

## 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