still is very much connected to the traditional use in fruit teas. African varieties need to be tested for the acid content, as German consumers prefer lower acid contents, and tea producers sometimes need to mix different hibiscus varieties to achieve a well appreciated tea for the German market.

At the same time, there is a small niche market for fresh hibiscus flowers preserved in hibiscus syrup used in trendy gastronomy for aperitifs and cocktails. As there is potential to add value in the country and achieve premium prices for these products, it's worth investigating in the necessary equipment to meet this market.

Sesame is much harder to sell for African projects. Though there is a growing demand for organic sesame, companies are very cautious when it comes to purchase from Africa. Product quality in terms of cleanliness of the seeds, fungal aflatoxin risk and bacteriological contamination, specifically salmonella, are of high concern when it comes to import to EU member states. Nevertheless, there is interest from certain companies to fill gaps in their supply calendars or who are unhappy about the reliability of their current contractors.

As sesame is mostly used as an ingredient in sweet or savoury products, the advantage of the good development stories organic cotton projects "offer" to add value to their products, cannot score in this case. There is a harsh 'price war' in organic sesame markets, which additionally makes it difficult for Africa farming projects to compete against Asian or Latin American traders.

For cashew we recognized a good interest in all EU countries we've been active in. Difficulties remained since Beninese processors were not familiar with standard grades common in international trade. Some links to fair trade companies have been established to possibly give technical support for OBEPAB on improving the grading quality and appearance of its high taste quality cashews.

For sheanut, the picture is again different in EU member states. The UK market is cornered by Ghanaian entrepreneurs who are running sophisticated businesses run by UK-based Ghanaians, and there is little scope for OBEPAB produce to enter the British market. In Germany, there is interest in high quality sheabutter, which would need technical up-grading of farmers for their processing equipment and capacity. But during the project period, OBEPAB was able to set up links to a Beninese producer whom they met at BioFach, and who is interested to integrate organic cotton farmers' sheanuts into their processing and sales, mainly going to France.

Overall, we recommend to first concentrate on very few products and prepare well for potential sales, including full information on technical aspects, price, quantity and timing for availability, the identification of USP's, instead of trying to bring too many products in the hope that one will be of interest to someone.

SANA - a fair for natural products and services - is held annually in early September in Bologna, Italy. (Photo: PAN Germany)

Lessons on dealing with businesses

The approach to present our project at trade fairs proved successful. Project partners were able to showcase the subject with professional-looking, attractive and 'ethnic' stands and displays. Our presented information and outreach was better than that at stands of some full-time companies. With six visited trade fairs in Germany, Italy, the UK and France we talked to more than 1.500 professionals at our stands and received more than 200 specific product interests from companies, mainly from EU member states, but also beyond. These trade fairs covered BioFach in Germany, the biggest global organic food fair; SANA, a fair for natural products and services in Italy, mainly attracting Italian and other Mediterranean companies; Natural and Organic Products (NOP), a major event for British and Irish companies; and SIAL in France, a bi-annual 'global marketplace' for food, where partners exhibited in the 'Organic Food marketplace'. The fairs all attract their specific audience with little overlap in contacts. It was valuable for project partners to learn how the different potential markets react towards African organic and fair trade produce, what is expected by companies and consumers in these markets and to identify niches for the different food crops in the 'portfolio' of African project partners.

The project team, combining NGO-expertise from Europe with partner organisations from Africa, was well-appreciated by business representatives. African partners generated more interest among visitors than if the European partners alone had been representing them, and impressed traders with their professional approach and experience. At the same time, European accompaniment to African partner organisations added to their credibility, with some companies being more open to their products, specifying their demands, both in terms of quantity and quality of products. At the same time, the African-European teaming encouraged visitors to discuss ethical issues too and ask questions about small farmers, their production systems and farmer organization development and structure.

The awareness raising aspect on farming systems, the need to reduce dependency on cotton and to increase income through sales of further crops worked well from the beginning of the project. But being prepared to meet European food market needs was a different task and took some time for project partners to prepare for. Technical aspects, such as food safety requirements or packaging, but also the identification of nutritional benefits of food crops, are equally important, when it comes to starting a business partnership with European food companies. African partners need to identify their competitive advantage and Unique Selling Points (USP) of their produce.

Participants at NGO workshop in September 2008.
(Photo: PAN Germany)

Trade fairs were a useful tool to get in touch with many business representatives, but a thorough follow-up is expected by European companies, including responses within a very short timeframe, but also information on available quantities, packaging and transport options, and price of specific crops. There were many lessons to learn on this aspect and it proved that initial contacts need immediate but also medium- and long-term follow-up to build into a relationship, then further converting this into a true business partnership (see also Part D of this compendium).

Table 1: Overview of business contacts at different trade fairs

	BioFach 2010 Germany	SANA* 2009 Italy	BioFach 2010 Germany	NOP 2010 UK	SANA* 2010 Italy	SIAL 2010 France
Visitors at stand	229	1019	316	>500	1053	>300
No. of specific crop interest	36	34	59	15	23	74
No. of requests from EU countries	9	5	13	3	6	14
No. of other countries	9	3	24	n.a.	2	n.a.

*SANA is a mixed professional and public event, with most visitors being interested consumers.

Lessons on dealing with civil society organizations

From an initial lack of understanding among many development NGOs identified at the start of the project, events held with this target group resulted in broad support for the 'food crops plus organic cotton' strategy. This is especially true for the UK and Germany, where we gave presentations on the project at different fora, such as in the UK Food Group (the leading UK network for NGOs working on global food and agriculture issues), or the German Working Group Organic Cotton (a multi-stakeholder initiative to promote organic cotton and sustainable textiles).

Some support organizations – NGOs, private and public donors - for cotton projects started to include discussions on crop rotation and its economic aspects into their concepts, whether they are organic, fair trade or in other ways sustainable.

We also achieved a positive article in *The Ecologist* magazine website. This influential environmentalist forum had been skeptical in the past about cotton as a smallholder livelihood strategy.

Lessons on consumer outreach

Despite existing misconceptions, as described above, we were able to produce highly appreciated information materials; and together with presentations at about 10 different consumer events in the UK, Germany and Italy, we have gained broad support for the concept of buying food from African smallholders among the LOHAS ethical consumer sector - as long as it serves a clear development goal and is preferably organic *and* fair-trade. Evidence for this was given through a mini-poll at PAN UK's Rachel Carson Lecture 2009 in London and another poll at FA!R 2010 in Germany, as well as individual feedback from consumers both at Bristol Organic Food Festival (UK) and Sana Fair in Bologna (Italy), both attended in 2009 and 2010.

Several tasting sessions and a show cooking event lead to very positive responses with more than 5.000 British, Italian and German consumers, and organic shop keepers and companies from all over Europe and beyond.

We served 'bissap juice' – a cold fruit drink prepared in a Senegalese style from dried hibiscus from the Yakaar Niani Wulli federation. Consumers were not familiar with this preparation style, most of them were only used to herbal tea preparations with hibiscus.

We furthermore offered cashew nuts from Benin in different styles – natural, salted etc. Consumers preferred the simpler styles, where the very good taste of the cashew nuts themselves convinced consumers, rather than any added tastes.

Colleagues from the UK experimented with fonio and finally offered fonio flapjack (a popular type of biscuit/cake) at several occasions in the UK. At FA1R 2010 in Dortmund, a colleague from Enda Pronat prepared a fonio couscous in a traditional Senegalese style, and many consumers were very keen to taste it.

