



Organic Agriculture & Green Export Promotion in Africa:

Experiences from the UNCTAD NGER Project

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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)

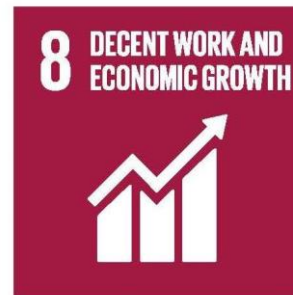
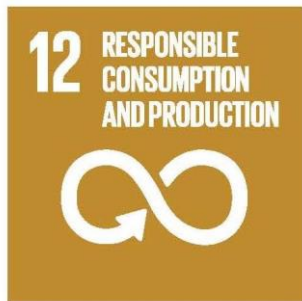




The NGER Project

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

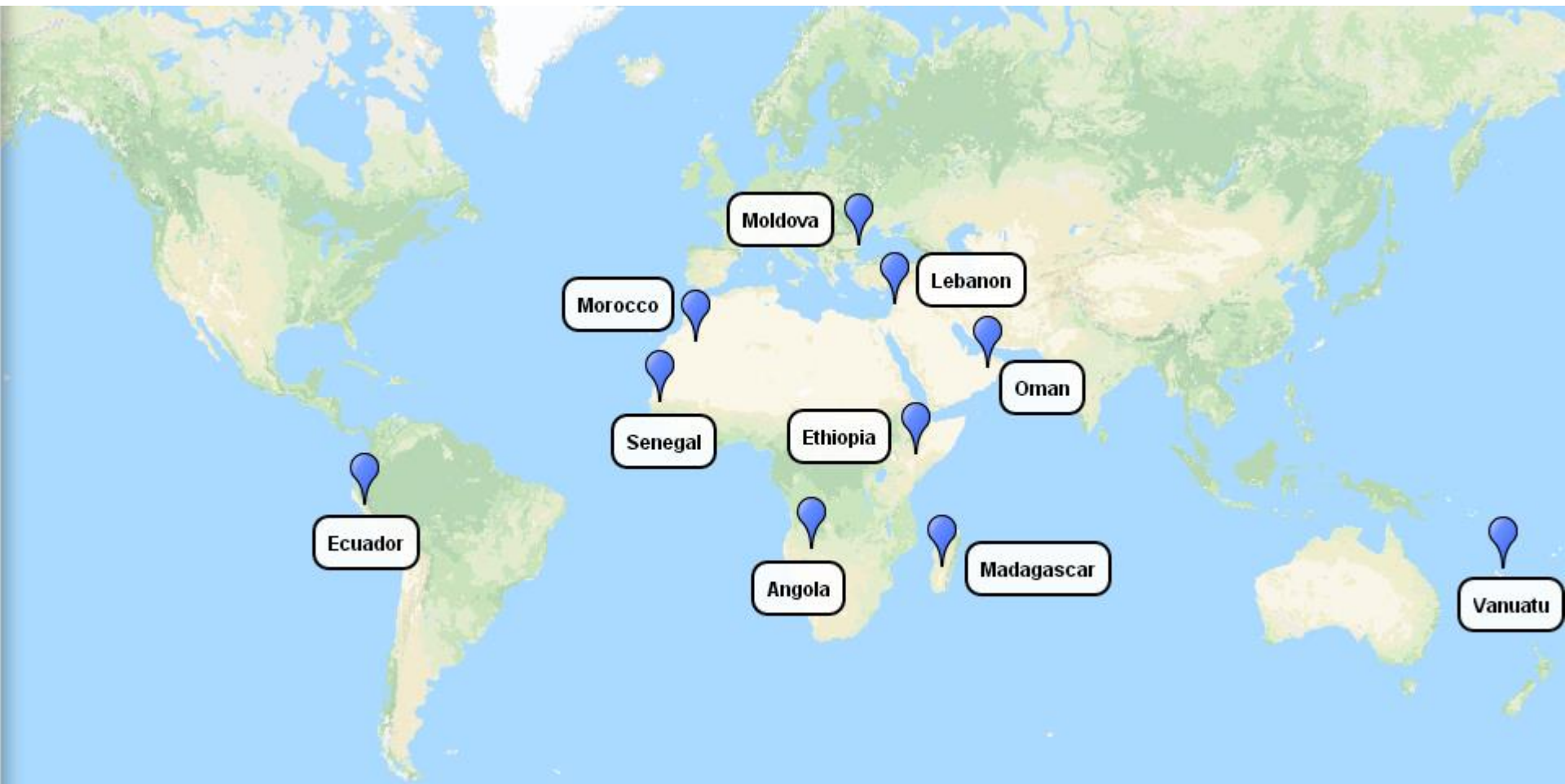
- Multiplication of voluntary sustainability standards (*up to 463 ecolabels recorded by Ecolabel Index in 199 and 25 industry sectors*), which can become new market access requirements





