

# PROFAV 2011

## Promotion of Fruit and Vegetables for Health



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### Invited case study presentation

## PROFEL IN MADAGASCAR

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*First of all, I would like to thank greatly those who have thought of my participation in PROFAV and those who took care of my trip to Arusha, to Mount Neru Hotel. This is an excellent opportunity to present the experience gained in Madagascar in follow-up to the PROFEL 2007 workshop which was held in Yaoundé/Cameroun.*

*My speech emphasizes firstly that such workshops, PROFEL and PROFAV as well, are really worth organizing as it is already so well explained in the background and justification paper. It also shows how concrete actions can be taken within the country, in spite of the socio-political crisis. And last but not least, I hope it will help us to get a general mobilization for better results at different levels.*

*By the way, this is the second time that I come to Tanzania. The first time, it was in 1987 (quite 25 years ago!) to attend a short course on “Food and Nutrition in society”, run by Sokoine University of Agriculture, organised by JNSP (Joint Nutrition Support Programme), I was sponsored by UNICEF.*



## 1. A quick reminder

Taking into account the FAO-WHO initiative for the promotion of fruit and vegetables for health, the PROFEL workshop was supported jointly by FAO, WHO, GlobalHort, CTA and IRAD Cameroon, in conjunction with national Ministries and organizations concerned. It took place in Yaoundé/Cameroun, from 23 to 25 October 2007, at Mont Fébé Hotel. There were approximately 75 participants coming from 16 French speaking countries among which Madagascar.

The context was quite similar as for PROFAV, apart from some details of organization and some improvements by the main responsible. The goal and objectives, the expected outcomes remain the same, willing to contribute to the MDG. The programme was shorter than for this time but as intensive as well, including a small field trip.

Some main points can be underlined, particularly all the participants recognized that integrating the 3 sectors: agriculture, education and health, is very relevant and really needed to promote fruit and vegetables for health and wellbeing.

During plenary sessions, there were very interesting presentations of activities from FAO, WHO, INRA and the World Vegetable Centre. There was also a presentation of a prior analysis made in the French speaking countries (Sub Sahara and Indian Ocean), about production of food and vegetables and about the nutritional status of the population. Beside, 4 case studies were presented: Cameroun, Benin, Republic of Centrafrica and Madagascar.

There were 4 working groups according to the geographic areas: West Africa (sahelian countries), West Africa (coastal countries), Central Africa, East Africa and Indian Ocean. They had to think of the same 5 topics : (i) Political and strategic environment ; (ii) Ways of implementation ; (iii) National framework ; (iv) Promotion of coordinated actions ; (v) Follow-up.

These were the convergent main points:

- There are constraints and risks in promoting fruit and vegetables, particularly the lack of reliable data, the land tenure problem, the standard, quality and seasonality of products, remote areas, and food habits. Very often, the trade aspect is more important than the nutrition side.
- But there are also several opportunities to promote fruit and vegetables such as the biodiversity allowing a wide range of products, availability of improved seeds



and planting materials, different on-going projects and programmes, the global initiative itself and the willing of the donors to support such initiatives.

- So, some concrete actions were suggested to promote fruit and vegetables : (i) the need of a national action plan; (ii) an operational framework at national, regional and international level; (iii) the mobilization of existing and potential resources at all levels; (iv) the implementation programme; (vi) the monitoring and evaluation.

To conclude, some recommendations were formulated addressed to the participants, the governments, the donors and the Global Fruit and Vegetables for Health Initiative (GF&VH Initiative).

## **2. PROFEL in Madagascar**

Madagascar was represented at PROFEL by an interdisciplinary delegation including:

- Dr Simon Christophe RAKOTONIRINA, Head of Nutrition Office at the Ministry of health, Family Planning and Social Protection;
- Mrs Holy Malala RAOBELINA, in charge of Research at the National Nutrition Office which depends on the Prime Minister level;
- Mrs Mireille RAHAINGO VOLOLONA, Rural Development Policy Office at the Ministry of Agriculture, Livestock and Fisheries.