Consumers queuing up for fonio couscous prepared at a show cooking event. (Photo: PAN Germany)

Table 2: Overview events with tasting sessions

Event	No. of consumers	Sampled products
SANA 2009* (Italy)	1019	Cashew (different varieties), fonio biskuits
BOFF 2009 (UK)	>1000	Bissap juice, fonio flapjack
Rachel Carson Lecture 2009 (UK)	120	Bissap juice
UK Aware Consumer Show 2010 (UK)	150	Bissap juice, fonio flapjack
Fair Trade Week in Hamburg 2010 (Germany)	200	Cashew nuts, dried hibiscus flowers, fonio couscous
SANA 2010* (Italy)	1053	Cashew nuts, bissap juice
BOFF 2010 (UK)	>1000	Bissap juice, fonio flapjack, cashew
FAIR 2010 (Germany)	450	Bissap juice, fonio couscous, fonio flapjack, cashew nuts

*SANA is a mixed professional and public event, with most visitors being interested consumers.

Overall lesson on presenting the FFB concept

Many companies we met are certainly attracted to the development story of helping African farm families improve their livelihoods.

The same is true for consumers. Although the consumers we engaged are not representative of the general public, but are rather from the higher income, middle-class sector with environmental and social/ethical concerns, we did not encounter opposition to the concept of export of selected food crops from African farmers, as long as they are organic and fair-traded and help support local food provisions in other ways.

The project therefore has laid a very good foundation for further promotion of the food crops. The main challenges are to:

- Improve the quality of the produce 'offer' (packaging, information on technical specifications, grading and processing, shipping logistics, etc.)
- Identify and promote the Unique Selling Points for the 5 selected crops.
- Further build a reliable relationship with those companies that are definitely interested in the products, but have not yet signed a first contract to purchase one of the five crops

To meet these challenges post-harvest and marketing expertise is required, either in Europe or from a marketer based in West Africa. Partners from Benin and Senegal already invested in building this capacity, e.g. Enda Pronat has sent a staff member to gain better knowledge of HACCP concepts and phytosanitary requirements at Dakar University. However, more support is needed, possibly through public-private partnership with interested companies willing to support southern farmer organizations to adapt to legal requirements and private quality demands in the European Union.

Overall, the project has enhanced and added value and new interest to PAN UK's and PAN Germany's organic cotton promotion programmes. Participation in trade fairs in UK has raised PAN UK profile among organic and health/wholefood sector companies, and the same is true for PAN Germany's profile in the German organic and fair trade food sector.

Participation in consumer fairs was highly beneficial in reaching out to more members of the public, attracting interest to PAN UK's and PAN Germany's cotton and other work, and educating consumers about cotton systems. It helped PAN staff in Europe understand cotton cropping systems much better and establish and deepen good links and collaboration with Enda Pronat and OBEPAB.

The rationale for intervention and lessons learned from the African perspective

2.1 The situation in Benin

By Davo Vodouhe, OBEPAB

The conversion to organic agriculture in Benin originated from different factors. Some of these factors are related to pesticide poisonings which farmers faced, the decrease of revenue earned from cultivating cotton, the degradation of the natural resources (flora and fauna) and the contamination of the river water.
Because of these problems faced by farmers and their desire to convert to other activities which can help them to gain better incomes, cotton producers agreed to experiment with alternative agriculture in 1996 because of the existence of a niche market for the organic cotton. In effect, cotton is the main export crop in Benin. The conversion to organic cotton aimed firstly at reducing the effects of pesticides on farmers' health, and secondly, at increasing their income.

Converting to organic cotton resulted farmers converting not only their cotton and all the other crops in their farms. Cotton is the export cash crop as only a small quantity is processed locally. The other rotation crops, such as maize, cowpea, sesame, groundnuts, pigeon peas, are mainly for home consumption and for sale in the local or regional market.

Shea nuts are locally processed and the butter is sold in local market and is used for cosmetic purposes and for cooking.

A small quantity of the cashew nuts is locally processed for consumption but the main volume is exported to India. The quality of these cashew nuts is well appreciated in the international market.

Certification implications

While the organic certification covers all the crops grown by farmers, cotton is the sole crop which benefitted from the certification as it was the only one exported and which benefitted from the premium available in organic export markets. In order to help farmers increase their income, it was important to add value to the other crops. This the reason for the involvement of OBEPAB in the FFB project in order to give value to the rotation crops.

Effect of the FFB project on the production and the marketing in Benin

In Benin, we chose the following crops: cashew nuts and shea nut butter. These crops do not affect the home consumption of farmers. If they get good prices in the international market, they can contribute to increase seriously the farmers' income. In effect, these crops are available in the different farms and command good prices in the international market.

The FFB project has contributed to make farmers aware of the possibility to export other crops in addition to the cotton, which until now has been the sole export crop for these farmers.

Effects on facilitating NGO OBEPAB's role in the promotion was to give technical advice to farmers and our marketing skills were limited. This situation was obvious as we started by promoting the raw materials of these crops instead of the processed ones. The market characteristics, especially the European ones were unknown to us. For example, in Benin, cashew nuts fried in oil or butter are well appreciated while we found out that European consumers do not like them. We learnt also about packaging of our products although we are not yet skilled enough for competing in the European market. But the project has made us aware about the need to improve the packaging aspect and the need to develop a real market strategy for the different products. We learnt how to anticipate the harvest and forecast production volumes not only for the targeted two crops but also for the other crops.

Another important aspect is related to how to look for clients and to keep the contacts with them.

Although the project did not target farmers, it has some influence on the farmers' opinions. It helps to develop their awareness of the possibility to sell other crops. It has affected the maturity of farmer organizations through the need for the grouping of products for sale. Usually farmers do not forecast their harvest: the exact quantity to harvest and to sell. Farmers are trying to predict their harvest and to indicate how much they will be able to sell. This opinion was obtained through OBEPAB report back and feedback farmers from the presentation of their produce in the international fairs.

Increasing farmer income through converting to organic and selling the rotation crops helps farmers to do many things such as sending children to school, buying household goods, that they were unable to buy before. The conversion to organic cotton has helped some farmers to stay in their village instead of going to town to look for jobs. They can secure enough funds for basic needs. Women became more autonomous. Farmers now bargain harder on the price at which to sell their produce, for example, cashew nuts.

2.2 The situation in Senegal

By Karfa Diallo, Enda Pronat

The Yakaar Niani Wulli federation (YNW) started with organic cotton, followed by addition of fair trade standards for cotton. Its 2000 producers follow organic agriculture standards and work according to fair trade requirements. The federation's double certification by both Ecocert (for organic) and Flocert (for fair trade) has helped change the way people relate environmental questions to their
everyday activities. This process made it easier to certify additional crops, all produced by smallholder. These other certified crops are rotation crops, of which the most important are fonio, hibiscus and sesame. In fact, they represent more than one third of the volume of the total production of certified crops. Farmers grow further crops, all produced according to organic standards which could easily get certified, including peanuts, sorghum, the baobab fruit, and moringa. The high production level of these crops in the Koussanar region exceeds local consumption needs and they are not valued in local markets so they bring their producers very little income. Yet, the federation has to pay every year the double certification expenses for all the crops grown. The local markets are not ready for certified organic products, as they are usually more expensive. Local consumers either have no awareness of the advantages of these products or cannot afford them.

Hence, the YNW producers are in a situation where they do not fully benefit from the certification of their products when it comes to improving incomes. They pay for very expensive certification but are unable to sell most of their products on markets that are sensitive to the concepts of “organic” and “fair trade”. Very few consumers on local markets support these concepts and demand is far too small for the superior quality products; in other words, YNW farmers can only sell their organic and fair trade certified produce at the same price in Senegal as conventional produce. A small survey conducted in supermarkets and petrol station shops showed that “organic” and “fair trade” labels are not known by Senegalese consumers. At the moment, European consumers are much more aware of these concepts. They have a higher purchasing power and the market in European cities is larger. While European markets are more demanding when it comes to quality, packaging, deadlines and have stricter selling conditions, the Northern markets present more opportunities for certified products.

