

Title Pro-poor commodity value chain development in sub-Saharan Africa: the case of mango in Benin

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Abstract

The liberalization of trade and growing integration into global economy coupled with increasing consumer demand for tropical fruits offers a potential for increased income for producers in Sub-Saharan Africa. Effective and equitable inclusion of small scale producers into local, regional or global value chains can generate higher income and access to higher quality and diversified food products. This paper focuses on the importance of a pro-poor value chain approach to promote tropical high value crops. The paper presents an integrated framework for value chain analysis, as a guide to enhance the competitiveness of tropical food products at local, regional or global level. The framework combines qualitative and quantitative analytical tool and will integrate innovative approaches like the resource based view with development economics. Lessons will be drawn from an empirical case study of mango in Benin, West Africa. Mango production, marketing and trade in Benin is experiencing bottlenecks and losses reach up to 50% of potential income due to quality problems (mainly fruit fly infestations) as well as marketing constraints. The national market is usually saturated, access to international markets is hampered by stringent quality requirements (norms and standards) and processing of mango into juice and other diversified products is limited. The paper assesses effectiveness, efficiency and equity at all levels of the mango value chain from input supply to production, post-harvest, transport, marketing and trade. New market opportunities, dynamic relationships among stakeholders and good governance will be requirements for feasible and optimal mango value chains that enhance livelihoods.