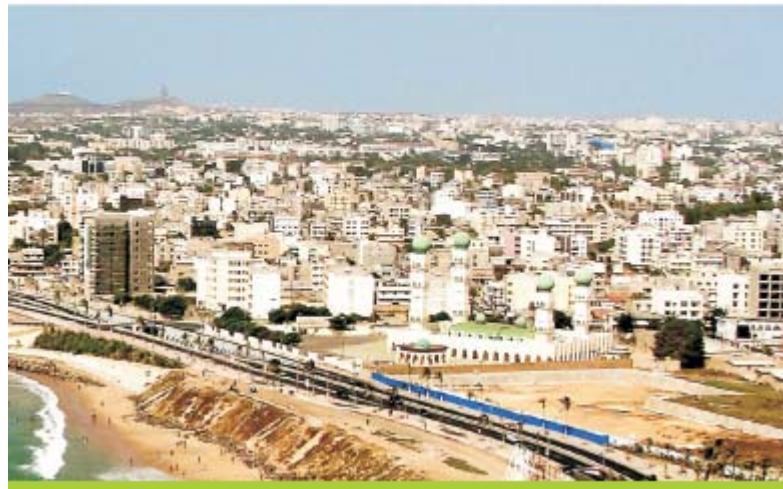




## Organic Agriculture & Green Export Promotion in Africa:

Experiences from the UNCTAD NGER Project



Malick KANE  
**UNCTAD**



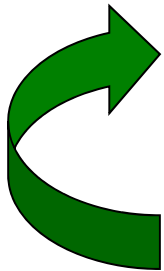
# The NGER Project

## Goal

- **To promote green production and export**

## Modalities

- Maximizing positives externalities at the economic, environmental and social levels
- Harnessing opportunities on export markets for green products (quality, environmental sustainability and price premiums)



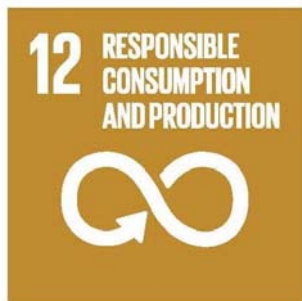




# The NGER Project

## An UNCTAD initiative to promote sustainable development

- Rio +20 Conference → Request to UNCTAD to support Green Economy through trade
- Relevance in the context of Agenda 2030...
- ... and efforts to tackle climate change (adaptation and mitigation)





# Green Market Trends

## Significantly stronger growth of green markets than their conventional equivalent:

- Market value of organic food and drink rose from 46 US\$ billions in 2007 to almost 90 US\$ billions in 2016
- Global market for organic cosmetics to grow by 8–10% annually from 2016 to 2022 and exceed 20 US\$ billions. (In 2017, natural and organic cosmetics sales grew by 22.2% in Sweden and 24% in the United Kingdom).
- Ecotourism market (strong linkages with OA) expected to double between 2004 and 2020



# 1. The NGER Project

## Market Trends

- Multiplication of voluntary sustainability standards (*up to 463 ecolabels recorded by Ecolabel Index in 199 and 25 industry sectors*), which can become new market access requirements







# 1. The NGER Project

Implemented in 10 countries since 2014





# 1. The NGER Project

## Action path

- Country driven project: conclusions and action plan formulated and owned by national stakeholders
- Targeting high potential sectors and value added products; focussing on all value chain actors (researchers, small producers, processors, exporters, etc.)
- Cross sectoral approach (trade, agriculture, environment, industry, sector coordination, etc.)
- Creating a shared vision and indentifying common interests among value chain actors
- **Building on expertise nationale, mobilizing actors and available resources, identifying synergies**