In order to develop the organic/ fair trade market in Africa, it is very important to raise awareness of consumers as well as governments. However, this is not the role of supporting organizations nor of producers’ organizations, but of the beneficiaries of the labels. Local consumers are those who know the products best, and are aware of the nutritional benefits of food products. There is much to be done to develop a market for certified products in Africa, and a coherent policy should aim at helping actors finding suitable retail outlets for certified products. These markets would have the advantage of being local and help producers save on transport costs.

In order to develop the organic/ fair trade market in Africa, it is very important to raise awareness of consumers as well as governments. However, this is not the role of supporting organizations nor of producers’ organizations, but of the beneficiaries of the labels. Local consumers are those who know the products best, and are aware of the nutritional benefits of food products. There is much to be done to develop a market for certified products in Africa, and a coherent policy should aim at helping actors finding suitable retail outlets for certified products. These markets would have the advantage of being local and help producers save on transport costs.

To make this happen, a different approach is necessary. There is a need to appreciate each crop and by this we seek to add value to every crop of the federation at local level. The 2000 producers of YNW are each at the head of a family farm formed of several members (minimum 10 people) among which there is always at least one wife, several children (minimum 5) and other members like elderly people, cousins and friends of the family. This family farm is the main source of income for the producers and their families. Some families are also livestock breeders, others include craftsmen: weavers, shoemakers, etc. Agriculture is characterized in this region by being practiced during the rainy season only – May to October. Preparation work takes place at the beginning of the season, and after harvest, and this is followed by processing and marketing. The family farms do not occupy 100% of the working time of the producers and even less time of their families. Every year, this long period of inactivity leads to youth migration to the cities where they can find small, tenuous jobs. They return to their villages before the rainy season. During their absence, heads of the family farms, who are usually heads of the families, have the difficult task of managing the revenues of the last harvest till the following one. Women participate in the management of the meager family resources, along with housework and other unpaid activities. They also take care of family members such as the elderly, children or invalids.

All these people live in rural areas and their main income comes from the sale of their harvest, with all the risks entailed by the irregularity of rain and all risks connected to the agriculture business. We can easily grasp the fragility of this system. Producers and farm heads use up their resources before the following harvest and can hardly meet the family needs. They can only survive thanks to other incomes generated either by the youth working in cities and abroad, or by selling of precious cattle, or exploitation of forestry resources. It is therefore essential to increase producers' revenues by finding activities that will occupy the rest of the year in order to decrease the migration to urban zones, reduce the pressure on forest resources, and protect the cattle so they can build up herds develop other forms of livestock rearing.

When visiting the 2000 producers, it soon becomes obvious how inefficient their production equipment is: simple and inadequate tools, the most sophisticated being those using animal labour. Although the producers do have large areas of arable land, they are unable to exploit even a quarter of this, due to insufficient farming equipment. The areas they can cultivate are too small to produce harvest volumes bringing in a good level of profitability. Despite their double certification, YNW farmers cannot afford the level of agricultural equipment necessary to deliver their family income needs. Their main activity and source of income can only be practiced a part of the year. In spite of these difficulties, in 2009, the federation produced 68500 kg of seed cotton, 15500 kg of sesame, 11000 kg of fonio, 2000 kg of hibiscus, and the perspective is the same for 2010. These quantities prove the producers' commitment to the principles of fair trade and organic production. However, there are some important obstacles to increase producers' income, as these quantities do not meet the needs of the international market when sold without any further processing.

The family farms are not equipped with agricultural tools. The revenues from the harvest only cover the food needs of the family and do not allow any investment in tools, quality insurance, or to buy medicine let alone savings. Investing in production tools is necessary in order to continue this beautiful adventure of organic agriculture, and to guarantee a fairer relationship between the actors on the ground and to better protect the most vulnerable social groups.

In case of the YNW federation, the approach chosen with support from Enda Pronat was value-adding to their produce through the partial or total processing of part of the volumes grown. This new approach allows to process within the cotton chain parts of the harvest. The ginning is outsourced, which adds to the federation costs but allows them to keep their organic cotton seeds (for planting) and secures fibre which meets the required quality standards. The federation seeks to acquire a semi-industrial ginning machine that would save on ginning costs and create a few rewarding jobs. The artisanal processing within the cotton chain enabled YNW to re-introduce the indigo shrub, for blue dye, which was beginning to disappear. This project is giving new life to some traditional handicrafts and adding value to cotton. All these activities aim to create rewarding jobs in rural areas particularly for the members of the family farms that are doing unpaid or low paid work; namely women, youth, handicapped or elderly people, by artisanal processing.

Crafts that were not known by young people are starting to reappear in some villages for example home spinning (frame, distaff and spinning wheel), traditional weaving, indigo dyeing and tailoring. A simple analysis of the potential of the artisanal cotton processing chain has revealed that one ton of processed cotton earns as much revenue as 100 tons of unprocessed seed cotton. This analysis did not take into account the economic and social impact on spinners, weavers, dyers, and tailors, who are all cotton producers or members of family farms. They are the actors at every stage of cotton processing.

These steps include industrial ginning, supervision of carding, and the use of spinning wheels or distaffs to produce two different types of threads. The next step is the weaving of 15 cm bands and to dye them with natural indigo. This essential step is done with a traditional technique for fixing the blue colour without using any chemicals. This processing project is done with the help of Laure Brun from Enda Pronat, the British designer Liz Cooper, the Senegalese designer Babacar Sow, and a Senegalese company (MiCamisa Sarl). About 40 different textile items have been developed and marketed, about 50 craftsmen have benefited from training and generated income from sale of their products. The federation is currently looking for markets for the different organic and fair-trade textile items.

Other projects are developed to add value to fonio and hibiscus through a partnership that produces hibiscus powder and un-sugared hibiscus concentrate. The possibility of setting up a semi-industrial press to extract oil from sesame, cotton seeds, baobab fruit and moringa is now being explored. The federation is convinced that improving income for its 2000 members' revenues depends on better agricultural equipment, setting-up processing units in rural areas and participation in trade fairs, all with the objective to create rewarding jobs on the spot and for the most vulnerable of social groups.

Taking part in trade fairs in Europe (SANA in Italy, BIOFACH and FAIR 2010 in Germany, Natural and Organic Products in London and SIAL in Paris) has helped Enda and YNW producers to understand the international market and the needs of retailers, distributors and consumers. This experience has allowed the federation to adapt all its products to the market needs. The federation has noticed that their production quantities of fonio, bissap, sesame and cotton are too small to interest traders and important larger clients. Not being able to increase their production immediately, the producers have changed their strategy. Fonio is now packed in 1kg cardboard boxes that allows for its direct sale in Senegalese cities and in Europe, with value adding in a rural area as the processing unit is located in Koussanar. The federation cannot produce more than 5 tons of hibiscus, as it mainly is planted as a border crop, because the plant exhausts the soil and attracts insects, and therefore is used as a trap crop. The solution is then to process the flowers into concentrated liquid, marketed in bottles of 5, 10 and 20 liters, as well as hibiscus powder offered in packets of 1 or 5 kg. Production quantities of sesame are too low to find serious buyers,
although the federation produces two varieties. The plan is to de-husk the sesame in order to reach a different and larger target with increased marketing opportunities. They have already started the processing and sale of cotton items, and the federation is now looking for retailers in fair-trade shops in Europe. A wide reflection is taking place within the federation and its 2000 members, to rethink their situation in a rural context. The different fairs where they have been represented have helped achieve a better visibility, a wider vision and interesting contacts that will be used as soon as the products and quantities meet the European market requirements.

