



# Shayan GOULAMALY

Agricultural products trader in  
Madagascar

*Specialized in Black Eyes Beans  
sector*

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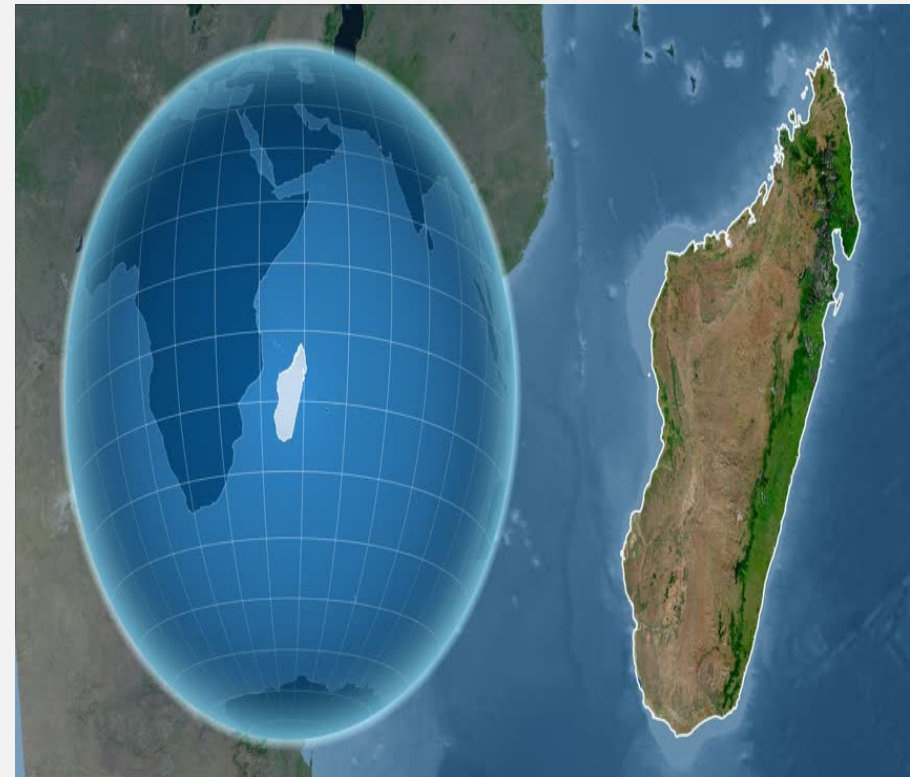
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The solution to all your requests



