

# Senegal : COLEACP supports the horticultural export sector

Since 1973, COLEACP represents and defends the interests of its members: African, Caribbean and Pacific producers/exporters and European importers of fruit, vegetables, flowers and plants. This inter-professional association facilitates the flow of trade between developing countries and the EU by, for example, promoting good practice, strengthening competitiveness, and lobbying and advocating on behalf of the horticulture industry. With the PIP, a cooperation programme financed by the European Union and managed by COLEACP since 2001, the association has helped producers and exporters of fresh fruit and vegetables from Africa, the Caribbean or Pacific countries to adapt the “Due Diligence” principle, complying thereby to EU food safety regulation, but also to meet new market requirements such as protection of the environment or respect of ethical production/trade.

From November 2009 to June 2010, 29,000 tonnes of fruit and vegetables were exported to the European Union, compared to nearly 21,500 tonnes in the previous period. The top 10 companies exported 26,000 tonnes and just 2 of them accounted for 15,000 tonnes. The main products were cherry tomatoes (nearly 9000 tonnes), green beans (filet and bobby, close on 6000 tonnes and mostly exported by sea), melons and sweet corn (each over 6000 tonnes). There has also been growth in diversification products such as butternut squashes, chilli peppers, asparagus and lettuces. Over 6000 tonnes of mangoes were exported in 2009, around 300 tonnes of them by air and the rest by sea. This sector faces competition from Mexico and Israel during the summer and also has to deal with the problem of fruit flies and with fungal diseases that affect the quality of the fruit. The latest figures published for the 2010 season (June/August 2010) are around 2100 tonnes.

In Senegal like in several other countries of Africa and the Caribbean, PIP provides technical assistance to companies in order to install and implement sustainable food safety risk management systems: “As well as supporting supply chain operators, PIP has been building the capacity of local service providers in order to support the Senegalese horticultural sector over

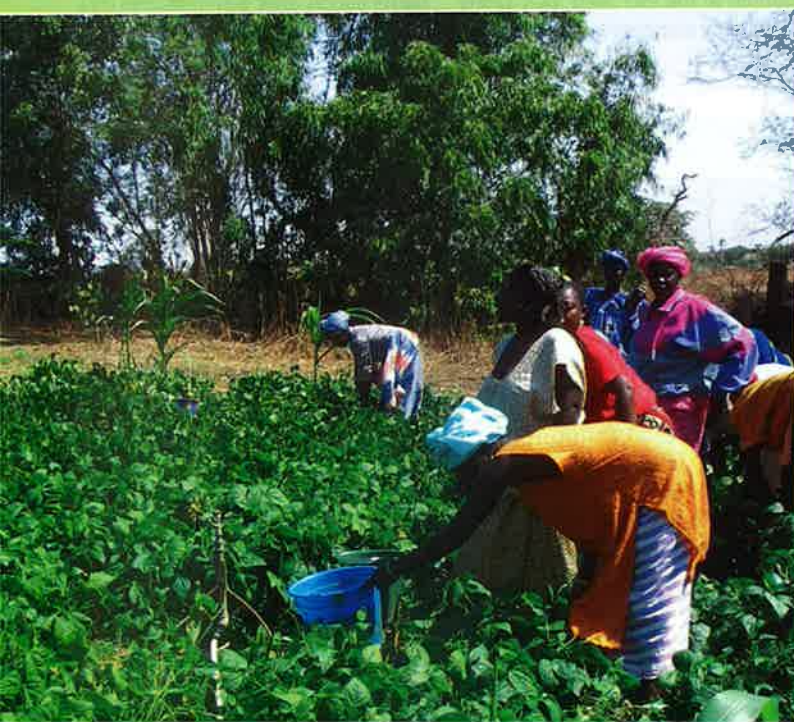
the long-term”, says Valérie de Oliveira, COLEACP-PIP’s Head of Communication. This includes direct support to consultants, trainers, producer organisations, public sector providers, training institutes, and so on. “To ensure the horticultural trade continues to be a driver for economic growth, African exporters must have the necessary information, skills and human resources to maintain market access and to capitalize on new opportunities. We also strongly believe that there are important opportunities to build on advances made in the export sector by disseminating knowledge and skills on aspects such as Good agricultural Practice and food safety, so that they also benefit production for local and regional markets”, concludes Mrs de Oliveira