A final organic cotton product on a fashion show. (Photo: Claudia Ernst)

Part C: Essential ingredients for successful market approaches

By Simon Ferrigno

1. What the market needs: from raw crop to closing the sale

Many producer groups and traders in developing countries might already have some products in the market and the experience that goes with it. Still, it is important to reiterate again the importance of being ready with as much information as possible before the client contacts you – buyers, especially on the global markets, expect immediate acknowledgement and rapid replies to enquiries on anything from packaging to prices. There are also some very basic items that should be ready to hand, such as quality and technical specifications. Some specialist buyers may be more understanding, but larger or conventional buyers are not used to dealing with the reality of small enterprise suppliers from Africa. It is best to try and be prepared rather than take a chance. Few companies will be able or willing to invest in working with you as you prepare for the market (there can be exceptions, of course).

There are many research tools available to investigate legal and regulatory requirements. Market and price information may be more or less easy to find depending on the product.

A buyer will expect you to say how your product meets global legal and labelling requirements such as Codex Alimentarius[26] and EU rules, and food products will be expected to conform to safety and health norms. The EU has an online Help Desk where much information can be found[27]. Additional sources of information can be found in the Appendices.

Some products may have trade associations or online portals with information. It is worth spending time looking through these. Recently, at a trade fair, one of this programme's producer groups was submitted to a 30 minute non-stop interrogation about the product: quality parameters, volumes, preservation methods, packaging types, taste and taste impacts, additional ingredients, harvesting methods, storage, shipping, duties, taxes, certifications, and so on. In this case, they were word perfect, but any error or gap might lose the sale – and even being word perfect might not guarantee a result.

The knowledge needed covers among others technical information, specifications, packaging, nutrition, taste, legal and regulatory issues, and market and technical information that buyers will need; a prospective exporter needs to have this information ready or easily accessible.

However, you may not need to do all this by yourselves.

Some of the legal aspects can be handled by export agents, and it is worthwhile for producer groups to explore collaboration and partnership. Companies working with conventional products might also be willing to partner with you if they can be persuaded it is commercially interesting for them to enter the organic sector. If you try this, be prepared with some statistics on organic market growth for the product. This can accelerate the process and speed of transaction can often be a factor in handling product export.

[26] The Codex is a compendium of food standards, guidelines and Codes of Practice http://www.codexalimentarius.net/web/index_en.jsp

[27] http://exporthelp.europa.eu/index_en.html

An export agent will generally help prepare the documents and handle shipping and so on (for a fee). The required documents are summarised in Box 1.

Technical requirements for different products vary but expect plenty of complication and variations. Cashew nut grading is incredibly complex, for example, and very specialised.

Box 1: Documents required for exports to the EU[28]

1. Commercial Invoice

The minimum data generally included are the following:

- Information on the exporter and the importer (name and address)
- Date of issue
- Invoice number
- Description of the goods (name, quality, etc.)
- Unit of measure
- Quantity of goods
- Unit value
- Total item value
- Total invoice value and currency of payment. The equivalent amount must be indicated in a currency freely convertible to Euro or other legal tender in the importing Member State
- The terms of payment (method and date of payment, discounts, etc.)
- The terms of delivery according to the appropriate Incoterm
- Means of transport

2. Freight documents

This might commonly be a Bill of Lading but there are other types such as FIATA Bill of Lading, Road Waybill (CMR), Air Waybill (AWB), Rail Waybill (CIM), ATA Carnet, and TIR Carnet.

3. Packing list

This is an inventory of the shipment and includes information such as details of the exporter, importer and transporter, the date of issue, the freight invoice number, the type of packaging, the number of packages, the contents, and any reference numbers, and also weights and measurements.

4. Customs Value Declaration

This is a specific form (CV1[29]) required under EU law giving the value for customs purposes of the shipment where the value is over EUR 10,000 (at present).

5. Freight insurance

Evidence of insurance is required although some of this may be covered in the commercial invoice.

6. Customs Import Declaration

The EU requires a Single Administrative Document (SAD) to declare imports to the Union. The minimum information includes among others the following:

- contact information for all parties
- Type of import
- Information on the goods such as units, weights...
- Transport method
- Country of origin, export and final destination
- commercial information (as per invoice, for example)
- Documents with the import
- declaration and method of paying customs duties.

[28] This list summarises information found here: http://exporthelp.europa.eu/display.cfm?page=rt/rt_GeneralRequirements.html&docType=main&languageId=EN&status=PROD

[29] See specimen at Annex 28 of Regulation (EEC) No 2454/93

2. Applicable legislation to export organic food crops to the EU

Most food products need to comply with specific EU Directives for import into the European Union. EU member states may also have additional national requirements (contacts will be listed on the EU Help Desk website). The EU Export Help desk gives links to the relevant ministries and state bodies for each member state. This also includes information on national customs duties levels and also VAT (Value Added Tax), whose rates will vary from state to state (and product to product). Legislation is listed in the Appendices and below are some of the more pertinent ones:

2.1 Pesticides

Although organic, products certified as such must still show they meet EU regulations on pesticides. Council Directive 91/414/EEC (*OJ L-230 19/08/1991*) (*CELEX 31991L0414*) 'prescribes authorised plant protection products', a list of which can be found at the *EU Pesticide Database*. Products must also comply with Maximum Residue Limits Regulation (EC) No 396/2005 of the European Parliament and of the Council *(OJ L-70 16/03/2005)* (*CELEX 32005R0396*). The list of products covered can be seen at the Help Desk[30].

2.2 Health

Health and food legislation is critical to any foods and processed foods imported into the EU as organic. The 'general principles' are covered by Regulation (EC) No 178/2002 of the European Parliament and of the Council (*OJ L-31 01/02/2002*) (*CELEX 32002R0178*); Hygiene rules are also covered by Regulation (EC) No 852/2004 of the European Parliament and of the Council (*OJ L-139 30/04/2004*) (*CELEX 32004R0852*); Producers also need to check requirements covering Genetically Modified (GM) food and Novel food of Regulation (EC) No 1829/2003 of the European Parliament and of the Council (*OJ L-268 18/10/2003*) (*CELEX 32003R1829*) and Regulation (EC) No 258/97 of the European Parliament and of the Council (*OJ L-43 14/02/1997*) (*CELEX 31997R0258*); this might entail, for example, tests and maximum contamination.

All food imported to the EU is covered by Regulation (EC) No 178/2002 of the European Parliament and of the Council, which among other topics covers compliance and equivalence, i.e., that imports must comply or be equivalent to the same foods prepared within the EU. The regulation also covered traceability requirements, e.g., '*the ability to trace and follow food and ingredients through all stages of production, processing and distribution'*. Operators must also be traceable.

