SETTING UP A SMALLHOLDER QUALITY MANAGEMENT SYSTEM FOR EUREPGAP OPTION 2 CERTIFICATION – Ghana’s Story

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GHANA’S HORTICULTURAL INDUSTRY

• Earnings from non-traditional exports reached US$705.4 million in 2004.
• Non-traditional agricultural products contributed US$159.8 million.
• Horticultural products account for about 38% of the agricultural non-traditional export commodities.
GHANA’S HORTICULTURAL INDUSTRY CONTD.

• Pineapple is the leading export horticulture commodity ($22 million USD value in 2004)

• Between 1995 and 2004, pineapple exports increased by 346% (71,158 MT in 2004)

• The industry lost some of its market share in the EU (7% drop in 2005).

• Due to the introduction of new MD2 cultivar which replaced the traditional Smooth Cayenne.

CURRENT CHALLENGES

• EUREP GAP requirements (Increasing demand for EUREP GAP Certified fruits)
• Traceability
• MRLs
• Smallholders capacity to comply with quality requirements
• Weak Smallholder group cohesion
ADDRESSING THE CHALLENGES

• Government’s provision of 6 million MD2 plantlets to small holder farmers for sucker multiplication.
• Additional 4 million plantlets/suckers to medium/large scale farmers
• Provision of post harvest infrastructure with cooling facilities.
• Pesticides Residue Laboratory accredited to ISO 17025 and several residue trials underway.

ADDRESSING THE CHALLENGES

• 3 PMOs certified under option 2
• 18 producers and exporters of SPEG certified under Option 1.
• EurepGAP Option 2 certification pilot program for smallholders launched.
• Support to smallholders on traceability, food safety and safe use of pesticides.
SMALLHOLDER PINEAPPLE FARMERS

• They contribute to over 45% of exports, with more than 5,000 dependant farm families.

• Most smallholders have small fields of less than 1 ha on the average.

• They market produce mostly through exporters.

GHANA’S OPTION 2 PILOT

A joint collaboration between:
– Ministry of Food and Agriculture (MOFA-HEII)
– German Technical Cooperation (GTZ)
  Agricultural Trade and Market Oriented Agricultural Programme
– Trade and Investment Program for a Competitive Export Economy (TIPCEE) of USAID
– Sea-Freight Pineapple Exporters of Ghana (SPEG)
The Ghana MD2 program
keeping the smallholders in the supply chain

Knowledge Bank
- GTZ - IPM guides
- EU/PIP MD2 Manual
- EurepGAP Manual
- Research results

GTZ/MOFA/TIPCEE
EurepGAP
Option 2 pilot
Tissue culture Plantlets
Systems dev.
Documentation
Training
Market linkage

National Crop Extension
Nucleus exporters
100+ Pineapple small farmer Groups (1500 farms)

30.000 tons
Predictable supply
EurepGAP certified
Quality norms

SPEG/HAG

GHANA’S OPTION 2 PILOT

- Involves 10 farmers groups (150 – 200 farmers)

- Implementation is in 3 phases

- Various tasks and activities are being carried out by local experts with backstopping from GTZ headquarters.
MAJOR ACTIVITIES

• Group sensitization, selection, profiling and validation.
• Action plan and Launching of pilot program
• Toolkit development
• GIS data collection for all farmer groups
• Training curricula
• Training for trainers
• Group specific QMS with references from GTZ/FoodPlus Generic manual

KEY AREAS OF SUPPORT

• Farm infrastructure
• Training and coaching in
  – Documentation and Record Keeping
  – Food Safety
  – GAPs
  – Environment and worker health and safety
• QMS manual and audits
QUALITY MANAGEMENT SYSTEM (QMS)

- Quality manual
- Compliance criteria
- Entry requirements
- Farmer records and registration
- Self inspection
- EUREPGAP manual
- Complaints
- Non-conformities

MODEL 1:

- Produce is marketed physically through farmer PMO
- Exported by EurepGAP certified exporter
- Funds managed and redistributed through PMO
- District extension service provides support to Farmer PMO and individual farmers
MODEL 2:
PMO signs central contract with exporter stating terms and information exchange

Produce is marketed physically directly by individual farmers to exporter

Exported by EurepGAP certified exporter

Funds paid directly to member farmers – withholding for PMO

District extension service provides support to Farmer PMO and individual farmers

PROJECT TIMELINE

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<tr>
<th>TASKS</th>
<th>DATES</th>
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<td>Project design and inception</td>
<td>Jan- Feb 2006</td>
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<td>Toolkit Development</td>
<td>March 2006</td>
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<tr>
<td>Training, Implementation and Monitoring plan</td>
<td>April 2006</td>
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<td>Selection of Participating farmers &amp; GIS Mapping</td>
<td>April - November 2006</td>
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<td>Training and implementation</td>
<td>October ’06 – Jan. ’07</td>
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<td>Ongoing Monitoring and coaching</td>
<td>July ’06 – Jan. ’07</td>
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<td>Internal Audits</td>
<td>March 2007</td>
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<td>Second Internal Audit</td>
<td>May 2007</td>
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<td>Option 2 pre-audit</td>
<td>July 2007</td>
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<td>Option 2 audit</td>
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<td>Final evaluation report</td>
<td>November 2007</td>
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<td>Option 2 pineapple toolkit – final edition</td>
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KEY CHALLENGES

- Industry buy-in
- Sustained cohesion of farmer groups necessary for practical ICS
- Continuous interest and commitment by implementing partners.
- Uninterrupted availability of trained staff

THANK YOU