



Market News

Mango imports from the EU: 52% increase for West African countries

Origins	January to June		Variation
	2011	2012	
Cote d'Ivoire	10 105	15 289	51%
Mali	1 283	2 983	133%
Burkina Faso	1 664	1 755	5%
Guinea	93	655	606%
Gambia	783	649	-17%
Ghana	144	585	307%
Senegal	514	264	-49%
Togo	2	3	29%
Guinea-Bissau	1	0,3	-70%

Good news for ECOWAS mango exporters. The latest data relating to January to June 2012 provided by Eurostat show a significant recovery for countries supplying mangoes in the sub-region to the European Union.

Indeed, the West African receipts have increased from about 15 000 to over 22 000 tonnes, i.e. a rise of about 7000 t. mostly due to a significant recovery of Ivorian shipments. It is important to note that the period under consideration does not take into account Senegal's crop year, starting from July until late August.

In 2012, € 2.8 million losses for ECOWAS exporters due to fruit flies

Over 90 interceptions! This is what is revealed by the statistics compiled via Europhyt, the European Union's information system on phytosanitary interception. Fruit flies once again heavily handicapped mango exports in the sub-region.

The cost is estimated at € 2.79 million (FCFA 1.83 billion) at a rate of € 30,000 per interception. Côte d'Ivoire still ranked first with 34 interceptions in Europe, followed by Ghana (28) and Mali (15). June and July were the months particularly affected by the presence of flies (*Bactrocera invadens*, *ceratitis cocera*, *Tephritidae*) as part of sub-regional shipments.

Origins	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total	
Cote d'Ivoire						3	12	18	1	34
Mali							3	11	1	15
Burkina Faso							3	8		11
Ghana	3	1	4	10	8	2			28	
Senegal							1	1	2	
Togo					1	1			2	
Gambia							1		1	
Total	3	1	4	10	12	21	39	3	93	

For nearly 10 years, the fruit fly threatens the whole production of West African mango, affecting its quality and disrupting trade, reducing sources of income and food security of thousands actors.

ECOWAS-TEN: ECOWAS Trade and Enterprise Network Experts (ECOWAS/TEN) is a regional association established in Accra in March 2010 and headquartered in Abidjan. The general objective of ECOWAS-TEN is to contribute to social and economic development of the West African region through the promotion and development of exports in order to ensure a better integration into the multilateral trading system.

To complete all its activities successfully, ECOWAS/TEN relies on a number of mechanisms, including the Permanent Technical Secretariat based in Cotonou, its National Focal Points across all Member States of ECOWAS responsible for mobilizing support from national institutions, both public and private, and its information network -INFONET- on value chains covering all countries of the region. In addition, ECOWAS-TEN is gradually acquiring specialized resource centers, including the one based in Accra which is tasked to develop the network's market intelligence capacity.





Encouraging prospects for West African Mango production

Nigeria: "My Mango farm can generate N3.5 billion per year"



The Nigerian Voice - August 18, 2012. Sebore Farms presents the untapped potential of the mango industry in Nigeria, whether for domestic or international market.

"Gov. Nyako of Adamawa has said that the mango section of his farm, Sebore Farms, could generate N5 billion (approx. CFA 15 billion) annually. According to him, the farm, with 50,000 mango trees, had the capacity to produce 10,000 tonnes of mangoes annually, representing 200 kgs of mango per tree. 'If you make juice with 10,000 tonnes of mangoes at the present price of juice in the market, you will get about N5 billion, while all it would cost you to process the juice won't be more than N1.5 billion."

More info: <http://tinyurl.com/czv7x4t>

Nigeria: " Juice industry: creating profitable markets"



This Day Live - April 12, 2012. The article presents the hopes placed in the factory concentrated fruit Teragro located in Makurdi (Benue State) to find commercial outlets for fruits such as mango.