Concerning hygiene, operators and processors need to follow Regulation (EC) No. 852/2004 of the European Parliament and of the Council. This regulation covers monitoring of *'the food safety of products and processes'* as well as hygiene provisions, and the requirements for all stages of the production chain including the microbiological criteria covered in Commission Regulation (EC) No 2073/2005 (*OJ L-338 22/12/2005*) (*CELEX 32005R2073*). It also lays out elements required for establishing Hazard Analysis and Critical Control Point (HACCP) and '*approval and registration of establishments*'. There are guidance documents available on European Commission's Directorate General for Health and Consumers (DG SANCO) website notably:

[30] http://exporthelp.europa.eu/update/requirements/ehir_eu10_99v001/eu/auxi/eu_heapestires_annex1_r396_2005.pdf

- 'Key questions related to import requirements and the new rules on food hygiene and official food controls: http://ec.europa.eu/food/international/trade/interpretation_imports.pdf
- Guidance document on the implementation of certain provisions of Regulation (EC) No 852/2004 of the European Parliament and of the Council on the hygiene of foodstuffs: http://ec.europa.eu/food/food/biosafety/hygienelegislation/guidance_doc_852-2004_en.pdf
- Guidance document on the implementation of procedures based on the HACCP principles, and on the facilitation of the implementation of the HACCP principles in certain food businesses: http://ec.europa.eu/food/food/biosafety/hygienelegislation/guidance_doc_haccp_en.pdf'31

EU regulations set out maximum levels for many contaminants. The foods covered and the contaminant levels are specified in Commission Regulation (EC) No 1881/2006 (*OJ L-364 20/12/2006*) (*CELEX 32006R1881*). This Regulation covers four different categories of contaminants: nitrates, aflatoxins, heavy metals (lead, cadmium, mercury) and 3-monochloropropane-1,2diol (3-MCPD). Aflatoxin is relevant for many products coming from organic farmers in Africa such as Cashew nuts and Peanuts. The levels apply to the '*edible part of the foodstuffs and apply also to the ingredients used for the production of compound foodstuffs*'. Materials are also covered by regulations, such as items used in preparation or packaging, and '*must be manufactured so that they do not transfer their constituents to food in quantities which could endanger human health, change the composition of the food in an unacceptable way or deteriorate the taste and odour of foodstuffs'*. Regulation (EC) No 1935/2004 of the European Parliament and of the Council (*OJ L-338 13/11/2004*) (*CELEX 32004R1935*) provides a list of '*groups of materials and articles (such as plastics, ceramics, rubbers, paper, glass, etc.)*'.

There are various requirements concerning food preparation for products to be imported into the EU, covering ingredients, hygiene, additives, purity, and labelling. For many of these there are lists of approved products. Producers and exporters can check for details via the EU Help Desk.

Products like cocoa and sugar and other products with specific nutritional application have specific requirements or rules. Information is available at the Directorate General for Health and Consumers (DG SANCO) website: http://ec.europa.eu/food/food/labellingnutrition/nutritional/index_en.htm

Controls on foods are covered by Regulation (EC) No 882/2004 of the European Parliament and of the Council (*OJ L-165 30/04/2004*) (*CELEX 32004R0882*). This sets out how regular control of imported food will be done within the EU by member state authorities. Checks may include documents as well as physical checks. Products considered to carry a higher risk require a 'Common Entry Document' and are covered by Commission Regulation (EC) No 669/2009 (*OJ L-194 25/07/2009*) (*CELEX 32009R0669*). More information is available at the Directorate General for Health and Consumers (DG SANCO) website http://ec.europa.eu/food/food/controls/index_en.htm

[31] Information from the EU Help Desk accessed September 2010

An important element of general requirements legislation is *'Imported food must comply with the relevant requirements of food law or conditions recognised by the EU to be at least equivalent thereto'* (Regulation (EC) No 178/2002). This condition does allow for recognition that national standards may be deemed equivalent to EU facilities and so do not require additional inspection, for example, if this is recognised by the importer. However, it is essential to verify this, and, for example, to make sure processing meets HACCP standards as outlined below. This legislation also covers traceability. This requires all parts of the product chain to be traceable from production through processing. It is worth looking at the potential of belonging to a recognised system such as the Historic Futures online string traceability system[32].

2.3 Labelling

Food must be labelled according to EU Council Directive 2000/13/EC (*OJ L-109 06/05/2000*) (*CELEX 32000L0013*) and contain the following (copied from the EU Online Help desk) :

- 'The *name under which the product is sold*. No trademark, brand name or fancy name may substitute the generic name but rather may be used in addition. Particulars as to the physical condition of the foodstuff or the specific treatment it has undergone (powdered, freeze-dried, deep-frozen, concentrated, smoked, irradiated or treated with ionizing radiation) must be included where omission of such may confuse the purchaser.
- The *list of ingredients*, preceded by the word "Ingredients", must show all ingredients (including additives) in descending order of weight as recorded at the time of their use in the manufacture and designated by their specific name. In the case of those products that may contain ingredients liable to cause allergies or intolerances, such as alcoholic beverages, a clear indication should be given on the label by the word “contains” followed by the name of the ingredient. However, this indication will not be necessary provided the specific name is included in the list of ingredients.
- The *net quantity* of pre-packaged foodstuffs in metric units (litre, centilitre, millilitre) for liquids and (kilogram, gram) for non-liquids.
- The *date of minimum durability* consisting of day, month and year in that order and preceded by the words "best before" or "best before end" or the "use by" date for highly perishable goods.
- Any *special conditions for keeping or use*.
- The *name or business name and address of the manufacturer, packager or importer* established in the EU.
- *Place of origin or provenance*
- *Instructions of use*, where appropriate.
- Indication of the *acquired alcoholic strength* for beverages containing more than 1.2% by volume.
- *Lot marking* on pre-packaged foodstuffs with the marking preceded by the letter "L".'

[32] See www.historicfutures.com

These items must appear on the packaging of products packed for individual sale, and on the documents where items are packed for bulk; in the former case the items must also appear on invoices and external packaging e.g., boxes and containers. The rules also say '*the labelling must not mislead the purchaser as to the foodstuff's characteristics or effects nor attribute the foodstuff special properties for the prevention, treatment or cure of a human disease*'. Information needs to be clear and legible and be in the official EU language of the country where it is marketed.

2.4 Organic Legislation

The basic EU Directive on organic legislation is Council Regulation (EC) No 834/2007 (*OJ L-189 20/07/2007*) (*CELEX 32007R0834*) which '*aims at the promotion of quality products and the integration of environmental conservation into agriculture*'. Together with Commission Regulation (EC) No 889/2008 (*OJ L-250 18/09/2008*) (*CELEX 32008R0889*) EU organic rules cover production, processing, packaging, shipping and transport, storage, allowed products and substances, non use of GMOs, and use of the EU organic logo, as well as inspection and controls. A list of ingredient authorisations is available in the Data base of the Organic Farming Information System (OFIS) official website[33].

Imports of organic products must meet certain additional rules regarding labelling, production, inspection and equivalence. Commission Regulation (EC) No 1235/2008 (*OJ L-334 12/12/2008*) (*CELEX 32008R1235*) covers imports. Countries considered to have equivalent production rules are included in a list of '*authorised countries established by the* Annex III *of Commission Regulation (EC) No 1235/2008'*.

Inspection bodies or authorities are also being added to a list of approved agencies recognised to '*guarantee that products have been produced in compliance with Community production rules (art. 32 of Council Regulation (EC) No 834/2007) or are equivalent to Community legislation (art. 33.3 of Council Regulation (EC) No 834/2007)'*.

