



# Transforming agro-based value chains

## Market Oriented Agriculture Programme (MOAP)

### Background

Ghana is West Africa's second largest economy. Agriculture employs 38.3% of the working-age population (GSS, 2019) with a great potential for agriculture production and processing. The growing middle class is increasingly demanding high-quality agricultural products which creates business opportunities in the sector.

However, 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. Furthermore, compliance with national and international quality standards for Ghanaian commodities is crucial for entering into promising export markets but also for competitiveness at local markets.

### Our Approach

The aim of the Market Oriented Agriculture Programme (MOAP) is to enhance **quality** in agricultural production, to increase **income** and create **jobs** along the value chains. Therefore, we work with all relevant stakeholders along the value chain for an inclusive, equitable and climate-smart approach. **Youth and women** are at the core of the interventions.

Since 2017, MOAP became operational in the North West of Ghana under a co-financing agreement with the European Union (EU). This extension to North-Western Ghana, allowed MOAP to further deepen its already existing close collaboration with the public and private extension service providers, decision makers, producers, processors, input providers and exporters for robust and successful agri-businesses.

**The supported value chains** are citrus, mango, pineapple, vegetables in the South and cashew, groundnuts, mango, rice, sorghum, soybeans and vegetables in North West.

<b>Project name</b>	<b>Market Oriented Agriculture Programme</b>
<b>Funded by</b>	Federal Ministry for Economic Cooperation and Development (BMZ) and European Union (EU)
<b>Project regions</b>	8 of 16 regions and 34 districts in Bono, Bono East, Central, Eastern, North East, Savannah, Upper West and Volta Regions
<b>Implementation partner</b>	Ministry of Food and Agriculture (MoFA) as well as private-sector actors
<b>Duration</b>	2004 – 2020

### Our Competences

#### Provision of Inputs & Services

Over 300 agro-input dealers have had their capacities built to best serve clients on agro-input usage. Also, in collaboration with 17 aggregators, input funds have been established in MOAP North West.



Figure 1: Agro-Input dealer Advising Clients on Appropriate Seed

**Quality Production:** More than 40,000 farmers have benefited from capacity building by the District Departments of Agriculture (DoA) and private enterprises. MOAP also enhances



the capacities of the DoA in extension service delivery and technical knowledge to make them an attractive partner for the private sector.

**Processing:** Almost 90 food processors have been supported, in developing hygienic and effective manufacturing practices and establishing effective linkages to suppliers and buyers. Contract farming has been successfully introduced to 12,000 producers to facilitate increased security as well as reduced costs of inputs for the farmer and readily available raw material of the required quality and quantity for farmers and off-takers respectively.

**Regulatory Services:** MOAP works closely with the Plant Protection and Regulatory Services Directorate (PPRSD) on plant quarantine, pest and disease control as well as fertilizer and pesticides regulations. Consequently, MOAP has contributed significantly to the establishment of an inspection system at crucial export points (airport and harbour). These interventions led to the lifting of the EU import ban of some vegetables in January 2018 which increased export volumes and incomes for various actors.



Figure 2: Inspecting pineapple ready for export-Kotoka International Airport, Accra

**Certification & Standards:** Over 1,850 farmers & processors are certified according to e.g. GlobalG.A.P, Organic and Green Label. Traceability and digital solutions for horticultural products and efficient out-grower management are being further explored.

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**Marketing:** Several producers and processors have been linked to domestic retailers, exporters as well as international markets and fairs such as Fruit Logistica and Biofach in Germany. These events have facilitated tailor-made business contacts (B2B).

**Policy Advise:** Ministries responsible for the development of value chains are supported through technical assistance. Platforms such as the Mango Roundtable has been established to facilitate public and private-sector dialogue on common concerns such as managing pests & diseases of which the Bacterial Black Spot disease has been a prominent issue.

### Supporting Ghana's Green Gold

Between 2013 and 2018, export values of dried and fresh mango to the EU increased by about 200%. Ghana has more than doubled its market share in the EU from 2.5% to 5.1% and has become the third biggest supplier (in 2013, 10<sup>th</sup>). Driver of this success was a strong value addition in the country, producing fresh cuts, dried fruits, juices etc. About 6,000 people are employed by these companies.

However, the sector faces several challenges that could adversely affect this growth path. Pests and diseases are causing vast damages to plantations and lead to high post-harvest losses, low adoption of GAPs have an impact on the fruit quality.

MOAP has been instrumental in promoting the mango sector since many years from input supply to farm production, processing and trading. MOAP collaborates with all relevant private and public stakeholders. Activities included supporting trials and demonstrations, farmer trainings, exchange visits for farmers and processors, advising on processing efficiency, developing service gang business models, facilitating linkages through trade fair participation and promoting multi-stakeholder events (Mango Week, Mango Roundtable). The mango sector is now a well organised and vibrant industry in Ghana whose voice is being heard.

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