"The plant, with a capacity of 26,500MT, was installed by the government of Benue State in 2005 but had never been commissioned. The plant has a per-hour processing capacity of 6MT of oranges, 5MT of mangoes, and 4MT of pineapples. With Nigeria spending about US\$1 billion in the importation of fruit concentrates for the burgeoning fruit juice industry, it was a no-brainer that a plant like this one would be a great success"

More info: <http://tinyurl.com/cskbygd>

Mali: Shipment of 9,600 mango jam jars in France



*French company la Ferme d'Alizée announced on its website receiving mango jam produced in Mali. **More info:** <http://tinyurl.com/ccf9neg>*



Ghana: Increase mango production in Northern Ghana

Ghana Business News - August 21, 2012. The article presents an important effort for the development of the mango industry in northern Ghana by the authorities involved. "The Export Development and Agricultural Invest Fund (EDAIF) on Tuesday signed a memorandum of understanding with the Adventist Development and Relief Agency (ADRA) in Accra, to provide financial support and technical expertise to farmers and farming groups in the Savanna zone to embark on a Mango Project for processing, export and also enhance agro-processing" **More info:** <http://tinyurl.com/9xuleed>



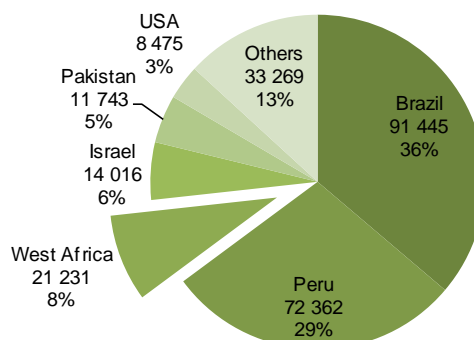
Ghana: Putting mango on international markets - a national priority

Ghanaweb - August 14, 2012. UNIDO has organized a workshop on innovation in the value chain of fruits and vegetables of Ghana to identify interventions to be undertaken in the area.

"Stakeholders in Ghana's fruits and vegetables sector have called for the prioritisation of Mango and Orange to improve export quality, extend value addition and assure compliance with market requirements. They also called for a national logistics strategy and warehousing facility to ensure quality assurance of the fruits"

More info : <http://tinyurl.com/cbgqfc9>

Focus: market share of the mango grown in West Africa within the EU in 2011



In 2011, West Africa had 8% of market share of mango in the European Union. Eurostat data show that Brazil holds 36% of the total market estimated at more than 250,000 tons. At the sub-region level, Côte d'Ivoire was the number one supplier (10,000 t.) followed by Senegal (5,400 t.).



Latest News from West Africa



Senegal: Producers exported more than 8,000 tonnes of mangoes to Europe in 2011

APS - July 31, 2012. Looking back at the 2011 crop year for mango export from Senegal and providing a reminder of the key challenges faced by operators. "The producers of the Southern area in Niayes exported 8,000 tonnes of mangoes in Europe last year, Sidy Gueye told. However, the Coordinator of the Federation of the Horticulturists from Niayes noted the high cost of Senegalese mangoes as compared to other African countries." **More info :** <http://tinyurl.com/bmsm693>



Senegal : Air cargo terminal, a booster for horticultural exports

Le Quotidien – June 6, 2012. "La gare de fret" (or the Cargo Terminal) is a logistics facility located at LSS International Airport and is expected to play an increasing role in the delivery of horticultural products, including mango into international markets. "In the words of the Head of the Interprofessional Association of Horticulturists, Mr. Cheikh Ngane, Senegalese producers and exporters now have a major competitive advantage for their products. Insofar as they suffered severe losses because of the huge lack of a cargo terminal with cold rooms and adequate palletizing equipment. ". **More info:** <http://tinyurl.com/3h674o6>



Sierra Leone : Approvisionnement en mangues de l'industrie Africa Felix Juice - Témoignage

Sierramango.wordpress.com - Testimony of an actor that describes the mango season in 2012 of an organization of producers supplying Africa Felix juice, a manufacturing mango and pineapple juices