# MADAGASCAR

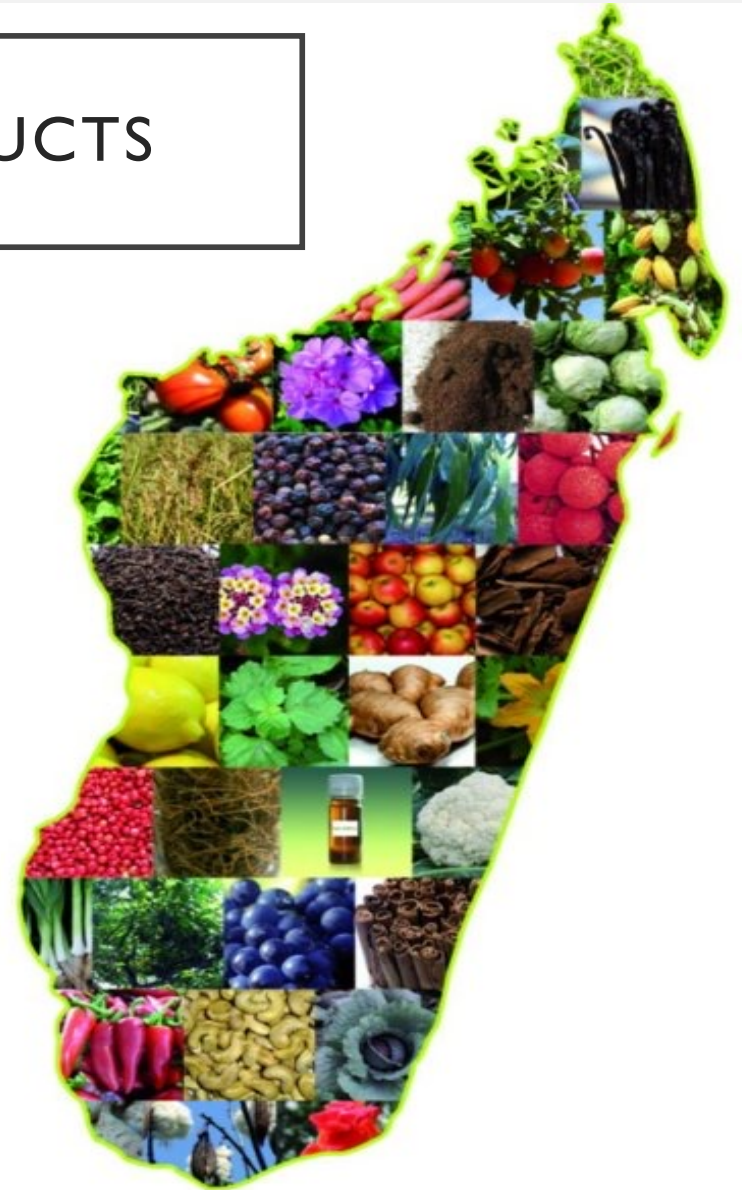
- Separated from the African continent for more than 100 million years, the island has developed a unique flora and fauna, where the rate of endemism is extremely high: around 85% of plant species and 90% of animal species of Madagascar are not found in any other region of the world.



# THE MAIN EXPORTED PRODUCTS



- Unprocessed plant and animal products
- Processed plant and animal products, derived from the products mentioned in the previous paragraph, and intended for human or animal consumption
- Essential oils, vegetable oils, floral waters and beeswax



# THE PLACE OF AGRICULTURE IN MADAGASCAR THE AGRICULTURAL SECTOR CONTRIBUTES TO

ON AVERAGE AT 35% OF GDP

Share of GDP



■ Agriculture ■ Autres

EMPLOYED 75% OF THE POPULATION

Share of population



■ Agricole ■ Autres

HOW THE BLACK EYES NETWORK WORKS IN  
MADAGASCAR

## BLACK EYES BEANS IN MADAGASCAR

- In Madagascar, the black-eye bean is mainly cultivated for export. It is cultivated in the northwest and north of the island, especially in the regions of Boeny, Sofia and Betsiboka.
- The black eyed is kidney-shaped, off-white grains and the famous black spot at the hilum. When the cultivation technique is well respected, the production meets the standards of the foreign market.

## TWO TYPES OF OPERATORS

The production of black eyes in Madagascar is splitted into two types of farmers: large producers and small farmers.

### LARGE PRODUCERS

- The large black-eye farms represent only a tiny fraction in the northwest of Madagascar.
- ✓ 2% of producers are large producers
- ✓ They generally use agricultural implements and tractors.
- ✓ These large farmers can cultivate huge plantations of up to 50 ha.

### SMALL OPERATOR

- The financial capacity allocated to the production of black eyes remains low; the enthusiasm nevertheless remains high because of the economic potential and the increase in demand.
- ✓ They represent about 98% of black-eye bean producers.
- ✓ Farm of less than three hectares
- ✓ Mainly uses animal pulls