Month 0

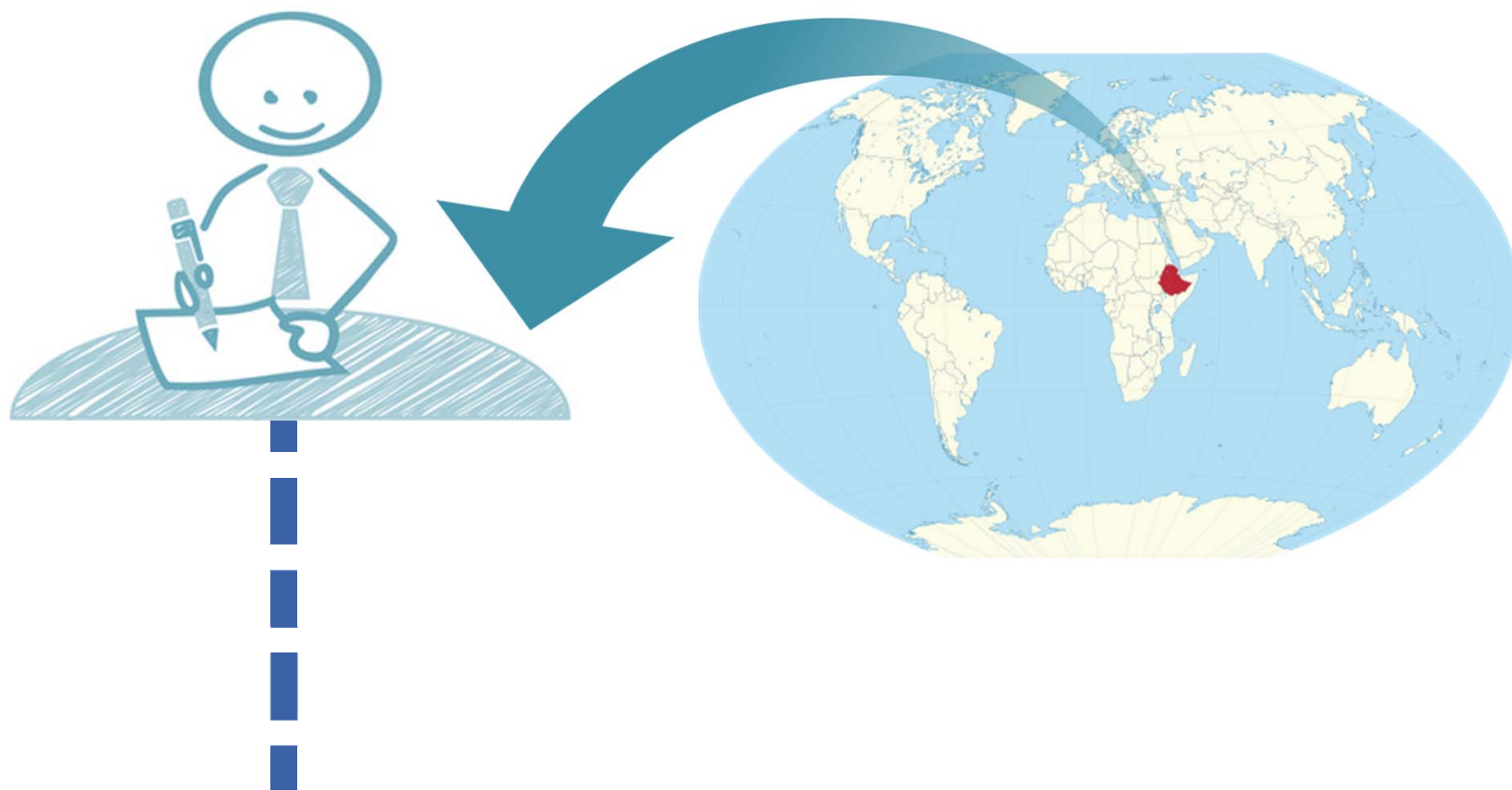
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# NGER Process

## 1) Country Request



Month 1-3



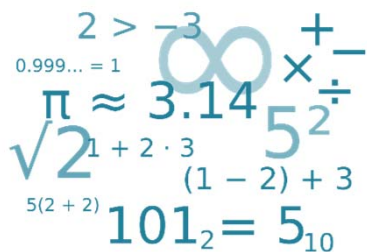
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## 2) Green Product Space Methodology

Analysis ...



Competitive Green Exports ...



Lots of Trade Data ...

