



TECHNICAL ASSISTANCE TO DEVELOP BIOTROPICAL'S BIOLOGICAL AND FAIRTRADE MANGO PRODUCTION

Ref.
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Expert(s)	Country	Volume (md)	Amount (€)	Beneficiary	Funding	Start date	End date	Partner(s)	Reference
O. Bouyer, J. Maurice, M. Le Crom	Cameroon	48	43,200	Biotropical	BIO, I & P, JV Grameen Bank- Crédit agricole	Jan. 2014	Déc. 2014	EtcTerra	jp.imele@biotropical.com +237 99 00 00 87

Detailed description of the project	Services provided
<p>The activity of Biotropical (BADC), a Cameroonian company exporting organic dried fruits ("Improved mango of Cameroon", papaya, pineapple, banana, etc.) has increased significantly between 2007 and 2013 (+ 19%). Facing an organic market booming BDAC has even difficulties to respond to the demand (e.g., revenues shortfall of 12% in 2011 because 99 tons of ordered products have not been delivered).</p> <p>In the mango industry, BADC is highly dependent on external small producers to buy products, given that its 135 hectares of diverse plantations produce very few mangos. This external supply poses serious problems of security and traceability. Thus, following various problems, including loss of organic certification in 2011 and 2012, the mango volumes handled by BADC decreased by three in 2011 (421 t) to 2013 (124 t).</p> <p>As part of its development plan approved in 2013 and with the support of its partners and shareholders, Investment and Partners (a Joint Venture Grameen Bank / Credit Agricole) and BIO (private branch of the Belgian Technical Cooperation - BTC), BADC has set a goal to significantly increase its supply of mango for small producers, supporting their structuring.</p> <p>The consortium Salvaterra - Etc Terra has thus been in charge of supporting the implementation of a structured program in three phases: field study, pilot program on a restricted area, then large-scale deployment. The support in 2014 helped make an overall assessment of the situation and prepare the two subsequent phases, post-2014.</p>	<p>All ECOCERT and BADC data (certified producers, collected volumes, prices paid, etc.) were analyzed and delivered consistently for the last three years; all collection areas (Noun, Menchum, Lékié, Fako, Mbam) were visited and producers and collectors were interviewed on-site (especially to identify production potential, the risks of potential chemical contamination, the level of organization of farmers, etc.); all of BADC processing chain has been analyzed (time, cost, performance, etc.).</p> <p>Following this, a comprehensive technical and economic analysis was conducted: calculation of marginal production costs (price at fields, harvest and grouping costs, cost of organic & fair trade certification, etc.), processing costs (transport, unloading, sorting, cleaning, trimming, coke oven charging, etc.), transverse costs (overheads, support producers, etc.).</p> <p>On this basis, a simple model was constructed and the different scenarios proposed to BADC. The finally selected scenario suggested to move from (i) 230 t / year of fresh mango in 2015 to over 600 in 2019, (ii) 58 producers certified in 2014 to nearly 330 in 2019. As a result, a marginal revenue of 87 million FCFA / year in 2019 would be expected.</p> <p>The transcription in the field is based on a proven method called "ADOP" (french acronym for <i>Accompanying the dynamics of professional organizations</i>), which is based on three key principles: "a pile of bricks is not a house" (accumulate support is useless if they are not integrated in an action plan), "training by doing is most effective" and "one kilometers begins with one step" (it is illusory to answer all at once). As of 2015, this method will be tailored for each collection areas, taking into account existing structuring capabilities of producers and the greater or lesser importance collectors on local channels.</p>