## Buur Sine International is a Senegalese fresh produce and service company

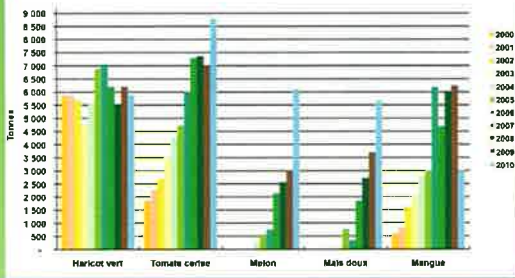


The company sources from small producers organized in cooperatives. Those benefit from the principles developed by Buur Sine International which are based on established Good Agricultural Practices. The objective is to guarantee professionalism at all levels of production and marketing (producers, harvesters, collectors and the exporter). Most of the produce is exported to the European market, in particular Germany. “The specifications of big retail distribution networks have become more and more restrictive with respect to the regulatory and commercial requirements”, says Amacodou Diouf, managing Director of Buur Sine International.

To adapt and meet these new and evolving requirements, since 2010 this Senegalese exporter is supported by COLEACP- PIP Programme, which provides technical assistance in particular for training and capacity building of its staff. The company produces Organic, GLOBALGAP and Fair trade certified fruit (in particular mangoes) and vegetables (green beans, carrots, pep-



Evolution of exports to the EU of 5 products of Senegalese origin over the last 10 years (January-December, in tonnes)



**Babacar Samb,**  
managing director of Bioscope.



European food safety requirements (hygiene, HACCP, traceability, Good agricultural practices, Safe use of Pesticides, , ...), organic production and Private voluntary standards (GlobalGAP, BRC, ISO 22000, ...).

A partner to PIP on a number of occasions, Bioscope is entrusted with the supervision and organization of training for different target groups: managers, consultants and experts, quality assurance and traceability managers in companies, public service agents and so on, in several African countries. Bioscope provides support to fruit and vegetable producers & exporters to enable them to comply with EU markets requirements and is

involved in capacity building of ACP experts to strength local competence of consultants in different ACP countries.

Although exporting fruits and vegetables to European markets is more and more difficult because of increasing tight new regulations and the importance of Private voluntary standards, West African companies can comply with these regulations. "The key to overcoming these obstacles is to provide training and technical support producers and exporters. This will in turn help to save incomes of numerous smallholders involved" says Babacar Samb, managing director of Bioscope.

pers, eggplants, onions). "My main concern is to provide quality with fresh and healthy produce" claims Mr. Diouf. Besides the business part of its activity, Buur Sine is also very much involved in social actions by promoting national and international social cooperation in education, health and professional training of young people for instance.

### BIOSCOPE: a Senegalese firm serving quality

Based in Senegal, Bioscope is a consulting firm specialized in quality management systems for agri-food enterprises and laboratories. Since 2003, Bioscope has become a firm that carries weight not only on Senegal's fruit and vegetable scene but far beyond.

Bioscope has working experience in many African countries and the Indian Ocean, including Benin, Burkina Faso, Cameroon, Côte d'Ivoire, The Gambia, The Guinea (Conakry), Mali, Madagascar, Niger. The Cabinet has achieved various missions of training or technical assistance for public services and ACP companies, especially smallholders' compliance with

## WANT TO COMBINE BUSINESS AND SUSTAINABLE DEVELOPMENT?

Sustainable businesses need good long-term suppliers.

Thanks to its network of members operating in Africa, the Caribbean and Europe, the COLEACP can help you to source safe tropical and off-season fresh fruits and vegetables produced with due regard to the environmental and social standards expected by your customers.



**COLEACP**

An association of producers /exporters, importers and local consultants committed towards sustainable horticultural trade.

Contact us: [network@coleacp.org](mailto:network@coleacp.org)