1. The NGER Project

Implemented in 10 countries since 2014





1. The NGER Project

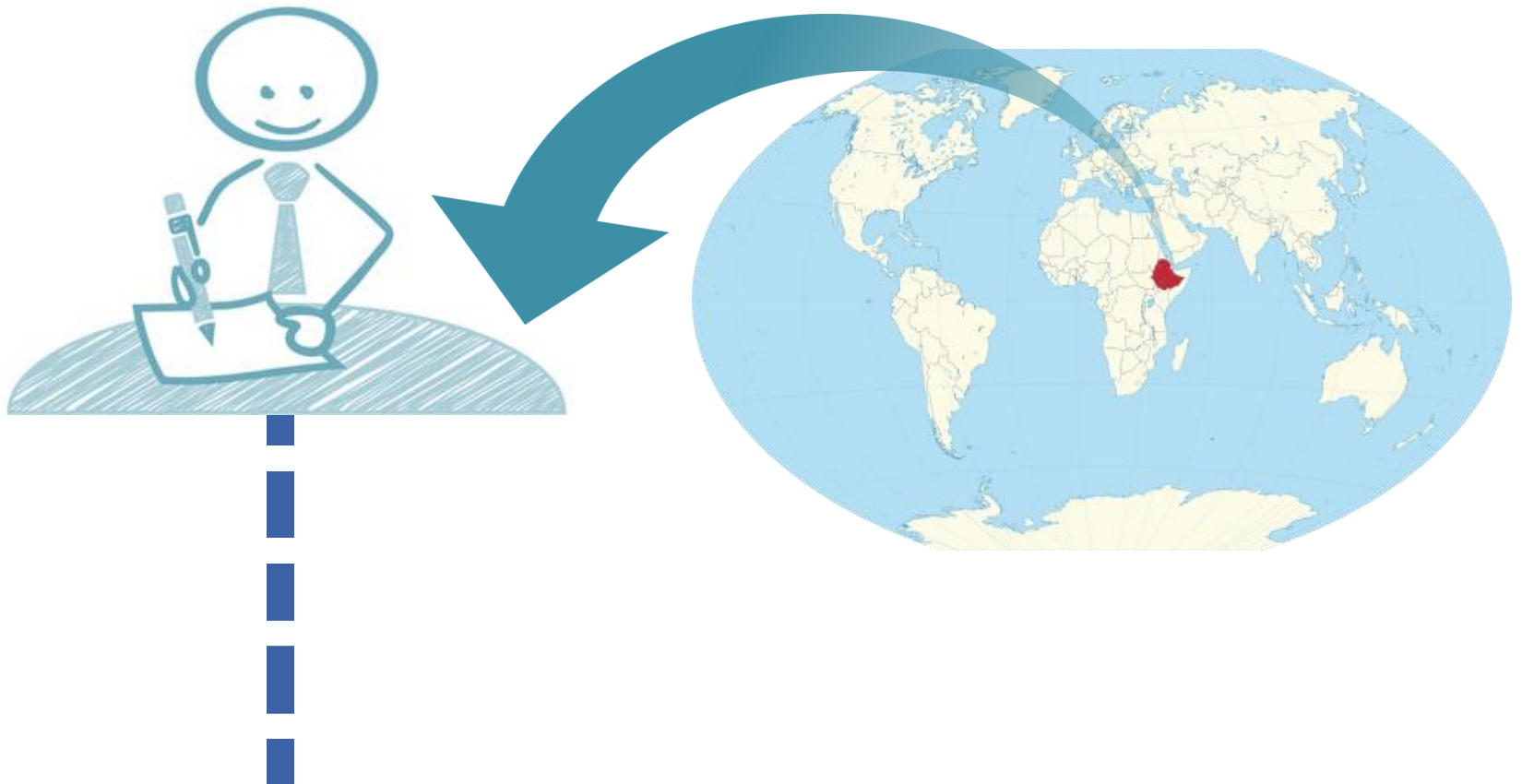
Action path

- 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 identifying common interests among value chain actors
- **Building on national expertise, mobilizing actors and available resources, identifying synergies**



NGER Process

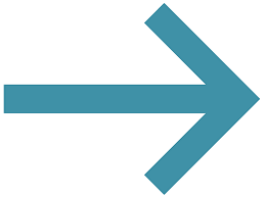
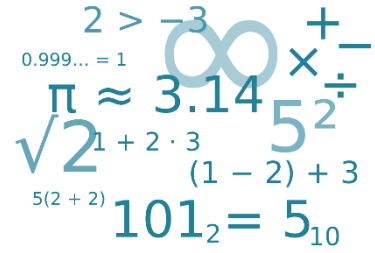
1) Country Request



