



ssnup

Smallholder Safety Net
Upscaling Programme

STRENGTHENING THE BLACK-EYED PEA VALUE CHAIN IN SOUTHERN MADAGASCAR



Africa



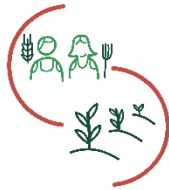
Latin America



Asia



Financial services



Non-financial services



Market building



Internal management

CONTEXT

Renowned for its rich nature, Madagascar rainforest is home to many of the world's rare species including ring-tailed lemurs, frogs and chameleons. It is also one of the poorest nations in the world and is currently facing a catastrophic drought as a result of the changing climate. This has been made worse by extensive deforestation – since the 1950s, Madagascar has lost over 40% of its rainforest which has been cleared to make way for palm oil production and agriculture.

CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Madagascar Consulting Ingredients (MCI) is a Malagasy agri-food company that sources its products from small producers throughout Madagascar. Historically focused on vanilla, MCI has expanded into new agricultural value chains, both for export and for the local market, as well as mixed products. MCI currently sources black-eyed pea from 1,493 producers located in 61 villages.

OBJECTIVE OF THE PROJECT

Through the provision of adapted technical support, the project aims to optimise yields and sustainability within the black-eyed pea value chain, increase producers' incomes and improve their livelihoods.

The expected results of the project are:

- Improve productivity and yields for over 450 hectares of black-eyed peas.
- Train 1,493 farmers on best farming practices.
- Increase the income for the trained farmers thanks to improved productivity and production quality.

IMPACT INVESTOR



TARGET

1,493 smallholder farmers

BENEFICIARY ORGANISATION

Madagascar Consulting
Ingredients (agri-SME) –
Madagascar

AGRICULTURAL VALUE CHAIN

Black-eyed pea

STARTING DATE

November 2024

DURATION

12 months

TOTAL TA BUDGET

€ 44,794
Including € 39,867 (89%)
contribution from SSNUP



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