



**Switch-Asia II**  
**Promoting Sustainable Consumption and Production**  
**Improving consumer awareness and access to**  
**Certified safe tomato and mango products in Bangladesh**



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**switchasia**  
GRANTS PROGRAMME



Funded by the  
European Union



**SNV**

## Target Groups

Mango Farmers/Smallholder growers: 5,000

Tomato Farmers/Smallholder growers: 5,000

Processing Companies

Target Market (Consumers in Dhaka District): >12m

# Regional Coverage of the Project

Dhaka District  
(Consumers >12 million)

## Natore District

### Sub-districts

1. Natore Sadar
2. Singra
3. Gurudaspur
4. Baraigram
5. Lalpur
6. Bagatipara

## Rajshahi District

### Sub-districts

1. Paba
2. Tanore
3. Mohanpur
4. Baghmara
5. Durgapur
6. Puthia
7. Godagari
8. Charghat
9. Bagha
10. Metro Boalia

## Project Objectives

### Overall Objectives

- Greater *consumer confidence* in domestically produced processed horticultural products
- Reduce *food safety incidences* in the domestically processed horticultural products
- *Inclusive business* development in the fruit and vegetable processing industry

### Specific Objective

- At the end of the four-year project at least 50% of the domestically processed tomato and mango products marketed and consumed in Bangladesh will be certified safe

# The Challenges & Expected Results of the Project

## ❖ The Challenges

- To work on available **food safety standards** for this sub-sector
- To build on **consumer trust** that is currently low
- Lack of **compliance** with food safety standards

## ❖ Expected Results

- **Consumer awareness** of certified safe domestically produced mango and tomato products
- **Food safety standards** for the selected processed horticultural products
- **Capacities** of mango and tomato growers and other supply chain partners upgraded
- Independent monitoring and **certification** of safe production and supply arrangements
- Activities are effectively and efficiently **coordinated** and implemented

## Project Activities Implemented

Noteworthy project activities accomplished include:

- ❑ Baseline survey
- ❑ Consumer survey
- ❑ Mid-term evaluation
- ❑ Video documentation
- ❑ IEC materials development & dissemination
- ❑ Farmers database
- ❑ Conducted multi stakeholders covenant workshop on food safety on 12<sup>th</sup> September 2017 at KIB, Dhaka.
- Advocate Md. Qamrul Islam, M.P., Honorable Minister, Ministry of Food, Government of the People's Republic of Bangladesh, was the Chief Guest in this event.

## Project Activities Implemented

- ❑ Farmers groups formation and Training: 334 Groups of 10,000 farmers  
(30 Farmers in each Group)
- ❑ ToT: 8 (GAP-4, GHP-2, GMP-2)  
Trainers trained: 280 (DAE SAAOs: 82)
- ❑ Provided Personal Protection Materials for 340 Supply chain workers (apron, musk, cap and glove)
- ❑ Spray Service Providers (SSPs) Training conducted for 2-batch (50 SSPs)
  - Farmers group training on SSP has been completed
  - PPE-Personal protection equipment provided to all 50 trained SSPs
- ❑ Seminar held on GAP, GHP and GMP at Rajshahi & Natore Districts

## Project Activities Implemented

DEMO PLOTS	2016-17	2017-18	2018-19	Total
Mango	5	16	32	53
Tomato		13	21	34
			<b>Total</b>	<b>87</b>

FARMERS FIELD DAY	2016-17	2017-18	2018-19	Total
Mango	1	15	16 (Upcoming)	16
Tomato		1	16	17
			<b>Total</b>	<b>33</b>

- ❑ Oriented supply chain actors: 469  
(Collectors 69, Transporters 141, Sorters 259)
- ❑ Oriented agro-processing factory workers: 635  
(Women 320 & Men 315)



## Project Activities Implemented

- ❖ Conducted following workshops, seminar and assessment with the partners & stakeholders in the field (Rajshahi & Natore) in 2018:
  - Linkage workshop between SSPs and Agro input suppliers (3<sup>rd</sup> Dec 2018)
  - Market linkage workshop - farmers groups and supply chain actors (4<sup>th</sup> Dec '18).
  - Seminar on GAP, GHP and GMP for food safety (5<sup>th</sup> December 2018)
  - Lesson learned workshop (6<sup>th</sup> December 2018)
  - Gender Mainstreaming Workshop in Agriculture for Food Safety (6-8 Nov 2018)
  - Gender Assessment was conducted by the GWA in September 2018.
- ❖ Training Need Assessment (TNA): GAP and GHP
- ❖ Traceability system for certification
- ❖ GMP progress audit and gap analysis: Agro-processors PRAN, Sajeeb and Kishwan
- ❖ Interactive workshop with the supply chain actors at PRAN

## Women Empowerment

- ❑ Around 2.84% of 10,000 mango and tomato farmers were women under the project at the initial stage (2017). But in reality, the number is much higher. Many women do not declare to be farmers because female farmers are not welcome in the current social structure.
- ❑ Focus group discussions led to the conclusion that around 15% of producers are women and more than 90% of post harvesting activities are being conducted by them.
  - At present around 12.4% (1,241) of 10,000 mango and tomato farmers are women.
- ❑ The project team is working with Agro-processing companies, Hub-leaders and SNV Field Team to ensure the participation of female producers in capacity building trainings in order to increase their level of knowledge in food safety issues, good agricultural practices and good handling practices.

## How the project is contributing to SDGs (Especially SDG 12)

- ❑ The project has contributed focusing on SDGs

SDG Goal-3: Good health and well-being

SDG Goal-5: Gender equality

SDG Goal-8: Decent work and economic growth

SDG Goal-10: Reduced inequality

**SDG Goal-12:** Responsible consumption and production

- ❑ The project is being emphasized on implementation of GAP, GHP & GMP as an integrated approach with the farmers, supply chain actors and Agro-processing Companies respectively.

- ❑ **How contributing:** The project is providing

- Personal protection equipment (PPE) to the Spray Service Providers (SSPs)
- Safety materials to the Supply Chain Actors
- Conducted ToTs with emphasis on personal safety, hygiene and decent work, climate information on safe cultivation and harvesting providing resistance varieties seeds, judicious use of pesticide, use of sex-pheromone trap and proper use of ripening materials.
- Linkage between farmers, hub-leaders and agro-processing companies as to the inclusive business, capacity building of the farmers and supply chain actors to produce safe and quality fresh produce in order to get safe processed products.



**SNV**