

6-11 February 2020

# The Farmers' Forum

In conjunction with the forty-third session  
of IFAD's Governing Council



## Branding of family farming products: sharing experiences and development opportunities

**Side Event organized by IFAD in collaboration with Maison Guinéenne de l'Entreprise (MGE) and Team Creatif Group**

*Tuesday 11 February 2020, from 14.00 to 15.30*

*IFAD HQ, Italian and Oval Room*

### Introduction

It is recognized that agricultural commodities contribute to over half of total employment and more than a quarter of GDP in developing countries, where over 1 billion farmers derive at least part of their income from them. Most of these farmers are smallholders, raising the value of agricultural commodities can do much in reducing poverty. Unfortunately, the trend has been the opposite. Modern food chains place increasing importance on branding & packaging distribution services rather than on farmers' traditional role in supplying produce to wholesale markets. As a result, family farmers have been capturing less and less of the total value of their products<sup>1</sup>.

At a global level, there is an increased recognition of the important role that family farmers play to produce quality and nutritious commodities and food products within diversified family farms. Small processing units and cooperatives in rural areas are also important engine for women empowerment.

At demand level, in developing countries, with evolving economies and a growing share of the middle-income revenues, there are modifications of consumption habits mainly in the cities. Local products face high competition of the massive imported agro-processed commodities that are available on the market. With the repetition of scandals in the food industry in several countries (Asia, Africa...), there is also a growing interest of local population to turn to local fresh "natural" quality products.

Hence a strong opportunity to support smallholder farmers and their organisations to upgrade the valorisation scale of agricultural products by supporting them in branding & packaging of their products in order to gain market power and additional income.

Farmers' organizations are instrumental to facilitate the value-addition on their members' products. Through proper organization, transparent management of the quality and communication between the various levels, they are in the front-line to (i) ensure regular production meeting quality standards, (ii) ensure the trading of products, (iii) promoting the brand via stand out packaging on shelf.

---

<sup>1</sup> Source: IIED, CIAT, CRS, Branding agricultural commodities: the development case for adding value through branding

The issues of branding & packaging for family farmers' products are

- To be able to promote smallholder products with specific quality characteristics.
- Increase income and respond to consumers' demand while preserving traditional practices, knowledge and agricultural biodiversity.
- Define a strategy to develop local branding owned by family farmers that will generate revenues that will impact family farmers' incomes.

## Focus of the Side event

The side event will be the occasion to

- present initiatives /experiences of farmers associations/ sector associations promoting local /collective branding for products of smallholder farmers,
- share initiatives of partners specialised in the area of branding & packaging and that are already engaged in supporting local branding in partnership with IFAD,
- discuss the opportunities for FOs to promote local branding of family farmers products and for IFAD to further engage in that area.

## Agenda

When	What	Who
9.00 – 9.10	Welcoming words-Introduction	Facilitator
9.10 – 9.25	Presentation on Team Creatif branding & packaging opportunities to support IFAD's portfolio in Côte d'Ivoire	Team Creatif CEO
9.25 – 9.40	Presentation of experiences of branding promoted by FOs or sector associations in Guinea	MGE Director
9.40 – 9.50	Q/A	All
9.50 – 10.25	Discussion	All
10.25 – 10.30	Wrap-up and closure of the Side event	Facilitator

## Speakers - Facilitator

### Speakers:

- ❖ Sylvia Vitale Rotta, Founder and CEO of Team Creatif Group (France)
- ❖ Kerfalla Camara, Director of the Maison Guinéenne de l'Entreprise (Guinea)

### Facilitation :

- ❖ Fanny Grandval (IFAD, Rural institutions Specialist, PMI)

### Contact:

Mrs Fanny GRANDVAL  
Senior Regional Technical Specialist - PMI  
Tel: +225 97124042  
mail: [f.grandval@ifad.org](mailto:f.grandval@ifad.org)