

3rd PAFO Continental Briefing

Advancing African agriculture through agribusiness development

28-29 November 2015, Durban, South Africa

Erick RAJAONARY
CEO of Guanomad - Madagascar



Guanomad's Export

EXPORTING COUNTRIES



From 2015 : USA

From 2013 : CANADA

European Union (France, Spain, Belgium, De, Slovénie, Pays Bas, Bulgarie et Hongrie)

Africa (Tanzanie, Bénin, Cameroun, Angola et Kenya),

Antilles (Martinique et Guadeloupe) et sur l'Ile de la Réunion.

OUR STRATEGY

- One to one Visit: Visit to distributors in the US (August 2015)
- Sales Agent recruitment in Kenya
- Presence in Agricultural Fairs in Africa & Madagascar



Naivasha Horticultural Fair - 2014



International Fair of Madagascar - 2015

SOME CHALLENGES

➤ **AFRICA:**

- Heaviness of the regulations of the importing country
- Difficulty in obtaining import permits
- Transport cost very high especially for countries that do not have direct access to ports

➤ **MAURITIUS**

- Thermic treatment mandatory : 85° C for 12 hours at least
- This thermic treatment will completely destroy the microbial flora in the product which is necessary for the nutrition of the soil and the plant.

*For Europe, a thermic treatment of 70° C for 1 hour is mandatory. The microbial flora is not destroyed.

OUR NEXT BUSINESS STEP

- Guanomad is working on a process for a growth in two ways:
Export sales development , mainly for US market and Kenyan Market
- Development through the Agriculture chain value



SUSTAINABLE PARTNERSHIP

- One to one approach to farmers
- Technical follow up
- Direct marketing





Rural Fair in Madagascar



Partnership with Farmers' association



GUANOMAD

THANK YOU