We prepared and presented together the national document. We were part of the working group East Africa and Indian Ocean.

Those working group sessions are very interesting and useful, they help you to appropriate much more the deal and agree on the challenges. Much more, you start networking there, so it is very helpful.

### ***What have been done generally related to the different PROFEL workshop recommendations?***

The 3 of us made an official report which was presented to the whole Government and not only our own Ministers. Several CD-Rom were distributed so that the maximum main actors can be reached. Of course, we have gone on keeping in touch and we have suggested having appropriate platforms.



As the Government is frequently changing, unfortunately, we could not really put the promotion of fruit and vegetables as a national priority. For the moment, rice which is the staple food remains the most important commodity. So, there is not yet a common specific document, but we go on using the various existing valid documents. However, in 2010, we were about having a fruit trees plan of action and we settled down a few platforms.

Generally, the donors are favourable to support the promotion of fruit and vegetables but we should recognize that the lack of a specific document is a great disadvantage. Very often the promotion is rather aiming to increase production; sometimes it can concern research field, more and more in value chain and exportation but not so much in consumption.

Beside, the existing donors' platforms are still organized according to the sector profiles: social, economic, rural development and environment groups. We had an official national document which was the MAP (Madagascar Plan of Action) but because of political problem, it cannot remain a reference.

Within the Ministry of agriculture, we started with a SWAP approach (Sector Wide Approach Programme) but it was stopped too. The country has been sanctioned and we could not go on preparing it. Fortunately, right now, we are resuming the CAADP process and it will be a key point for the future. A specific programme related to fruit and vegetables should be included under the right pillar and put down as one of the priorities.

So, we should think of integrated programmes at national, regional and international levels in our compacts. We all need to improve the situation so that effective interventions are addressed for sufficient consumption, easy and affordable access to the fresh fruits and vegetables, needed for health. CAADP is a way to allow us to join our efforts.

In 2010-2011, the series of interactive seminars was organized on High value in agriculture for Southern and Eastern Africa (7 countries among which Madagascar, Ethiopia, Uganda, Kenya and Zambia). The World Bank has joined together with GlobalHort, the European Union, and the ACP to this end. The way forward gives us the details. The primary objective of the seminars is to strengthen the capacity of National Commodity Chain Stakeholders (NCCS) in the horticultural sector, both at national and regional level.

Participants came from:



- Government (agriculture, trade, infrastructure, finance);
- Key state services (crop extension, technical training institutions, agricultural research, plant protection agencies);
- Industry and grower association representatives;
- Banking and transport industry representatives;
- Input suppliers;
- Non-governmental organizations (NGOs), donors and funding organizations; and
- Research and academic institutions.

Seminar topics

- *Controlling the Fruit Fly in East Africa: Status, Challenges, and Opportunities*
- *Post Harvest and Transport Technologies: Reducing Losses and Improving Quality in F&V*
- *Standards and Market Preferences: Opportunities and Constraints*
- *Increased Regional Trade: Opportunities and Issues*
- *Environmental and Sustainability Issues*
- *Smallholders: How to Involve Small Farmers in Commercial Agriculture?*
- *Urbanization: Market Opportunities*

**Which kind of main activities can be presented?**

<u>Type of activity</u>	<u>Concrete examples</u>
Lobbying	<ul style="list-style-type: none"> <li>- Government level and donors level by diffusing the report on PROFEL</li> <li>- Involving ministers in planting fruit trees</li> <li>- Projects and Programmes (all IFAD projects, irrigated areas and watershed Programme), Private sector (HOREB for Faly Export society), NGO's (Tantsaha Vaovao)</li> </ul>
Meeting	<ul style="list-style-type: none"> <li>- Urban Agriculture and peri-urban agriculture in Antananarivo with FAO and CUA (platform)</li> <li>- Vegetable seed producers</li> <li>- Brainstorming for promotion F &amp; V "Journées bloquées"</li> </ul>
Mobilizing	<ul style="list-style-type: none"> <li>- Official launch of fruit trees promotion in 2010 during one week, starting in Antsirabe (temperate kind of fruits) and ending in Toamasina (tropical kind of fruits)</li> <li>1 000 fruit trees by rural subdistrict (challenging)</li> <li>- Nutrition day, World Food day...</li> </ul>



