



## ProTanà:

Professionalizing and organizing farmers in the south of Antananarivo:  
fruits, vegetables and chicken value chains



## Supporting the structuring of farmers on the outskirts of the capital, Antananarivo

### Context

A new area of intervention for Fert and Fifata

Fert and Fifata initiated agricultural advisory actions in 2004 based on the observation that, in order to bring about sustainable improvements on farms and in a fragile Malagasy environment, farmers needed local technicians who were well trained, particularly in listening and facilitation, and who could provide advice adapted to farmers' capacity for innovation and investment.

In 2014, Fert and Fifata seized the opportunity offered by the «AgroSylviculture around Antananarivo» (ASA programme, financed by the European Union) to extend agricultural advisory services to the Analamanga and Itasy regions. The ProTanà project, which is part of ASA programme, aims at better structuring and professionalizing the supply of agricultural products (fruits, vegetables, chicken) around the capital Antananarivo to better meet the growing demand of urban consumers.

### Objectives

Towards a better organization of farmers around the capital city

Supporting the development of **local services** and promoting **agro-ecology**

Supporting the **emergence** of **farmers' organizations**

**Strengthening cohesion and synergy** between the players of the Fifata group

Facilitating **pilot business initiatives**

### MADAGASCAR

- ProTana areas of intervention
- Capital
- Fifata Group zone of intervention



**3 000**

supported farmers, 48% of them women

**220**

farmers' organizations and 24 communal unions set up

**320**

operational lead farmers



## Actions

## Local agricultural advisory service and support for the structuring of the value chains

Despite a difficult context, Fert and the Fifata group have succeeded in promoting the creation of concrete services in response to the needs of farmers in the Analamanga and Itasy regions: animal vaccination, production of healthy potato seeds, bulked procurement of inputs, production of biopesticide plants, collective marketing, management of collective storage buildings as well as equipment for transporting products.

Farmers' organizations have emerged and are now active. This project allows close collaboration between the members of the Fifata group, making the most of everyone's experience.

## News

## A future regional federation, member of Fifata on the outskirts of the capital city

### FARMER REPRESENTATION



The peripheral region of the capital represents a challenge in terms of farmers representation (proximity to decision-makers) and economic issues, as the capital represents the country's main market for fresh produces.

The Fifata group mobilizes the different skills of the group (Cap Malagasy for agricultural advice, Ceffel for training and experimentation, Fifata for structuring) to strengthen the services and incomes of producers. Fifata is also supporting the emergence of a future regional federation that will strengthen the sustainability of services to farmers and Fifata's influence in this strategic region.

## Budget

# 489 000€

Average annual budget  
(including Fert support)

# 85 000

vaccines carried out  
each year on poultry

# 54

storage buildings

## Contacts

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Fert is a member of the *Céréalières de France* group and the international alliance AgriCord



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