All imports must be covered by documents from the authorities in the country or the relevant bodies showing compliance with EU legislation. The inspection certificate must be according to Annex V of Commission Regulation (EC) No 1235/2008 and the original must go with the goods to the 'first consignee'. The certificate must be kept available for at least two years. Document models can be found in in Annex II of Commission Regulation (EC) No 1235/2008. The original certificate is a prerequisite for release of imports. See also:

- Commission Regulation (EC) No 889/2008 of 5 September 2008 laying down detailed rules for the implementation of Council Regulation (EC) No 834/2007 on organic production and labelling of organic products with regard to organic production, labelling and control (OJ L-250 18/09/2008) (CELEX 32008R0889)
- Commission Regulation (EC) No 1235/2008 of 8 December 2008 laying down detailed rules for implementation of Council Regulation (EC) No 834/2007 as regards the arrangements for imports of organic products from third countries (OJ L-334 12/12/2008) (CELEX 32008R1235)
- List of bodies or public authorities in charge of inspection provided for in article 15 of Regulation (EEC) No 2092/91 (OJ C-72 26/03/2009)

[33] http://ec.europa.eu/agriculture/ofis_public/r7/ctrl_r7.cfm?targetUrl=home

Information on the EU organic logo, how to download it and guidelines on imports can be found at the following websites:

- Frequently Asked Questions about the logo, information on the new EU organic logo
- Guidelines on import of organic products into the European Union, the document has been elaborated by the Organic Farming Unit of the Directorate-General for Agriculture and Rural Development
- The website of OFIS (Organic Farming Information System) contains a summary of the information consisting of import authorisations, ingredient authorisations and bodies or public authorities in charge of inspections: http://ec.europa.eu/agriculture/ofis_public/index.cfm

2.5 Hazard Analysis Critical Control Point

HACCP stands for 'Hazard Analysis Critical Control Point'. According to the UK Food Standards Agency, it is an internationally recognised and recommended system of food safety management. It focuses on identifying the 'critical points' in a process where food safety problems (or 'hazards') could arise and putting steps in place to prevent things going wrong: 'controlling hazards'. Essentially, it is a risk management and reduction system for the process of food processing and trade. Keeping records is an important part of HACCP systems.

2.6 Labelling products

By law, products sold into the European Union must at the least state[34]:

- The name under which the product is sold. This does not mean the brand name but the descriptive name of the product, such as 'pre-cooked fonio' or 'dried cashew nuts'. Any treatment must be mentioned, such as 'steamed', for example, or 'dried'.
- The ingredients list, which must also use the word 'ingredients'. This must include additives and be organised by weight in descending order, i.e., from largest to smallest.
- The net quantity must be given including the measure used (e.g., kilogrammes). Units must be metric.
- The dates the product is valid for, e.g., 'best before' or 'use by'
- Any special conditions for use or storage
- the EU contact, e.g., importer or processor (name and address)
- the place of origin or provenance
- Instructions for use, e.g., preparation, etc.
- alcohol content if relevant
- Lot numbers and marks.

The legislation also requires clear language and so on.

[34] Labels of foodstuffs according to the general rules laid down by Council Directive 2000/13/EC (OJ L-109 06/05/2000) (CELEX 32000L0013)

Project partners stand within the Organic Africa Pavilion at BioFach 2010. (Photo: Kolbjörn Orjavik)

Part D: Broadening the view

Organizing the Organic Africa Pavilion at BioFach: Experience of support for export markets

By Kolbjörn Örjavik, Grolink, Sweden

The first Africa Pavilion was organised in 2008 when a group of stakeholders identified the need for Africa to display a joint profile at the BioFach organic trade show in Nuremberg, Germany. BioFach is the world's largest trade show for organic products. The Organic Africa Pavilion is open for all African sub-Saharan organic companies and organisations to exhibit. Already the first year turned out to be a success with many exhibitors which instantly created a joint profile. TV-teams, celebrities, Ministers and Nürnberg Trade Fair executives visited the pavilion. The trend has lasted and the Africa Pavilion is a continuous 'hot spot' during the event. The African Pavilion has now, in 2010, become known as the trading point for traders seeking organic products from Africa. This can be seen from the high-class buyers and visitors. The Africa Pavilion is also the hub for exporters, NGO's and traders from Africa to meet each other and share knowledge and experience.

A variety of participants and exhibitors

The exhibitors in the pavilion are divided into national movements and service providers (25%) and exporting companies (75%) aiming to find partners and buyers for their products. Between 14 and 18 African countries are present in the pavilion every year.

During the exhibition, between 60 to 80 exhibitors share more than 1000 people visiting their stands daily.

The products

The main products exhibited are green coffee, tea, cocoa, spices, fresh and dried fruit, nuts and seeds. During the years at BioFach many exporters have added value to their products by creating consumer packages, most of the fruit exporters are now drying some or most of their fruit[35] to meet the buyer demand.

The importance of attending BioFach

Many exhibitors from previous years have realised the importance of meeting their buyers and international contacts on a regular basis. About 30% of the exhibitors are 'returning exhibitors' and of those, about 50% report an increase of their sales with between 10-100%. In the general evaluation[36] done by the Africa Pavilion 86% of the exporters stated that they want to exhibit in the African Pavilion at BioFach again the next year. The small number of returning exhibitors is explained with the lack of funding from support organisations but also some exhibitors want to meet the new buyer demands before exhibiting again to find new contacts. "We're sold out" is not an uncommon phrase used by exhibitors in the pavilion. All of the exporters say that they have got better understanding of the competition, increased knowledge of buyers' specifications and demands and increased ability to find relevant information for their businesses.

[35] In 2006, the demand for organic dried fruit from Africa increased rapidly (Grolink)
[36] A general evaluation is generated on a yearly basis, these figures are from 2010.

What services were helpful in the process to reach the result

The stand itself is serving as a hub for traders doing business from and with Africa. Many traders in Europe that come to the Africa Pavilion know that the expert advice provided within the structure is available. From the start, the pavilion focused on increasing trade from Africa and to generate new business relations, two activities have been especially successful.

Business facilitation

The exhibitors and participants of the pavilion are provided with lists of traders exhibiting at BioFach within the same product category as the one they are trying to find customers for.

Business facilitators have been present and assisted the exhibitors with:

- Preparation for and sometime with presence at business meetings
- Advice on prices and packaging
- Match making when there is a demand for a specific product

The match making is extended in some cases when traders and seller need a little extra hands on support to get trade started. European traders also need support, and the Africa Pavilion can in many cases facilitate a trade deal by simply giving third party advice.

In addition to the above hands on activities, the pavilion operate a well visited website (www.organicafricapavilion.com) with recent news and list the exhibitors with products from each year.

The Pavilion is cost effective for the exporters who share costs by the joint stand feature when exhibiting in a Country section organised by the country coordinators.

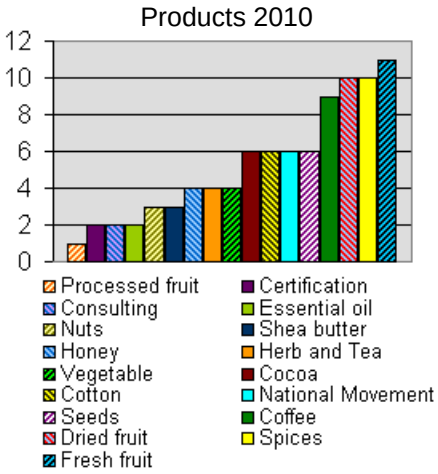
Capacity building

The country coordinators of the Africa Pavilion serve as the connection between the organisers of the pavilion and the exhibitors. The coordinators organise meetings to prepare for the exhibition and work for teambuilding within the countries. From time to time a seminar is held where the organiser visits and gives a presentation of the pavilion and trade advice.

We have realised that it takes 2-3 years of participation before the new exporter get going with trade contacts. This is especially important for exporters that have not exhibited at many trade shows in Europe. The exhibitors in the Africa Pavilion learn the; importance of large volumes is a necessity; quality is an important factor; timing for deliveries; communication and price negotiations play an important role for the success of the trade. It simply takes time to process the traders and letting them to get to know the seller and its products.

A symposium

In 2008 and 2010, the Africa Pavilion organised a one day symposium to increase interest and focus on Africa as a continent with export ready and quality organic products. The symposiums attracted both media and organisations like the African Union and UNCTAD.