Sum of TradeValue in 1000 USD		Year				
ProductCode	ProductDescription	2012	2013	2014	2015	2016
2224	Sunflower seeds	72577	136078	105337	143626	178678
2732	Gypsum, plasters, lime	16434	9712	7236	4830	7449
4215	Sunflower seed or saffi	80735	41636	74005	69008	51483
616	Natural honey	2316	3256	9699	9519	8845



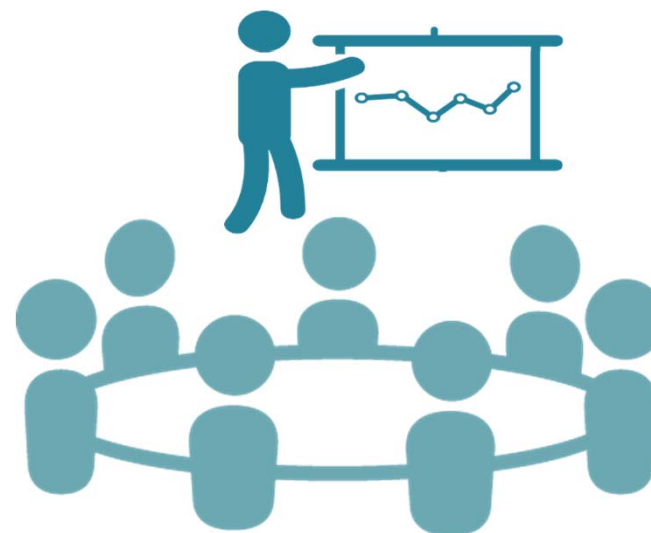


## 3) 1<sup>st</sup> National Stakeholders Workshop



**Priority  
Products  
Selected**

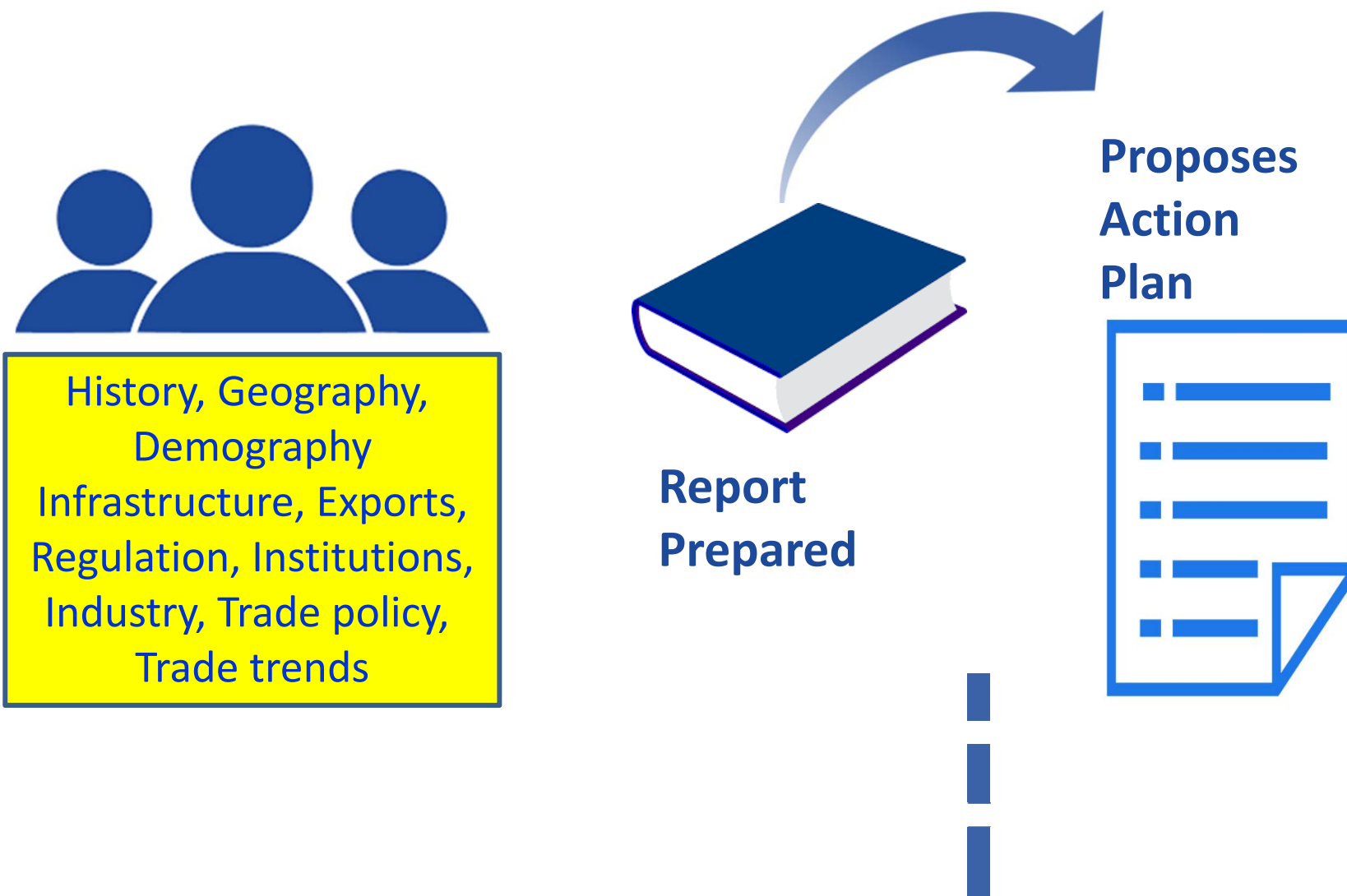
**National  
Team of  
Experts  
Selected**



