

From BayG.A.P. to GLOBALG.A.P.:

Getting mango **producers** connected to the world



GREENYARD 

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

What was *the market situation?*

Agriculture is a major industry in Mali, representing around 33% of GDP and providing employment to nearly 80% of workers in the country. While cotton and grains are the most commonly grown crops by some distance, the country is looking to diversify its output – and mangoes have been identified as having untapped growth potential. The Malian climate is optimal for growing mangoes, and

already they are one of the most abundant fruits in the country. It is not just mango production that is set to grow, but exports too, as mango becomes one of the world's most popular tropical fruits, with particularly high demand in Europe and elsewhere in Africa. The more mangoes Mali can export, the more farmers can access the export market and boost their incomes.

What were *the challenges?*

Mangoes have a short shelf life, and widespread losses prevent mangoes from reaching the export supply chain. In fact, these losses start on the farm – a study indicated that 60% of mangoes perish in the field. One of the biggest drivers of these losses is the fruit fly, which causes significant damage in the principal mango-producing areas – with further research needed to determine the best practices to control the species. Elsewhere, mango quality is being affected by planting at too high a density, intensifying competition for resources and ultimately affecting fruit quality. Finally, getting market access in the first place is difficult; farmers who lack connectivity or knowledge of supply chains may not be able to place their fruits in the market, even if they are of sufficient quality.



What was *the solution?*

In 2017, the Food Chain Partnership Greenyard and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) kicked off a joint initiative to support local farmers with training to help them adopt best practices and improve yields and quality. The training started with BayG.A.P., a service program that supports small farmers worldwide in getting certified and connected to the food value chain. Through BayG.A.P., participating farmers received both theoretical and practical coaching in the various aspects of mango farming. This took a holistic approach, not just focusing on technical aspects such as planting density or pest control but also sustainability, safety and ethics.

The project partners were careful to adapt the training to local infrastructural needs, ensuring it could reach as many farmers as possible. Training sessions were held in the local Bambara language in the mango orchards themselves. Assessments of each local producer's current processes also took place, with a personalized follow-up by local consultants supporting implementation of the practices covered in the training.

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“GLOBALG.A.P. is a base requirement to open the doors for the European market. Since the beginning of our partnership project, training programs via BayG.A.P. have been fundamental to facilitate certification for a substantial amount of mango farmers in Mali.”

// Dr. Ursula Wermund, Lead Sustainability and Quality Project Manager, Greenyard Fresh Services



What did *we* achieve?

Five years later, more than 1,200 smallholder farmers have completed the training. This means more than a certificate to them: on average, participating farmers enjoyed a productivity increase of 30 %, while increasing quality standards at the same time, meaning they can sell their produce for more. Ultimately, they could generate 50 % higher gross profit, giving them more funding to invest in further sustainable practices or create more jobs. And they did not stop there. More than 700 of the farmers went on to achieve GLOBALG.A.P. IFA certification: the gold standard for access to international export markets. Farmers report that they have a better understanding of what good agricultural practices mean for themselves, their land and their businesses. Mr. Berthe Keletigui, a mango producer in the Sikasso region, said that the BayG.A.P. training and the orchard register, which collects all relevant information about on-farm, have given him a clearer idea of the effects of different practices and how to make improvements. Mr. Ignace Sacko in Bougouni said he was able to improve his practices by growing his understanding of topics such as the history and management of the farm, the safe use of plant protection products, and optimal pruning techniques.

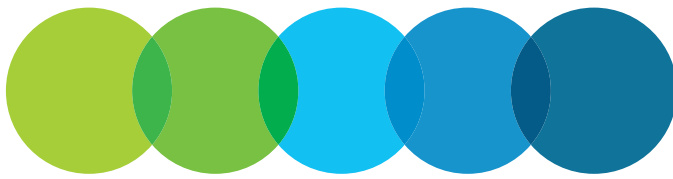


“BayG.A.P. was founded with the intention to support and train smallholders worldwide on G.A.P., practices that can bring them closer to certifying their produce. This was one of our first BayG.A.P. initiatives, and we are grateful to GLOBALG.A.P., GIZ and Greenyard, and especially to the dedicated field specialists who have helped to make this possible.”

// Gerhard Adam, Global Food Chain Partnership Lead, Bayer

About Food Chain Partnership

Consumers are becoming increasingly conscious of the need for healthy nutrition. Food Chain Partnerships help to supply consumers with high-quality fresh produce, which forms the basis of a healthy diet. But such partnerships can only succeed if they involve every player in the food chain – from the farmer and processor to the exporter or importer and retailer. The Crop Science Division of Bayer has the global experience and cutting-edge expertise to create a successful partnership at every level.



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