Market Oriented Agriculture Programme (MOAP)

Ghana
Jointly implemented by:

- Ministry of Food and Agriculture (MoFA),
- German Development Service (DED) and
- German Technical Cooperation (GTZ)
(in close collaboration with USAID / TIPCEE)

3 Components:

- Support to selected Value Chains
- Improvement of public sector support to agricultural development
- Strengthening of private sector organisations
Overall Programme Objective:

- Agricultural producers and other actors in the agricultural sector involved in processing and trade improve their ability to compete in national, regional, and international markets

Objective Value Chain Component:

- Actors in Ghana’s agricultural sector make use of the economic potential along selected value chains
Regional distribution and selected commodities

Northern Region
Guineafowl
Mango
Chilli
Fish: planned
Cotton

Brong Ahafo Region:
Grasscutter
Chilli
Mango

Central Region:
Pineapple (Sugar Loaf)
Citrus

Greater Accra Region:
Policy, Coordination,
Capacity Building
for all commodities
Summary of activities at regional level

- Stakeholder workshops
- Value chain mapping and analysis
- Identification of constraints and priority activity areas
- Market analysis and establishment of market linkages
- Establishment of regional VC teams (steering group)
- Baseline data collection, specific studies
- Strengthening of associations and farmer groups
- Support networking of all players along the VC
- Improve service delivery and quality management along the VC
- Development of commodity GAPs and strategies/policies
- Training / Capacity building in VC approach
- PPP agreements on HACCP, organic / fair trade certification & product development
Summary of activities at national level

- Mango promotion: Mango week
- EUREPGAP Training (training of public trainers)
- EUREPGAP Option 2 piloting (group certification) for MD2
- Contribution to GhanaGAP development
- Development of commodity GAPs, strategies / policies
- Study on marketing potentials for new processed products: Mango, Chilli, pulp, canning, drying
- Study of fruit drying and preparation for test runs
- Studies and training on juice processing
- Marketing study and promotion campaign with AGI
- Training in Value Chain Development
- Workshop for Curriculum Development on VC approach
- International Grasscutter conference in Accra
Thank You