The results

The exporters in the pavilion generate a lot of business. The estimated direct sales amount in 2010 was around $20 million. Examples of products sold are fruits, nuts, coffee and spices.

When comparing the orders received by the exporters after the exhibition with the investment from the African Pavilion it shows that the African Pavilion budget is less than 3 per cent of the total order value reported. While the direct beneficiaries are the exporting companies, the event is supporting the livelihood of some 150,000 smallholders, i.e. some 1 million people.

Products in 2010

2 organic **certification** bodies; 6 **cocoa** exporters; 9 **coffee** exporters; 2 consultancy companies; 6 **cotton** exporters; 10 **dried fruit** exporters; 2 **essential oil** exporters; 11 **fresh fruit** exporters; 4 **honey** exporters; 4 **herb and Tea** exporters; 6 **national movements**; 3 **nut** exporters; 1 **processed fruit** exporter; 3 **shea butter** exporters; 6 **seed** exporters; 10 **spices** exporters; 4 **vegetable** exporters.

Countries represented in 2010

2 companies from **Benin**; 1 from **Cameroon**; 5 from **Ethiopia**; 1 from **Germany**; 3 from **Ghana**; 1 from **Ivory Coast**; 2 from **Kenya**; 1 from **Mali**; 1 from **Mozambique**; 1 from **The Netherlands**; 1 from **Nigeria**; 15 from **Rwanda**; 1 from **Senegal**; 1 from **Sierra Leone**; 1 from **South Africa**; 1 from **Sweden**; 10 from **Tanzania**; 22 from **Uganda**; 1 from **Zambia**; 2 from **Zimbabwe**.

More information about the Organic Africa Pavilion can be downloaded from the website: www.organicafricapavilion.com

Further reading and support

There are a number of manuals available. The list below gives a non-exhaustive overview of materials:

Agro Eco BV, Grolink AB (2008): Organic Exports – A Way to a Better Life? ISBN: 978-91-633-3233-3,

also available at http://www.grolink.se/epopa/Publications/index.htm

Bo van Elzakker, Frank Eyhorn (2010): The Organic Business Guide. Developing sustainable value chains with smallholders. 1st Edition. IFOAM. ISBN 978-3-940946-67-6

EPOPA (2006): Organic Exporter Guide.

Available at http://www.grolink.se/epopa/Publications/index.htm

EU Export Helpdesk for Developing Countries (2009): Import Tariffs' Section User Guide. Available at http://trade.ec.europa.eu/doclib/docs/2009/october/tradoc_145221.pdf

FAO (2010) Guide for decision makers for farming organizations and exporters wishing to export organic and fair trade certified products and for business support organizations. Rome ISBN-978-92-5-106581-5. Available at http://www.fao.org/fileadmin/templates/organicexports/docs/Manual_EXP_EN_No_Margins_29.06.2010.pdf

FAO, EPOPA Tanzania, Cora Dankers, Antoine Fayossewo (2006): Regulations, Standards and Certification for Agricultural Exports.

Case Studies on different crops

http://www.fao.org/fileadmin/templates/organicexports/docs/Market_Organic_FT_Pineapple_Mango.pdf

Appendices

Appendix 1: Pesticides and health legislation links

- Regulation (EC) No 396/2005 of the European Parliament and of the Council (OJ L-70 16/03/2005) (CELEX 32005R0396) sets up harmonised maximum levels of pesticide residues for agricultural products or parts thereof intended for food to be used as fresh, processed and/or composite food in so far as they may contain pesticide residues.
- General principles and requirements of Food Law established in Regulation (EC) No 178/2002 of the European Parliament and of the Council (OJ L-31 01/02/2002) (CELEX 32002R0178);
- General foodstuffs hygiene rules according to Regulation (EC) No 852/2004 of the European Parliament and of the Council (OJ L-139 30/04/2004) (CELEX 32004R0852);
- General conditions concerning contaminants in food;
- Special provisions on Genetically Modified (GM) food and Novel food of Regulation (EC) No 1829/2003 of the European Parliament and of the Council (OJ L-268 18/10/2003) (CELEX 32003R1829) and Regulation (EC) No 258/97 of the European Parliament and of the Council (OJ L-43 14/02/1997) (CELEX 31997R0258);
- The relevant hygiene rules of food which need to be respected by food business operators in third countries are contained in Regulation (EC) No. 852/2004 of the European Parliament and of the Council:
- Microbiological criteria for certain products which are established in Commission Regulation (EC) No 2073/2005 (OJ L-338 22/12/2005) (CELEX 32005R2073);
- Key questions related to import requirements and the new rules on food hygiene and official food controls: http://ec.europa.eu/food/international/trade/interpretation_imports.pdf
- Guidance document on the implementation of certain provisions of Regulation (EC) No 852/2004 of the European Parliament and of the Council on the hygiene of foodstuffs: http://ec.europa.eu/food/food/biosafety/hygienelegislation/guidance_doc_852-2004_en.pdf
- Guidance document on the implementation of procedures based on the HACCP principles, and on the facilitation of the implementation of the HACCP principles in certain food businesses: http://ec.europa.eu/food/food/biosafety/hygienelegislation/guidance_doc_haccp_en.pdf
- Contaminants: Commission Regulation (EC) No 1881/2006 (OJ L-364 20/12/2006) (CELEX 32006R1881)
- Regulation (EC) No 1935/2004 of the European Parliament and of the Council (OJ L-338 13/11/2004) (CELEX 32004R1935) establishes a list of groups of materials and articles (such us plastics, ceramics, rubbers, paper, glass, etc.) which may be covered by specific measures that include a list of the authorised substances, special conditions of use, purity standards, etc. Specific measures exist for ceramics, regenerated cellulose and plastics.

- There are also rules in relation with the manufacture, marketing and importation of foods and food ingredients that are subject to specific treatments such as Council Directive 89/108/EEC (OJ L-40 11/02/1989) (CELEX 31989L0108) on quick-freezing or Directive 1999/2/EC of the European Parliament and of the Council (OJ L-66 13/03/1999) (CELEX 31999L0002) on ionising radiation.
- Summaries and lists of legislation Foodstuffs for particular nutritional purposes may be found in Directorate General for Health and Consumers (DG SANCO) website: http://ec.europa.eu/food/food/labellingnutrition/nutritional/index_en.htm
- Regulation (EC) No 882/2004 of the European Parliament and of the Council (OJ L-165 30/04/2004) (CELEX 32004R0882) establishes the EU framework of general rules for the organisation of official controls on foodstuffs.
- Commission Regulation (EC) No 669/2009 (OJ L-194 25/07/2009) (CELEX 32009R0669) establishes that imports of certain food products shall be subject to an increased level of official controls at the designated point of entry on the basis of a known or emerging risk. The release for free circulation of these products is subject to the presentation of a Common Entry Document (CED) according to the provisions of this Regulation.
- Key questions related to import requirements and the new rules on food hygiene and official food controls: http://ec.europa.eu/food/food/controls/index_en.htm
- EU legislation on health control of foodstuffs of non-animal origin.
- Guidance on the implementation of articles 11, 12, 16, 17, 18, 19 and 20 of Regulation (EC) No 178/2002 of the European Parliament and of the Council on General Food Law. Conclusions of the Standing Committee on the food chain and animal health: http://ec.europa.eu/food/food/foodlaw/guidance/guidance_rev_7_en.pdf
- Key questions related to import requirements and the new rules on food hygiene and official food controls: http://ec.europa.eu/food/international/trade/interpretation_imports.pdf
- Guidance document on the implementation of certain provisions of Regulation (EC) No 852/2004 of the European Parliament and of the Council on the hygiene of foodstuffs: http://ec.europa.eu/food/food/biosafety/hygienelegislation/guidance_doc_852-2004_en.pdf
- Guidance document on the implementation of procedures based on the HACCP principles, and on the facilitation of the implementation of the HACCP principles in certain food businesses: http://ec.europa.eu/food/food/biosafety/hygienelegislation/guidance_doc_haccp_en.pdf
- Questions and answers on Residues and Contaminants in foodstuffs: http://ec.europa.eu/food/food/chemicalsafety/residues/fcr_qanda_en.pdf
- Introduction to EC Pesticides residues legislation: http://ec.europa.eu/food/plant/protection/resources/intro_en.pdf
- Questions and answers on the regulation of GMOs in the EU: http://ec.europa.eu/food/food/biotechnology/gmfood/qanda_en.htm

