



## Promoting the milk production in the Vakinankaratra region

### Context

### Rova at the service of dairy farmers

Rova was established in 1987 by dairy farmers in the Vakinankaratra region to promote the development of the milk sector and improve their income. Rova initially focused its action on improving production at the farm level (animal health, fodder feeding...).

Facing the challenge of milk processing market concentration by a few large companies with no real benefit shared with farmers, Rova has gradually invested in the downstream part of the value chain: construction of a dairy collecting unit in 2007 and dairy product sales outlets from 2016.

Fert has been supporting Rova since 2001 in its development and its dynamic structuring of services for the benefits of the region's dairy farmers.

### Objectives

Improving the standards of living of livestock farmers through the development of the dairy value chain

**Improving the management** of dairy farms by providing quality technical and economic advisory service

**Promoting the development** of services carried by and for the members of Rova

**Advising Rova** in its strategic choices (advice to members, market, economic sustainability...)

### MADAGASCAR

■ Vakinankaratra region  
● Capital



**184**  
member farmers

**1**  
high potential sector

**180 000**  
liters of milk produced/year

**Local services:**  
economic advice, health, reproduction, food ...



## Actions

## Supporting farmers' initiatives

Thanks to its experience in Madagascar, notably through the support to the Fifata group\*, Fert has a good knowledge of the local context.

According to the needs identified with Rova, Fert mobilizes specific skills, particularly of BTPL (Bureau Technique de Promotion Laitière / Technical Office for Dairy Promotion, a dairy farming advisory organization in France), to support the technical and economic advisory approach to farmers.

Rova is also supported by partners with complementary skills: Malagasy auditing firms for financial management, Afdi on the aspects of processing and marketing of dairy products, etc.

*\*A national farmers' organization with which Fert has built since 1989 many services to agriculture, managed by the profession (microfinance, youth training, agricultural consulting, etc.)*

## Results

## Developing quality services



Despite a difficult context (recurring political crises, high insecurity in the countryside, deteriorated economic situation...) Rova manages to offer quality services to its member farmers.

The situation of the latter has improved thanks to the concrete services implemented by the cooperative: vaccination and pest control, rental of breeding bulls, supply of inputs for fodder production, advice on storage, economic advice thanks to a tool developed in conjunction with BTPL...

The control of marketing is a work axis on which Rova doesn't develop directly, but through its members.

At the request of Rova, Fert continues to accompany the cooperative during the new strategic phase 2018-2020 which should make it possible, with the support of other professionals in the sector (BTPL...), to consolidate Rova's sustainability.

## Budget

# 54 000€

Average annual budget  
(including Fert support)

## FUNDING

# 62%

Fert and its partners

# 38%

Rova and its partners

## Contacts

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



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