Overview

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Promoting sustainable sourcing in the fruit industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mandated by</td>
<td>German Federal Ministry for Economic Cooperation and Development (BMZ)</td>
</tr>
<tr>
<td>Region</td>
<td>Turkey (Black Sea region), Madagascar (Itasy, Analamanga regions), Morocco (Larache region)</td>
</tr>
<tr>
<td>Implementing Agency</td>
<td>Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH</td>
</tr>
<tr>
<td>Private Partner</td>
<td>Ferrero (Turkey), Havamad (Madagascar), Messem (Morocco)</td>
</tr>
<tr>
<td>Budget</td>
<td>Private partners 5,236,120 Euro, GIZ: 1,260,000 Euro</td>
</tr>
<tr>
<td>Duration</td>
<td>01.06.2016 – 31.05.2019</td>
</tr>
</tbody>
</table>

Context and challenges

**Sustainable sourcing**

Sustainable sourcing of agricultural raw material remains an important challenge in many developing and emerging countries. Globally, fruit supply chains typically rely on smallholder farmers and employ a significant amount of labour (often seasonal) during the harvest seasons. These smallholder farmers often struggle to improve their agricultural and social practices, in order to produce more sustainably and respond to market requirements. Innovative models are therefore needed which promote sustainable partnerships with farmers as well as demonstrating tangible results on the ground, i.e. improved conditions of the growers.

Many agricultural companies thus seek to improve their sustainable sourcing practices. As Ferrero (in Turkey), Havamad (in Madagascar) and Messem (in Morocco) all face similar challenges in the different countries, they are combining their knowledge and experiences to promote sustainable sourcing. In particular, the companies are planning to identify cutting edge practices and share results, for example through the industry initiative Sustainable Agriculture Initiative (SIA) Platform.

**Specific challenges for the private companies**

**Ferrero in Turkey**

Over 650,000 tons of hazelnuts are produced annually in Turkey, harvested by more than 500,000 farmers on 1-2 hectare (ha) orchards. This abundance of hazelnuts has led the multinational confectionary company Ferrero to source 70% of its hazelnuts from Turkey. Cultivation of hazelnuts is heavily dependent on physical labour, often relying on seasonal migrant workers and their families – including children. While Ferrero does not have ownership of hazelnut farms nor agricultural intermediaries in Turkey, it acknowledges its responsibilities and indirect influence on the working and living conditions of seasonal migrant workers and their families involved in the hazelnut value chain. Ferrero is therefore keen to improve the working and living conditions of this target group.

**Havamad in Madagascar**

As one of the main organic fruit processing companies in Madagascar, Havamad works with farmers’ cooperatives located in the highlands of Madagascar. However, Havamad’s suppliers face challenges around organic pineapple production, including around land preparation, planting, fertilization, pest management, traceability and quality insurance. Havamad would thus like to develop tailored tools and guidelines on agricultural practices adapted to the local Malagasy context.

**Messem in Morocco**

In Morocco, the small- and medium-sized farms supplying Messem with strawberries mainly rely on low-skilled women from surrounding villages during the harvest period. Initial steps have been undertaken by the processing industries, civil society and NGO’s to improve the working conditions of seasonal workers on the strawberry farms. However, improvements around health, hygiene and safety on the workplace remain critical, and Messem is committed to setting up an efficient extension and advisory system to tackle these challenges.

**Our Approach**

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) has joined forces with Ferrero, Havamad and Messem in a strategic alliance from 2016 – 2019 to pursue the following goals:

1. Improve the social conditions and/or agricultural practices of the targeted farmers

**In Turkey**

The key objective is to improve the working conditions of seasonal migrant workers in the hazelnut sector in the Black Sea region of Ordu and Dützece, by improving the social practices of hazelnut-producing small-scale farms.
In Morocco
The main aim is to improve the health, hygiene and safety conditions of seasonal workers in the Larache region in Morocco through enhanced social practices of small- and medium-sized strawberry farms.

In Madagascar
The goal is to improve sustainable agricultural practices of small-scale farmers producing pineapple in the Itasy and Analamanga regions, allowing them to produce organic pineapples at fair market prices.

2- To promote sustainable sourcing models
The key objective is to improve the working conditions of seasonal migrant workers in the hazelnut sector in the Black Sea region of Ordu and Dützce, by improving the social practices of hazelnut-producing small-scale farms.

Activities

SNAPSHOT TURKEY
Improving conditions of seasonal workers
Ferrero is setting up a comprehensive extension and advisory system in Turkey, in order to improve the social and agricultural practices of their hazelnut suppliers. Over 20 social workers have been recruited to provide advice and closely monitor the social practices. The latter are defined through Ferrero Farming Values, which are aligned with international standards of ILO conventions and the Universal Declaration of Human Rights. Ferrero would also like to expand its Monitoring and Evaluation (M&E) system so as to better measure its impact on the ground.

Several sub-objectives for Ferrero’s social programs include:

- Raising the healthcare awareness of seasonal workers who reside in the camp settlement through the provision of healthcare support and educational activities;
- Protecting the nutritional status of the seasonal migrant workers and their children;
- Increasing health and safety awareness to the seasonal migrant workers during hazelnut harvesting activities;
- Discouraging seasonal workers’ children from going to the field and providing them catch-up education;
- Enhancing community awareness on social inclusion of seasonal migrant workers;
- Building capacity in local community and public institutions.

In Turkey, GIZ will provide strategic and technical advice to Ferrero to design a tailored social program, as well as supporting Ferrero to enhance the collective engagement of the public and private stakeholders involved in the hazelnut value chain.

SNAPSHOT MOROCCO
Improving social and agricultural practices
In Morocco, Messem will set up an advisory and training system to promote better social practices with the small- and medium-sized strawberry producing farms, as well as monitoring improvements against international defined social standards.

Around 100 strawberry suppliers will be targeted for trainings and awareness raising campaigns to improve the health, hygiene and safety of more than 2000 seasonal workers (mainly women) employed during the 6-month harvest period. Sub-objectives include the prevention of accidents and injuries of farm workers during their duties, as well as guaranteed access to hygienic bathrooms and potable water for all workers. In addition, registered workers should be covered by national health insurance, and basic health services should be provided via access to existing or new facilities.

GIZ will support Messem to set up a baseline to better understand the health, hygiene and safety issues of small- and medium-sized strawberry producing farms. GIZ will also provide tools, trainings and benchmarks for technical staff of Messem to support the implementation of health, hygiene and safety measures at farm level.

SNAPSHOT MADAGASCAR
Improving agricultural practices
In Madagascar, organic pineapples are sourced from more than 380 small-scale farmers in the Itasy and Analamanga region in the highlands around the capital city of Antananarivo. Havamad is planning to scale up a tailored extension system (providing information, trainings, knowledge transfer) to improve the agricultural practices of these small-scale farmers.

The focus will lie on harvest controlling technique (flower induction of pineapples) as well as traceability, quality and predictability of the production. Havamad will also promote long-term partnerships with farmers to enable them to sustain their agricultural sustainability practices and access new markets.

GIZ will provide support to design, implement and scale up a tailored extension and advisory system to improve the capacities of farmers. In particular, GIZ is providing technical support to Havamad to produce training tools for improved organic pineapple production, as well as collecting data to better understand the challenges and opportunities facing farmers.

For more information, please contact: Danny Denolf (danny.denolf@giz.de)