**Producers, Policymakers,  
Investors, Academic Experts,  
NGOs, Workers, Communities,  
Development Partners**



## 4) National Team Study

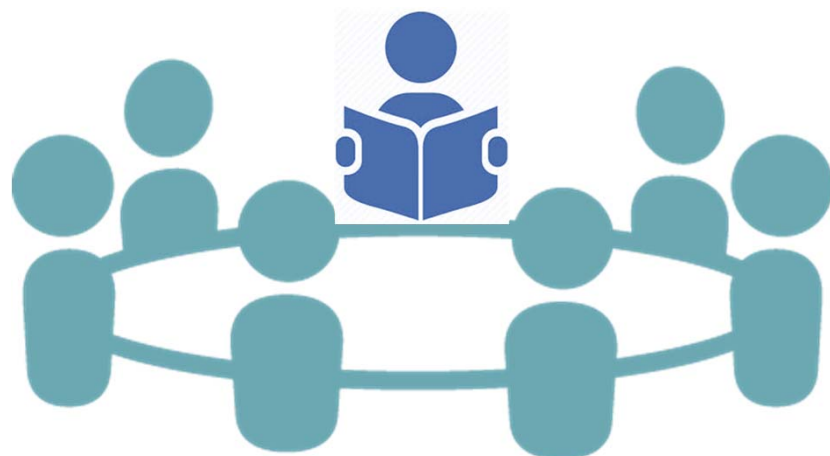


Month 12

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## 5) 2<sup>nd</sup> National Stakeholders Workshop



Formulate  
And  
Adopt  
Action  
Plan





## 6) Implement Action Plan



Actions must...

Seize **Opportunities**

Address **Challenges**





# Supported Sectors



- Ecuador → Fish and cocoa
- Vanuatu → Coconut, cocoa, sandalwood
- **Morocco → Olive products; medicinal and aromatic plants**
- Oman → Ecotourism, fish and dates
- **Ethiopia → Leather and sesame**
- **Madagascar → Pulses and coffee**
- **Angola → Timber, fish and coffee**
- **Senegal → Mango, cashew and natural cosmetics**
- Lebanon → Ecotourism and natural soap
- Moldova → Nuts, honey and cereals



# Main findings in relation with OA

## Market considerations

- Green products identified and supported had very often a potential for the development of organic production and export
- The demand for quality certified organic products is not always satisfied (ex. demand for certified organic mangoes in Senegal) and **connection with foreign buyers can be improved**
- **Domestic markets matter** and connection with local outlets, hotels and restaurants can be an important vehicle for the development of organic production (+e-commerce?)
- **Multiple certification options** are available and can be combined but organic certification remains a major challenge and it not necessarily the most relevant option (ex. Olive oil with indications of origin and “sustainable agriculture” schemes)



# Main findings in relation with OA

## Domestic and regional framework

- Regulatory and institutional frameworks for organic production and sales are **often incomplete or non-existent**
- National Organic Agriculture Movements are not always a major interlocutor for agricultural development and export promotion. If sufficiently structured, they could contribute to mainstreaming organic agriculture in green exports plans and other sustainable development strategies
- **Very limited data availability** beyond number of producers and production areas **and limited awareness of stakeholders** and experts beyond the organic "world". (ex. Organic by default or organic quality)
- Could the CFTA negotiations lead to the development of an intra-African Organic market with a common standard recognized on export markets?



# Main findings in relation with OA

## Non food use and processed food products

- Non food use and processing of food products are strategic development opportunities (more value, less losses, improved storage option and greater bargaining power)
  - Cosmetics and personal care
  - Dietary supplements (ex. honey, thym)
  - Processed food (ex. sesame, fish, mango)

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