



The Pink rice of Madagascar

Overcoming difficulties

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The Alaotra Lake Region in Madagascar



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Overcoming difficulties for GIs of Pink Rice of Madagascar

- UNTAD identified the pink rice among the eligible products for GIs in Madagascar
- Contacted Slow Food in 2012 to discuss the potential of pink rice
- Building/ Strengthening the partnership with FAO and Slow Food
- FAO carried out a facts finding mission in early 2014
- Carried out workshop on lessons learned in Turin 23-24 October 2014
- Establish a roadmap for GIs

National Workshop in Amparafaravola, 1st December 2014

- Raise the awareness of rice producers on the potential of GIs as a development tool through value addition
- GIs are flexible and the design should come from producers themselves
- The specification has to be drafted in close collaboration with the rural community
- The workshop brought together
 - Rice producers
 - UNCTAD consultant in charge of drafting the specifications
 - International expert on GIs
 - UNCTAD Staff representative



Main challenges

- Define the varieties to be covered by the GI
- Identify the territory
- Determine the name
- Organization of the rice producers
- Study main characteristics of the product and the link to the territory
- Draft the specification in consultation with the community
- Elaboration of a law on GI

Identify the Territory and the Varieties

- The region of the Lake Alaotra is a vast plain areas
- Different varieties are grown:
Vary Dista (pink), Vary Malady (red), Rojofotsy (white)
- What are the varieties and areas to include?
 - What are the **unique characteristics** that the community wants to put forward?
 - Do the three varieties represent the same **cultural identity**?
 - **Export potential**: conduct a study of the market to know what is the demand for each variety
 - **Poverty reduction potential**: distribution of varieties among producers

Define the name

- The name depends on the varieties included and the region
- For the pink rice, the name could be “Pink Rice” from the Lake Alaotra Region» for the export market and “Vary Dista” for the domestic market
- If the name of the variety is included in the name, producers of the «Vary Dista» outside of the area will still be allowed to use the name.

Organization of producers

- Koloharena Cooperative (KH) is in charge of: transport, winnowing, drying, packaging, price fixation, sales.
- «Groupement de producteurs et exportateurs de riz rose (GPERR)»: Specific association for the pink rice
- GIs represent an opportunity to reorganize the existing structures (cooperatives).
- Need to identify a leading group for the GI for:
 - Relations with governmental authorities
 - Organization of the distribution chain
 - Participation in various actions for adding value to the product and to promote protection of the name, territory and the soil

Study main characteristics of the product and the link to the territory

- Technical work carried out by UNCTAD consultant
 - Collection of data
 - Testing the product and the soil
 - Pedology Lab FOFIFA, Tsimbazaza, Antananarivo
 - Visit of LAS (Sensory Analysis Lab) du FOFIFA
- Identification of the specificities of the product and the soil affecting the properties and the taste of the product making it unique

Draft the technical specification of the GI

- The drafting of the specifications has to be done in close consultation with the rural community
- For this reason, UNCTAD hired a national consultant with experience in the agricultural sector.
- UNCTAD provides guidance, examples on how to draft the specifications
- Workshop on GIs in Amparafaravola with the producers

Elaboration of a law on GIs

- Absence of a Law on GIs in Madagascar
- Bottom-up approach
- Drafting the technical specifications of the GI for the pink rice and/or other varieties will help producers to promote the GIs to the authorities
- The elaboration of the law may take some time but preparatory work with the producers and other stakeholders can start at an earlier stage in order for them to be ready at the time the law comes into effect.

Thank you for your attention

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