"During the 2012 mango season (April – July), Mango Outgrowers farmers sold 45,700 crates of mangos to Africa Felix Juice! Weighing in at 822 metric tons that amount of mangos represents a 350% increase in sales from the project's pilot season in 2011". **More info:** <http://sierramango.wordpress.com>



Exporter Profile: Virginie Pugnet, Soleil d'Afrique (Cote d'Ivoire)



Soleil d'Afrique

Inception date: 2001
Number of employees : 4 permanent, 60 temporary
Average exports over the last three years: 600 tons.
Email : virginiesoleil@yahoo.fr

Q. Can you tell us briefly about Soleil d'Afrique?

VP: Soleil d'Afrique was established in 2001 and is based in Korhogo, the heart of the Ivorian production. We have a mechanized and efficient packing station, and we get our supplies from village plantations. Soleil d'Afrique only exports by sea to European markets approximately 600 tonnes per year.

Q. How did the 2012 crop year take place?

VP: The year 2012 features the first crop year in a reunited Cote d'Ivoire after ten years of rebellion and economic collapse. In contrast, the industry has not met the expectations of exporters; instead the smooth running of the crop year 2012 has been hampered by sham organization, increased production costs, excessive number of operators, logistical and quality-related problems.

Q. Do you have any advice for other mango operators in Cote d'Ivoire and in West Africa?

VP: 2012 further confirms that only the highest quality and competitiveness of our fruit will remain the major assets to value our exports.



Latest News from West Africa

Sinématiali: The city expects the Government to set up a plant of tomatoes and mangoes



Abidjan.net - May 14, 2012. This article emphasizes the importance of mango processing in terms of economic and social spin-off.

"No industrial unit exists to process these varieties of mango juice or jam marketable in supermarkets. So every year, farmers are eye witnesses of tons of mangoes rotting on the stalk".

More info : <http://tinyurl.com/cqfjcvz>

Gnui Michel OCAB:" This is what we need to boost the fruit sector in Côte d'Ivoire"



Abidjan.net - August 21, 2012. Interview with the President of the Central Organization for Pineapple and Banana Producers and Exporters (OCAB) on the various efforts made to strengthen actors involved in different fruit products, including mango.

"This year, we have initiated a campaign for mangoes grown in Korhogo. It has been over two years since the producers could not export due to lack of clients. They do not know who to sell their products. This year, we found some importers who could tentatively buy a little more than a thousand tonnes of mangoes from producers in Korhogo"

More info : <http://tinyurl.com/cdhsdrn>

Burkina Faso: Situational analysis of the mango sector



A paper from l'Express du Faso dated July 26, 2012, presents the main features of mango production in Burkina Faso, with a focus on a few critical challenges that the industry must meet.

"Upstream, you have fresh mango exporters and processors; there are also the producers. The latter have as well a great responsibility for the quality of Burkina label. Indeed, producers must provide products free of pesticide residues to secure for the Mango "Made in Burkina", access to foreign markets, including Western markets." **More info :**

<http://tinyurl.com/cnt63gc>



Mangoes in Benin: how can you explain the weakness of its export?



The writer Florent Kpatindé, is Head of Information and Communication Department at the Beninese Trade Promotion Agency and ECOWAS-TEN Focal Point

Benin has ecological conditions necessary for intensive cultivation of mango appropriate climate and soil, a country without strong winds. Despite this natural ability, one must acknowledge that intensive cultivation of mango has not reached the expected level of development to make our country a major producer / supplier. Mangoes are grown in all departments of Benin and to this day there are nearly 400 farmers, the vast majority being small-scale individual producers. The 10,000 tonnes produced between March and June is spread over a total area of about 1,200 ha. Nearly 70% of production is meant for processing, and although it is the most consumed fruit (50%) with more than 13 kg per person per year in southern Benin. National programs of agricultural development have been paying little attention to the growing of this fruit. Some observers and actors commented on the sector in Benin as shown below:

Augustin AHOUANSE, mango producer and processor, believes that some Beninese business people dealing in the mango sector suffer from a lack of market intelligence on the product, the often- poor quality and irregular supply, unavailability of quality packaging, unorganized producers and low control of processing techniques in accordance with internationally recognized standards. Stepping up production will not pose any major problem, due to a favorable climate and the availability of tillable land (especially in Borgou, Zou and Atacora).