- Questions and answers on EU legislation on Food Contact Materials: http://ec.europa.eu/food/food/chemicalsafety/foodcontact/qanda_booklet_en.pdf
- General Food Law: http://ec.europa.eu/food/food/foodlaw/index_en.htm
- Microbiological Criteria: http://ec.europa.eu/food/food/biosafety/salmonella/microbio_en.htm
- Food Contaminants: http://ec.europa.eu/food/food/chemicalsafety/contaminants/index_en.htm
- Pesticide Residues: http://ec.europa.eu/food/plant/protection/pesticides/index_en.htm; http://ec.europa.eu/food/plant/protection/resources/publications_en.htm
- Database on Pesticide Maximum residue levels: http://ec.europa.eu/food/plant/protection/pesticides/database_pesticide_en.htm
- Genetically Modified (GM) food: http://ec.europa.eu/food/food/biotechnology/gmfood/index_en.htm
- Novel Food: http://ec.europa.eu/food/food/biotechnology/novelfood/index_en.htm
- Food Additives: http://ec.europa.eu/food/food/chemicalsafety/additives/index_en.htm
- Food flavourings: http://ec.europa.eu/food/food/chemicalsafety/flavouring/index_en.htm
- Food irradiation: http://ec.europa.eu/food/food/biosafety/irradiation/index_en.htm
- Foodstuffs for particular nutritional purposes: http://ec.europa.eu/food/food/labellingnutrition/nutritional/index_en.htm
- Food Contact Material: http://ec.europa.eu/food/food/chemicalsafety/foodcontact/index_en.htm

Appendix 2: HACCP

- http://www.food.gov.uk/foodindustry/regulation/hygleg/hygleginfo/foodhygknow/
- UK Food Standards Agency Summary new EU Food legislation http://www.food.gov.uk/foodindustry/regulation/europeleg/eufoodhygieneleg
- UK Food Standards Agency EU regulation of foodstuffs http://www.food.gov.uk/multimedia/pdfs/hiojregulation.pdf
- Organic HACCP Project Information on HACCP for organic products http://www.organichaccp.org/OrganicHACCP.asp
- HACCP Now Information on software for setting HACCP procedures http://www.haccpnow.co.uk/Product.asp?ProductID=10

Appendix 3: Further information on legal requirements and EU Directives

- Guidance on the implementation of articles 11, 12, 16, 17, 18, 19 and 20 of Regulation (EC) No 178/2002 of the European Parliament and of the Council on General Food Law.
- Key questions related to import requirements and the new rules on food hygiene and official food controls: http://ec.europa.eu/food/international/trade/interpretation_imports.pdf
- Guidance document on the implementation of certain provisions of Regulation (EC) No 852/2004 of the European Parliament and of the Council on the hygiene of foodstuffs: http://ec.europa.eu/food/food/biosafety/hygienelegislation/guidance_doc_852-2004_en.pdf
- Guidance document on the implementation of procedures based on the HACCP principles, and on the facilitation of the implementation of the HACCP principles in certain food businesses: http://ec.europa.eu/food/food/biosafety/hygienelegislation/guidance_doc_haccp_en.pdf
- Questions and answers on Residues and Contaminants in foodstuffs: http://ec.europa.eu/food/food/chemicalsafety/residues/fcr_qanda_en.pdf
- Introduction to EC Pesticides residues legislation: http://ec.europa.eu/food/plant/protection/resources/intro_en.pdf
- Questions and answers on the regulation of GMOs in the EU: http://ec.europa.eu/food/food/biotechnology/gmfood/qanda_en.htm
- Questions and answers on EU legislation on Food Contact Materials: http://ec.europa.eu/food/food/chemicalsafety/foodcontact/qanda_booklet_en.pdf

Further useful information in European Commission's Directorate General for Health and Consumers (DG SANCO) website

- General Food Law: http://ec.europa.eu/food/food/foodlaw/index_en.htm
- Microbiological Criteria: http://ec.europa.eu/food/food/biosafety/salmonella/microbio_en.htm
- Food Contaminants: http://ec.europa.eu/food/food/chemicalsafety/contaminants/index_en.htm

- Pesticide Residues:
  http://ec.europa.eu/food/plant/protection/pesticides/index_en.htm;
  http://ec.europa.eu/food/plant/protection/resources/publications_en.htm
- Database on Pesticide Maximum residue levels:
  http://ec.europa.eu/food/plant/protection/pesticides/database_pesticide_en.htm
- Genetically Modified (GM) food:
  http://ec.europa.eu/food/food/biotechnology/gmfood/index_en.htm
- Novel Food:
  http://ec.europa.eu/food/food/biotechnology/novelfood/index_en.htm
- Food Additives:
  http://ec.europa.eu/food/food/chemicalsafety/additives/index_en.htm
- Food flavourings:
  http://ec.europa.eu/food/food/chemicalsafety/flavouring/index_en.htm
- Food irradiation:
  http://ec.europa.eu/food/food/biosafety/irradiation/index_en.htm
- Foodstuffs for particular nutritional purposes:
  http://ec.europa.eu/food/food/labellingnutrition/nutritional/index_en.htm
- Food Contact Material:
  http://ec.europa.eu/food/food/chemicalsafety/foodcontact/index_en.htm

Further useful information in European Commission's Health and Consumer Protection Directorate General (DG SANCO) website

- General Food Law: http://ec.europa.eu/food/food/foodlaw/index_en.htm
- Microbiological Criteria:
  http://ec.europa.eu/food/food/biosafety/salmonella/microbio_en.htm
- Food Contaminants:
  http://ec.europa.eu/food/food/chemicalsafety/contaminants/index_en.htm
- Pesticide Residues:
  http://ec.europa.eu/food/plant/protection/pesticides/index_en.htm;
  http://ec.europa.eu/food/plant/protection/resources/publications_en.htm
- Database on Pesticide Maximum residue levels:
  http://ec.europa.eu/food/plant/protection/pesticides/database_pesticide_en.htm
- Genetically Modified (GM) food:
  http://ec.europa.eu/food/food/biotechnology/gmfood/index_en.htm
- Novel Food:
  http://ec.europa.eu/food/food/biotechnology/novelfood/index_en.htm
- Food Additives:
  http://ec.europa.eu/food/food/chemicalsafety/additives/index_en.htm
- Food flavourings:
  http://ec.europa.eu/food/food/chemicalsafety/flavouring/index_en.htm
- Food irradiation:
  http://ec.europa.eu/food/food/biosafety/irradiation/index_en.htm
- Foodstuffs for particular nutritional purposes:
  http://ec.europa.eu/food/food/labellingnutrition/nutritional/index_en.htm
- Food Contact Material:
  http://ec.europa.eu/food/food/chemicalsafety/foodcontact/index_en.htm

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