

Gis and the link to the market

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développeur d'avenirs durables



AGENCE FRANÇAISE
DE DÉVELOPPEMENT

General remarks



- IGs is seen as new opportunities for trade development in developing countries:
 - Increase prices
 - Increase producer revenues
 - Connect traditional products to modern markets
- The main difficulties:
 - Linking “local” with “quality”
 - Focus is put on organization of production, norms, structuration of producers’ organization
 - Begins with the identification of a product known by local consumers

Targeting northern markets

- Being eligible to northern markets:
 - Necessary norms: SPS, technical norms
 - Additional labeling: organic, free trade, Rain Forest....
 - Certified



- Being known:
 - By the consumers
 - By the trade operators from exporters to importers, to supermarket and/or specialized shops
- Being adapted to northern markets:
 - To the quality
 - To the presentation

Kampot pepper



- Tourist and export markets
- 2008 : Organization to promote Kampot pepper (131 producers et 9 societies)
- KAMPACO Co-operative
- 2010 : 400 t.
- 30 % bonus
- AFD : 1000 K€

www.kampotpepper.biz

Targeting local/regional markets

- Fitting for a specificity:
 - Mark the difference with other local products
 - Have a dialogue concerning imports competition
 - Have a legal registration



- Accepting lower margin:
 - Consumer readiness to pay for the IG added value
 - Alternative certification systems at lower cost
 - Maintain the information (advertising) of consumers (tracing, quality)

The « belle de Guinée »



- 1992 : import control
- 2004 : trade mark
recognized by the OAPI
- 16 000 t., 5 000 producers
within the producer
organization (Fédération
des paysans du Fouta
Djallon)
- Marketed in Guinea and the
sub-region
- 2005 : 560 K€ from AFD