On field activities	<ul style="list-style-type: none"> <li>- Planting fruit trees within each of the 22 DRDR and the on-going projects</li> <li>- Nurseries</li> <li>- Banana vitroplants</li> <li>- “Culture de contre saison”: vegetable on rice fields out of planting season</li> <li>- New project with FAO in Antananarivo</li> <li>- Distribution of vegetable seeds for emergency cases (cyclones, droughts, locusts problem)</li> </ul>
Training	<ul style="list-style-type: none"> <li>- More and more short courses by private sector</li> <li>- Training of trainers and IFAD coordinators by CTHT</li> </ul>
Visit and trips	<ul style="list-style-type: none"> <li>- Regular “Open day” at CEFFEL</li> <li>- Vegetable producers around Antananarivo with AGRISUD International</li> <li>- Processing at CTHT</li> <li>- Microirrigation with AVSF</li> </ul>
Studies and Research	<ul style="list-style-type: none"> <li>- AVRDC programme</li> <li>- Local diagnosis</li> <li>- Evaluation of STABEX interventions</li> <li>- Collection of mangoes by FOFIFA</li> <li>- Plans of actions (national and regional level)</li> <li>- Qualisann Project with CIRAD and the Universities</li> </ul>
Information	<ul style="list-style-type: none"> <li>- PROFEL Bulletin, book marks on fruit and vegetables, Radio and TV regular programmes, booklets,...</li> <li>- Documentation on demand from CIRAD, INRA, CTA, AgroCampus, ....</li> <li>- Use of lemon and corossol to prevent from cancer, noni</li> </ul>
International level	<ul style="list-style-type: none"> <li>- March 2009 in Paris /France: Salon International de l’Agriculture, special session for « Fruits and vegetables »</li> <li>- 31 August- 03 September 2009 in Nairobi/Kenya: 1st All Africa Horticulture Congress.</li> <li>- 6-8 December 2010 in Dakar/Senegal: International Symposium Urban and Peri-Urban Horticulture in the century of cities.</li> <li>- 30 years of FERT : actually producers from different countries are in France.</li> </ul>

### ***A few more comments:***

- The political situation is among the main constraint to be taken into account. It has its advantages and disadvantages.
- Decentralization can facilitate the process and differences between urban and rural areas are to be considered. Nutrition actions seem easier in town particularly with multimedia programmes but they are really more difficult to promote for producers who worry to sell in priority.
- Specific official documents should be prepared to help in defining priorities and convincing the financial decision makers.
- An effort must be done to think of appropriate training actions at different levels especially related to the new agricultural and rural training strategy.
- Existing specific Centres such as CHTT, CTHA, CEFTEL, FOFIFA, FIFAMANOR... should be used much more and appropriate status are to be given to bring motivation. They can contribute a lot.
- The research and experimentation results, the pilot actions, all ongoing Projects and Programmes and recent documents (reports, assessments, networking...) must be used to think of a new strong intervention.

### ***How to conclude?***

*My purpose was to try to share with you within 15 minutes, I hope it was interesting.*

*I apologize if I have repeated in a less clever manner some points that were already said by other speakers.*

*In case of any further question, would you write it down please and I will be glad to give you later on appropriate responses.*

*If someone needs to get in touch with any responsible in the country, just feel free to ask me. I will provide the right addresses.*

*Some photos will help us to complete my speech.*

*Thank you for your attention.*

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