# THE STAGES, THE ACTORS AND THEIR FUNCTIONS IN THE PRODUCTION OF BLACK EYES BEANS

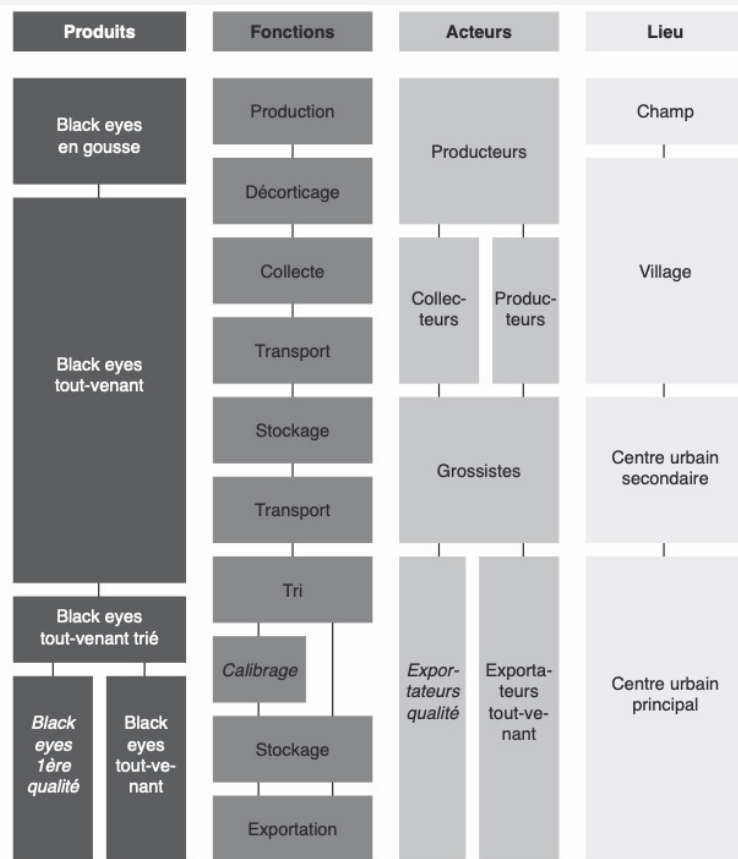


Figure 6 : Produits de la filière black eyes, fonctions réalisées sur ces produits et acteurs les réalisant



# THE ISSUES ENCOUNTERED BY THE BLACK EYES BEANS SECTOR AND HOW TO REMEDIATE TO THEM

## THE DIFFICULTIES

- Lack of seeds
- ✓ Degeneration of seeds used
- ✓ Unselected seeds
- ✓ Prohibitive cost
- Decrease in production
- ✓ Lack of liquidity for producers
- ✓ Land issues
- Decrease in quality
- ✓ Inappropriate use of pesticides
- ✓ Degenerate seeds

## THE NECESSARY ACTIONS

- Lack of seeds
- ✓ Black eyes is not native to Madagascar, it has been brought back for cultivation there
- ✓ The seed must therefore be renewed every 5 years on average.
- ✓ Seed renewal requires management
- Decrease in production
- ✓ Establish bonds of trust between the various actors in order to encourage exporters to support producers (cash advance, provide quality seeds and pesticides)

# THE OBJECTIVES OF THE AGRICULTURAL SECTOR IN MADAGASCAR



## • HEALTH

- Support and improve the health of soils, plants, animals, people and the planet, as one and indivisible



## • ECOLOGY

- Maintenance and respect of cycles and living ecological systems



## • EQUITY

- Relationships that ensure equity in the common environment and in life's opportunities;



## • PRECAUTION

- Protection of the health and well-being of current and future generations as well as the environment

## THE PLACE OF MALAGASY BLACK EYES IN THE GLOBAL MARKET

- Madagascar, the second largest exporter of black eyes in the world after Peru.



