



ssnup

Smallholder Sustainability
Upscaling Programme

IMPROVING THE CEREAL SUPPLY CHAIN AND PRODUCTION TO FIGHT CHILD MALNUTRITION IN MADAGASCAR



Africa



Latin America



Asia



Financial services delivery



Capacity building for end
beneficiaries



Market access and
product development



Management systems
improvement

CONTEXT

Madagascar is the fifth-largest island in the world and is in the Indian Ocean. Its economy is based on agriculture, tourism, production of goods with low added value, and mining. The agriculture sector is the backbone of Madagascar's national economy, accounting for 20% of GDP in 2024. It also generates 30% to 40% of exports and employs three-quarters of the workforce, the majority of whom are smallholder farmers. According to the World Population Review, Madagascar ranks the 3rd highest country with chronic malnutrition in the world with 40% of children chronically malnourished.

CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Nutrizaza was founded in 2013 following a project to combat child malnutrition in Madagascar implemented by GRET since 2002. The integration of this project into a formal business structure aimed to ensure the sustainable implementation of Nutrizaza's activities and services, while also continuing to combat child malnutrition. Nutrizaza markets food products with high nutritional value, in particular flour developed specifically for breastmilk (koba aina), cereal bars and muesli. Nutrizaza employs around 100 staff and works with 700 producers in 6 zones. SIDI has supported its development for the last 10 years.

OBJECTIVE OF THE PROJECT

The objective of this project is to structure the cereals supply chain (such as maize, peanuts, sesame seeds) to enable Nutrizaza to control its costs and pursue its mission to ensure food security for vulnerable populations. The focus is on training smallholder farmers in modern agricultural practices and helping them formalise their operations to sell their production to Nutrizaza.

The expected results of the project are:

- Improve production techniques of 700 smallholder farmers.
- Increase the revenue of 700 smallholder farmers.
- Increase by 10% the number of the beneficiaries in offortified porridge.

IMPACT INVESTOR

Sidi Solidarité Internationale
pour le Développement
et l'Investissement

BENEFICIARY ORGANISATION

Nutrizaza (SME) – Madagascar

TARGET

700 smallholder farmers

AGRICULTURAL VALUE CHAIN

Cereals

STARTING DATE

August 2024

DURATION

16 months

TOTAL TA BUDGET

€ 57,537
Including € 52,037 (90%)
contribution from SSNUP



SSNUP c/o ADA asbl | 39, rue Glesener | L-1631 Luxembourg
T. +352 45 68 68 | www.ssnup.org | ssnup@ada-microfinance.lu