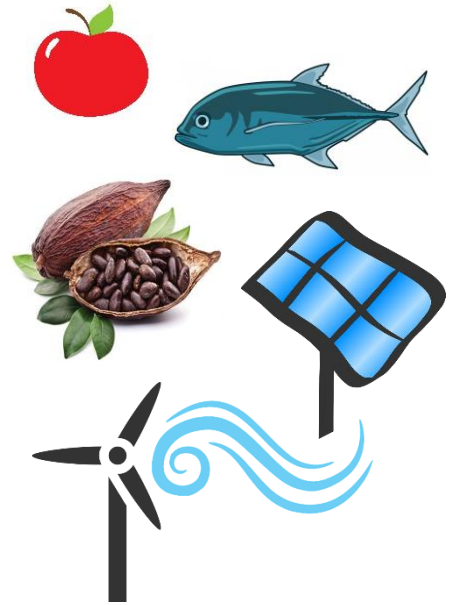


2) Green Product Space Methodology

Analysis ...



Competitive Green Exports ...



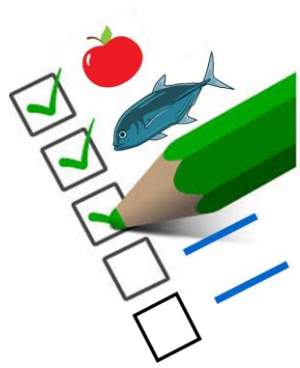
Lots of Trade Data ...

Sum of Trade Value 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 saffl	80735	41636	74005	69008	51483
616	Natural honey	2316	3256	9699	9519	8845



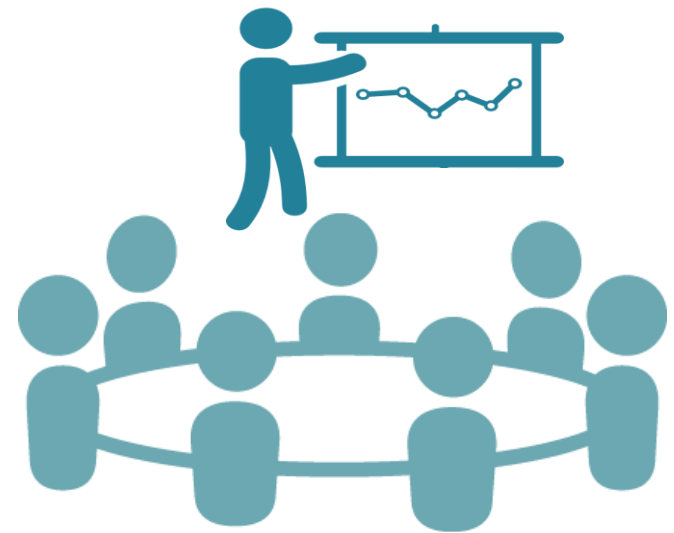


3) 1st National Stakeholders Workshop



**Priority
Products
Selected**

**National
Team of
Experts
Selected**



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

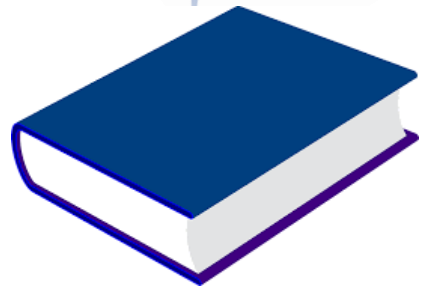




4) National Team Study



History, Geography,
Demography
Infrastructure, Exports,
Regulation, Institutions,
Industry, Trade policy,
Trade trends



**Report
Prepared**



**Proposes
Action
Plan**

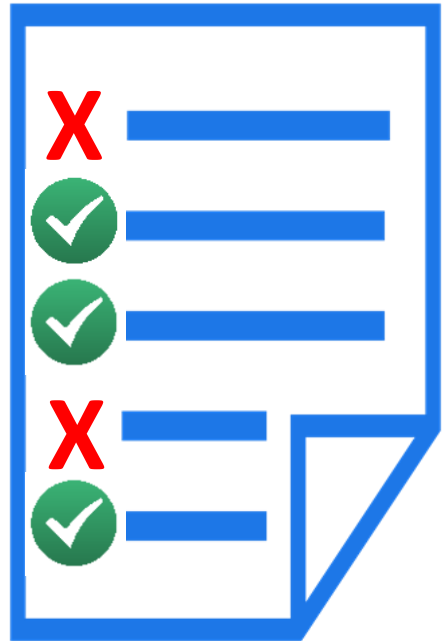




5) 2nd National Stakeholders Workshop



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)

Thank you
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