

Enhancing agricultural value chains

Market Oriented Agriculture Programme (MOAP)

Background

Ghana is West Africa's second largest economy. Increasing urbanization is accompanied by rising population growth rates and per capita income. However, productive sectors such as agriculture and industry recorded growth rates around 3,5%, compared to services such as finance with almost 8%. (2016)

Agriculture still employs most of the working-age population (2014, up to 45%). Ghana has great natural potential for agricultural production and processing. The growing middle class is increasingly demanding high-quality agricultural products such as vegetables, fruits, poultry and rice. The agricultural productivity and, above all, the quality is nevertheless still very low. With improved production quantity and quality, Ghanaian producers and processors could supply the national, regional and international markets to a much greater extent than they currently do.

Our approach

The aim of the Market Oriented Agriculture Programme (MOAP) is to:

- ...enhance **quality** in agricultural production
- ...increase **income**
- ...create **jobs** along the value chains

MOAP is active in four regions in Ghana's South and has extended its implementation area thanks to a co-financing agreement with the EU in 2017 to two additional regions in the North West of the country.

MOAP applies a value chain development approach, which works with various steps along the value chain

and multiple actors, such as public and private extension services, decision makers, processors, input providers and exporters.



The supported value chains are:

Citrus, Mango, Pineapple, Vegetables in the South.
Cashew, Groundnuts, Mango, Rice, Sorghum, Soybeans, Vegetables in Upper West and Northern Region.

Project name	Market Oriented Agriculture Programme (MOAP)
Funded by	Federal Ministry for Economic Cooperation and Development (BMZ) European Union (EU)
Project region	34 districts in Brong Ahafo, Central Region, Eastern Region, Northern Region, Upper West Region, Volta Region
Implementation partner	Ministry of Food and Agriculture (MOFA)
Duration	2004 - 2019 (current phase 2017-2019)

Our work areas



Provision of inputs & services

High quality inputs and affordable services are key for successful farming. Thus MOAP is building capacity of over 150 agro-input dealers in 34 districts and equipping them to best serve and advise clients on seeds, fertilizers and chemicals.



L. to r.:
Pineapple farmer,
Workers at a fruit juice processor,
exporter at the airport quarantine inspection

Additionally, in Upper West and Northern Region MOAP facilitates the setup of input funds together with aggregators to provide farmers with innovative inputs and services which are paid back after harvesting.

L. to r.:
Workers at a
dried fruit
processor,
woman at a
local market



Production

Farmers applying good agricultural practices (GAP) on their farms benefit in terms of improved product quality, higher yields and less post-harvest losses.

MOAP supports the capacity development of more than 25,000 farmers through trainings and demonstrations on GAP provided by the District Departments of Agriculture (DA) and private enterprises.

Furthermore, MOAP enhances the capacities of the DA in extension delivery and technical knowledge as well as in organizational development to make them an attractive partner for the private sector.



Processing

MOAP supports processors, e.g. in the sector of dried fruits, fresh juice and chili powder production, in developing hygienic and effective manufacturing practices and establishing linkages to suppliers and buyers.

Contract farming models, in which inputs and services are provided by offtakers to their producers have been introduced. They provide win-win situation for both parties, as farmers increase their security and reduce costs for inputs and offtakers receive crops in the required quality and quantity.



Marketing & Certification

MOAP supports producer organisations and processors in certification processes in e.g. Fairtrade, GlobalG.A.P and Organic. Certification improves quality creates access to markets and higher producer prizes.

Linking up different actors is crucial for the functioning of the value chain and marketing the products. MOAP links producers and processors with local domestic retailers and exporters as well as with international fairs such as the Fruit Logistica or the German Biofach for organic produce.



Policy & Regulatory Level

MOAP supports MoFA in the development of value chain strategies for the supported crops, which help to structure and organize the cooperation between the different actors and fosters upgrading interventions.

The programme also supports common interest groups to establish dialogue platforms with the public sector over common concerns or public interests cases in the sector.

MOAP works closely with the Plant Protection Regulatory Services Directorate (PPRSD) on plant quarantine, pest and disease control and on fertilizer and pesticides regulations. The programme has contributed significantly to the establishment of a Ghanaian inspection system at the export point at airport and harbour, which led to the lifting of the EU import ban of some vegetables in January 2018.

Selected results

- More than 25,000 persons trained since 2017
- 1,800 farmers & processors certified since 2017
- 5,500 farmers supported under contract farming arrangements since 2017
- Around 30,000 jobs created since 2004

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