Zechariah SATCHIVI, leading exporter of mango juice in Benin is of the opinion that the main difficulties lies in the unavailability of mangoes to be processed and the difficulty of access to quality packaging. Also, his plant with a processing capacity of 2.5 tonnes per hour is working far below its potential.

Christophe TOSSOU, researcher at the National Institute of Agricultural Research of Benin explained that low production is due to lack of attention paid by national programs of agricultural development and because mango plantations have low yields.

Producer Jean KPETERE says that the major difficulties faced by Beninese producers are unorganized actors in the sector, the non-mastery of marketable varieties; lack of support on best practices in orchard management and shortage of funding.

Macaire ABOUKE, expert in SME financing, believes that banks do not finance the mango sector because the State's commitment is not visible and the industry players are not organized.



Exporter Profile: Davies Korboe, Farm Services Management Limited (Ghana)

Q. Can you tell us about Farm Management Services Limited?

D.K.: Farm Management Services Limited (FMSL) Ghana Limited was established in 2005 and is based in Somanya – Eastern Region. We are a member of the Yilo Krobo Mango Farmers Association and Ghana Shippers Authority. We both commercialize fresh mangoes in Ghana and abroad and offer consultancy services such as mango farm management (the Mango Plantation Sharing Scheme, an initiative we provide to enable investors own a well managed mango farm without the hassle of being involved in the day to day management of a mango plantation – we own 3 200 ha of farmland). Close to 80% of our production is sold at a national level, and we can send up to 60 metric tons per week to juice producers, while retailers can represent about 20 mt per month. Regarding exports, the Netherlands and the UK are our biggest destinations, and the main varieties are Kent and Keitt. Some of our products make it to Lebanon.



Farm Services Management Limited

Inception date : 2005

Email : davies@fmslgh.com

Q. How was the mango season 2012?

D.K.: Mango producers and exporters had a torrid time in the major season (May – July) as the result of the proliferation of fruit flies. The infestation affected the quality of mango exported. However, the minor season (Dec – Feb) looks promising as mango plantations are flowering quite well and also a drastic decline in the fruit flies infestation.

Q. Is FSML met other significant challenges this year?

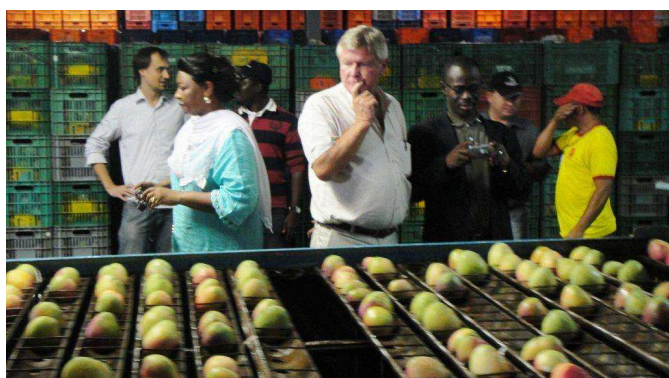
D.K.: The major challenge was the fruit flies infestation which invariably affected the quality of mangoes exported. Also, the cost of inputs have drastically gone up (+45%) due to USD variations, as did the cost of labour and consumables.