# WHY ARE MADAGASCAR BLACK EYES BEANS SO POPULAR?

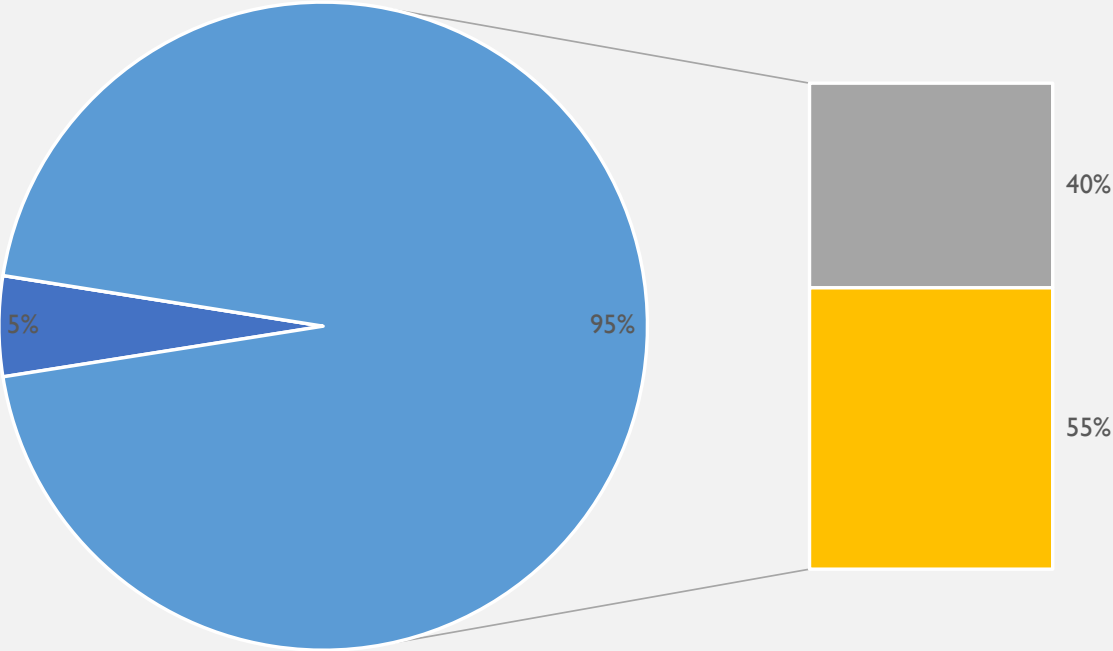
- In Madagascar, these beans are grown in:
  - ✓ rich and fertile soils in perfect climatic conditions to ensure a high quality harvest.
  - ✓ The soil in these areas is full of minerals that help crops like beans and legumes grow flawlessly.
  - ✓ These authentic black-eyed peas are tasty and rich in nutrients, so preferred by people around the world.



# PRODUCTION OF BLACK EYES INTENDED FOR

## Sales

■ La vente local   ■ L'export vers l'Europe / USA   ■ L'export vers l'Asie



# THE DIFFERENCE BETWEEN THE EU - USA / ASIAN MARKET

THESE TWO MARKETS PRESENT A DISTINCTION ON THE QUALITY OF  
IMPORTED PRODUCTS.

## EU - USA MARKET

- The western market is looking for a top quality product:
- ✓ Usually Grade I (460-480 grains per 100 grams of product)
- ✓ Being intended directly for consumption.
- ✓ It is also more demanding in terms of pesticides.
- Required quality HPS (Hand pick selected) after machine calibration, the seeds are sorted by hand in order to remove impurities and reach an impurity threshold of less than 2%

The importation of agricultural products into European territory is subject to very strict customs controls.

50% of imports are subject to a visit

## ASIAN MARKET

- The Asian market is much less demanding
- ✓ Pesticide regulations remain relatively flexible.
- ✓ Being mainly intended for processing before consumption.
- Most requested quality: Machine clean, Calibration performed by machine without manual sorting. The impurity rate is greater than 2%
- HPS quality: represents a small part of the demand. It remains less demanding in terms of pesticides.

## CALIBRATION TABLE

Grade	Graining / 100g	Impurity rate	Humidity level	Quality
Extra	360 – 400 grains	< 2%	< 12%	Hand pick selected
Grade 1	460 – 480 grains	< 2%	< 12%	Hand pick selected
Grade 2	500 – 630 grains	< 2%	< 12%	Hand pick selected
Grade 3	> 800 grains	< 2%	< 12%	Hand pick selected
Grade 4	Grainage designated on the contract	> 2%	< 12%	Machine clean

# PACKAGING OPTION AND SALES INCOTERM

## PACKAGING

- White polypropylene bag
- ✓ 25 kg bag (960 bags / containers)
- ✓ 50 kg bag (480 bags / containers)
  
