

Project title : LABELIVOIRE - Make accessible to all, quality products guaranteed by an Ivorian agro-ecological and/or organic PGS label

| Project place | Project cost | Role in the project | Technical and financial sponsors | Dates |
|---------------|--------------|--|---|-------------------------------|
| Côte d'Ivoire | 95 000 € | Coordination, value-chain, certification | Association Ivoire Eco Responsable - AIER, Union Fédérale des Consommateurs de Côte d'Ivoire - UFCCI, FDF - Fondation de France, CFSI | October 2020 - September 2023 |

Project's goals and results

Main goals

An Ivorian agro-ecological and/or organic label, good products for all!

Specific objectives

SO1. Respond to consumer demand for quality local products by structuring and developing the offer around an agro-ecological and/or organic label recognized by Ivorian institutions

SO2. Broad awareness of agroecology, organic farming and healthy eating

Beneficiaries

The priority targets are located at each end of the supply chain, namely:

- Producers (mainly fruits and vegetables) already engaged (or likely to engage quickly) in agro-ecological and / or organic production
- End consumers, frequenting GMD networks or traditional local markets

Results

R1. Demand (current and future) and supply of local agro-ecological and/or organic products is characterized, the diversity of cultivation practices is described

R2. The agro-ecological and/or organic label of Côte d'Ivoire is co-constructed with all stakeholders, recognized by the supervisory institutions and secured by a Participatory Guarantee System

R3. The number of producers engaged in an agroecological and/or organic production process has increased and can rely on an expanded supply in terms of agroecological and/or organic inputs

R4. The general public (from producers to consumers) is made aware of the challenges of agroecology and/or organic farming and healthy food

Activities

A1. Characterization of current and future demand for local agro-ecological and/or organic products

A2. Characterization of the current supply of local agro-ecological and/or organic products and description of the diversity of cultivation practices

A3. Co-construction of the agro-ecological and/or organic label of Côte d'Ivoire with all stakeholders, secured by a Participatory Guarantee System (in particular: development of agro-ecological specifications and/or organic (the standard), development of a Participatory Guarantee System (PGS) and development of a communication plan)

A4. Recognition by Ivorian supervisory institutions Supervisory ministries, MINADER, the Ministry of Trade and Industry (MCI) and the Ministry of Environment and Sustainable Development (MINEDD)

A5. Support for producers in an agro-ecological and/or organic production process

A6. Development of the supply of agro-ecological and/or organic inputs

A7. Mass awareness (from producers to consumers) of the challenges of agroecology and/or organic farming and healthy food

Published article :

[In the Ivory Coast, favour local and sustainable consumption](#)

"With the emergence of a new middle class in large cities like Abidjan, demand is changing and encouraging more sustainable market garden production. Thus, many producers are turning to agro-ecological, organic or sustainable practices."

- **French Committee for International Solidarity**