Q. Do you have any advice for other ECOWAS producers and exporters of mango?

D.K.: I think that farmers in Ghana should form an association to resolve challenges holistically and collectively. Also, good farm sanitation practices must be adopted so as to reduce the incidence of pests and diseases. As for actors in the sub-region, I would propose that actors engage each other and discuss the problems



Mango industry in Brazil: a visiting delegation from ECOWAS-TEN & ITC



A dozen operators and organizations involved in strengthening the competitiveness of West African mango sector joined a technical visit to **Petrolina** Brazil in November 2011. Thanks to the ECOWAS Commission International Trade Centre, the participants were able to exchange views with producers, processors and exporters from Brazil on issues related to the management of quality, pests and diseases control methods, improving yields and others. The mission was also an opportunity for the sub-region to enhance its production towards possible technical and financial partners (**EMBRAPA**) and investors.



Expect Mango Newsfeed: Informing ECOWAS mango actors

Sharing update, data, strategic information related to the mango industry in West Africa, is the primary objective of ExPECT Mango Newsfeed. The quarterly newsletter ExPECT Newsfeed, prepared by a panel of experts from the region operating under the aegis of ECOWAS ExPECT Initiative for Competitive value chains for export, is a first in Africa.

The first edition of Expect Mango Newsfeed focuses specifically on facts linked directly to the competitiveness of the fresh and processed mango produced in West Africa. This newsletter is the result of ECOWAS-TEN's team efforts through its Trade Information Network (INFONET), its Permanent Technical Secretariat and various National Focal Points, along with technical assistance from the International Trade Centre (ITC) and support of GIZ.

From the left to the right : B. Abdallah (ECOWAS-TEN), E. Kassi (RCI), B. Agbede (Benin), F. Kpatindé (Bénin), A. Adjei-Sam (Ghana), T. Carew (Nigéria), P. Drogon (RCI), E. Kacou (RCI), G. Ndiaye (Sénégal), V. Nicol (Sierra Leone), B. Tapgun-Alimikhena (Nigéria), B. Barry (Burkina Faso), B. Barry (Guinée), P. Dieng (Sénégal), D. Ivanovic (ECOWAS-TEN), K. Amenkey (Togo), P. Tokpanou (ITC/PACT II).



About ExPECT

ExPECT Initiative for the Promotion of Exports and the Competitiveness of Enterprises is under perennial support of ECOWAS to strengthen the competitiveness of the value chain actors in priority sectors with high export potential of the region. Six value chains have been selected to benefit from this regional initiative, namely: mango, cashew, palm oil, shea, sesame and rice.

ExPECT was initiated through a partnership between the ECOWAS Commission and the International Trade Centre as part of the PACT II. It is implemented by a flexible and effective support to the competitiveness of exports including private and public actors in the region, operating across platforms and specialized tools:

- **The Trade and Enterprise Experts Network (TEN)**, the operating platform for the delivery of services;
- **The Export Actors Platform (EAP)**, the mechanism of policy advice and strategic direction;
- **The Export Actors Forum (EAF)**, the flagship forum and awareness and advocacy.



Empowering ECOWAS Business Actors for sustainable value chain development

Renforcer la compétitivité des Acteurs de la CEDEAO pour un développement durable des chaînes de valeur

EXPECT
ECOWAS Initiative for Export Promotion & Enterprise Competitiveness for Trade



EXPECT Mango Newsfeed

Director of publication
Serge BOMBO

Editorial Board
Banda ABDALLAH, Brice AGBEDE,
David IVANOVIC

Contributions
Agnes ADJEI-SAM, Komi AMENKEY,
Boubacar BARRY, Tity CAREW,
Papa DIENG, Patricia DROGON,
David IVANOVIC, Emmanuel
KACOU, Florent KPATINDE, Gilbert
NDIAYE, Victoria NICOL

Reviewing
Richard BIAOU, Eric GBIAN, Philippe
TOKPANOU

**Permanent Technical Secretariat of
ECOWAS-TEN**

01 BP 6607 Cotonou BENIN
2nd Floor, Pharmacie de la Paix
Building, Gbégamey
Tel : +229 21 30 37 35 / 37
Fax : +229 21 30 37 35
Email: contact.stp@ecowas-ten.com
Web: www.ecowas-ten.com