

# COVID-19 and the Pineapple Value Chain in Togo

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Covid-19: new challenge or new opportunity to enhance sustainability of agricultural and fisheries value chains in EU partner countries?

# Mains characteristics of the pineapple value chain

- ❑ Pineapple is cultivated in two agro-ecological zones: maritime and plateaux
- ❑ Two varieties: Cayenne and Brazza
- ❑ Cropping systems: conventional cultivation and organic cultivation
- ❑ 3 200 farmers with a production of 30 000 tons in 2018 (65% organic pineapple and 35% conventional pineapple)
- ❑ Number of micro/small/medium companies increased from less than 30 to 50 between 2017 and 2019
- ❑ 60% of pineapple is exported fresh or in the form of juice or dried mainly in Europe for organic products (France, Germany, Switzerland, Italy) or in the regional market (Burkina Faso, Ghana, Mali, Niger)

# Disruptions in the VC and pathways

- ❑ Decrease in turnover in most companies in the CV
- ❑ Micro and small companies exporting fresh organic pineapple by airfreight are the most affected because of cancellation of orders abroad (EU), organic juices and dried fruit exports (by boat) less affected
- ❑ Local juice market: companies have lost half of their turnover but the majority are gradually restarting their activities with the lifting of some barrier measures
- ❑ Technical unemployment of workers or reduction of working hours. Permanent staff forced to salary decrease
- ❑ Difficulties in repayment of loans and access to new credits for companies

# Solutions undertaken and effectiveness

- ❑ Measures taken by the Ministry of Agriculture do not directly affect the pineapple VC
- ❑ The PROCAT (Projet d'Appui à la compétitivité de la filière ananas au Togo) does not target directly mitigation of COVID impacts
- ❑ Subcontracting between companies – large and smaller ones – to access export markets during the pandemic
- ❑ Companies in difficulty in exporting to the EU have turned to the regional market (Burkina Faso, Niger, Mali) or have directed contracted farmers towards the local market

# New challenge or new opportunity

## Opportunities:

- ☐ Regional and local market development
- ☐ New or strengthening of horizontal coordination between companies (subcontracting)

## Challenges:

- ☐ Repayment of credits
- ☐ New credits
- ☐ Search for new orders or market contracts

# Concluding remarks: lesson learned

- ❑ All links in the VC have been affected to varying degrees by the COVID-19 pandemic
- ❑ The future of the pineapple VC in Togo lies in its processing because it not only creates more jobs but it is more resistant to crisis situations
- ❑ The crisis also reveals that there is a potential to develop the sub-regional and local markets