

## Project title : MADLABEL - Study of labels and certifications in Madagascar and action plan to support their development in order to promote products and improve added value in the territory

Project place	Project cost	Role in the project	Technical and financial sponsors	Dates
Madagascar	26 000 €	Label & Value-Chain expertise	The World Bank, Ministère de l'agriculture, de l'élevage et de la pêche (Madagascar), Ministère de l'Environnement, de l'Ecologie et des Forêts (Madagascar)	July 2021 - February 2022

### Project's goals and results

#### Main goals

Study for the establishment of certifications/labels for agricultural sectors targeted for the ICP (Integrated Growth Poles) of the World Bank in Madagascar.

#### Specific objectives

**SO1.** Identify, for around fifteen target products (tropical fruits, vanilla, cocoa, coffee, honey, cloves, pepper, pink berries, essential oils, etc.), the types of relevant labels and/or certifications (organic, fair trade or sustainable ...), currently in use, growing or relevant to develop

**SO2.** Analyze the feasibility of their implementation in Madagascar, in particular with the growing problems of refusals from European customs, market absorption capacities (state of demand) and the organizational and technical skills of professional operators

**SO3.** Develop a technical roadmap as well as an action plan for the implementation of the proposed approaches for each label/product considered, in line with the investment needs of companies established in the territory (processing of ginger, digitization of traceability on vanilla, reduction of wood consumption for the Ylang-Ylang essential oil stills, support for conversion to Organic Agriculture, development of a regional certification pilot for organic purposes...)

#### Beneficiaries

#### Results

#### Activities