- Labeling:
- ✓ With label (information entered at the customer's request)
- ✓ Without label

## INCOTERM FOR SALE BY SEA

- FOB Port of departure
- ✓ Port of Majunga (most common departure port)
- ✓ Port of Tamatave
  
- CNF Port of destination (customer's choice)
- Insurance (at the customer's request)



# PAYMENT TERMS

## BL SCAN COPIE

- Signature of the contract between the seller and the buyer
- Embarkation of containers on the agreed vessel
- Recovery of Bill of Landings from the shipowner
- Sending all of the documents requested by scan
- Confirmation of the conformity of the documents requested by the buyer
- Payment (the payment period to be negotiated between the seller and the buyer)

## CASH AGAINST DOCUMENT

- Signature of the contract between the seller and the buyer
- Embarkation of containers on the agreed vessel
- Recovery of Bill of Landings from the shipowner
- Sending all of the documents requested by scan
- Confirmation of the conformity of the documents requested by the buyer
- The seller sends the documents to the intermediary bank
- The buyer collects the documents from the bank during payment.

# PHYTOSANITARY REGULATIONS REQUIRED BY THE IMPORTING COUNTRY

## EUROPEAN UNION



- Current regulations :
  - ✓ Commission Regulation (EU) 2017/623 of March 30, 2017 and Regulation 2010/165
  - ✓ Analysis carried out by the pastor institute of Madagascar
  - ✓ Establishment approved by the Malagasy state, in accordance with the standards imposed by the EU

## THE REST OF THE WORLD



- Current regulations :
  - ✓ No details on the regulations in force
  - ✓ Weak incoming goods control
  - ✓ The customer is free from these quality requirements.

# DOCUMENTS PROVIDED BY THE SELLER TO THE BUYER

## EUROPEAN UNION

1. Export customs declaration
2. Commercial invoice
3. Packing list
4. Bill of lading (in 3 original copies)
5. Fumigation certificate
6. Phytosanitary certificate
7. Certificate of phytosanitary analysis in accordance with EU regulations
8. Certificate of origin
9. Lloyd Certificate

## REST OF THE WORLD

1. Export customs declaration
2. Commercial invoice
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AN AGRICULTURAL PRODUCT TRADER?

## WHY GO THROUGH AN AGRICULTURAL PRODUCT TRADER?

- There are several reasons why companies prefer to work through an intermediary:
  - ✓ Adapting to the context and the requirements of each farm (outlets, specifications, etc.)
  - ✓ He is a commission agent, so he remains neutral between the two parties and will always seek the satisfaction of both buyer and seller.
  - ✓ A broad supplier portfolio in order to find the ideal and competent partner to meet the customer's demand.
  - ✓ Customer / supplier consulting service

# WHY FAVOR ME OVER OTHER TRADERS?

## MY STRENGTHS

- Diplômé : diplômé en tant que responsable transport logistique par l'ISTELI Paris
- L'expérience : 2 ans d'expérience en tant que responsable achat et qualité à l'export dans une société spécialisée dans le black eyes à Madagascar
- Un réseau vaste : En tant que membre de la plateforme black eyes à Madagascar j'ai accès à un réseau très vaste d'exportateur, collecteur et producteur.

## MY QUALITIES

- Dynamic
- Motivated
- Listening to the needs of the customer / supplier.
- Adaptability

# THE APPLICATION PROCEDURE USED

- A proposal can come from a buyer, but it can also come from a seller. We will put in place a competitive bidding system to meet the needs of both

## Buyer request:



## Offer from a seller:



Setting up a consulting service to support you and allow total market transparency



# OUR GOALS

## SHORT TERM

- Extend our knowledge to specialize into other products
- Expand our black eyes supplier network internationally.

## LONG-TERM

- Extend our international supplier network for all types of agricultural products
- Negotiate preferential rates with various shipowners in order to offer more stable and cheaper rates.





MISAOTRA TOMPOKO  
THANKSA LOT

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