

19 December 2023

Innovations Session N°16

Niche marketing strategy
for SMEs and smallholder farmers



INNOVATIONS[📶]
SERIES



"PAFO-COLEAD Innovations Session No. 16 (19 December 2023)

Niche marketing strategy for SMEs and smallholder farmers. The case of the Groupement IGP Poivre de Penja



Penja, 19 DECEMBER 2023

By: BOREL ATONFACK

Executive Secretary of the Groupement IGP Poivre de Penja



OUTLINE OF THE PRESENTATION

- ❖ Groupement IGP Poivre de Penja and Governance, Geographical Area,
- ❖ Penja pepper,
- ❖ Producer organisations play a key role,
- ❖ Specific features (flavours, appearance, use of the PGI logo),
- ❖ IGPP: Marketing development,
- ❖ Support from partners (AFD, AIPO)
- ❖ Research, innovation, challenges,



Groupement IGP Poivre de Penja

The Groupement Représentatif de l'Indication Géographique Protégée Poivre de Penja (**GR. IGPP**), is an association representing actors in the **Penja pepper industry**.

GR. IGPP is an association under Cameroonian law. It obtained its receipt of declaration, in accordance with article 07 of law N°90/053 of 19 December 1990 relating to freedom of association;

It includes:

- A General Meeting;
- An Executive Board ;
- An Executive Secretariat.

Full members include sister associations such as:

- The nurserymen's association,
- The association of distributors,



Governance Geographical Production Area

- GR. IGPP is headed by a President elected at the General Meeting by vote of all the Members of the Executive Board.
- The President and his Executive Board are responsible for implementing all decisions taken at the Annual General Meeting.
- The creation of the "**CAC.COOP.CA**" Cooperative in May 2023, with the support of the **African Intellectual Property Organisation (AIPO)** and **AFD**, aims at providing services to members and generate income that will help the Association gradually become more autonomous.



Specific activities and services

To date, the Group has more than 351 members.

Services provided to members include:

- Technical advice and support for members, training and capacity building,
- Internal checks and assessment of members on the basis of the specifications,
- Product approval (CAC.COOP.CA),
- Technical support for production, marketing and awareness-raising,
- Support for members in acquiring agricultural inputs and production credit,

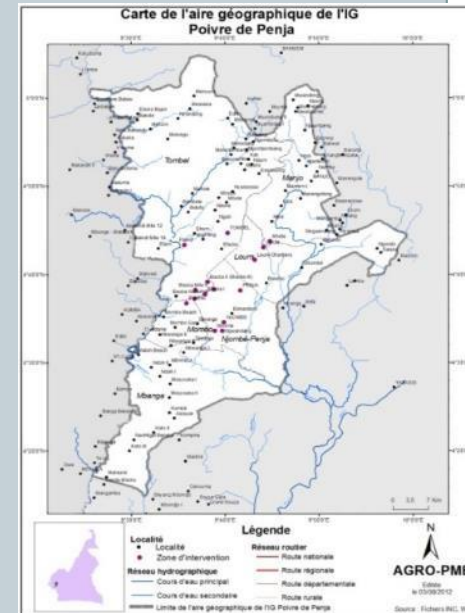


Specificities and Governanc

Geographical Production Area of Penja Pepper

- The geographical production area of "**Poivre de Penja**" covers an area of *approximately 3,000 km²* and six (6) districts and municipalities.
- *The criteria for delimiting the Geographical Area were defined by ecological data: soil, climate and altitude, which in part give the product the organoleptic qualities for which it is renowned.*

The soils in these various districts are of basaltic (volcanic) origin.



Penja pepper and various packaging options

- **Poivre de Penja"** is a special designation for products from its **geographical area which comply with specifications;**
- Although borne by the representative group, the **PGI LABEL** is part of the heritage of the **State of Cameroon;**
- This label has been recognised by the 17 Member Countries of the AIPO since September 2013;
- And recently by all Member States of the European Union, since March 2022.



Penja pepper as a PGI

- **Recognition:** Penja pepper is the first product in sub-Saharan Africa to be awarded a Protected Geographical Indication (PGI),
- It is also the first product from the AIPO zone to be registered as a PGI in the European Union,
- It was supported in this PGI process by the **PAMPIG** project (Project to support the introduction of geographical indications), a project launched by **the AIPO and funded by the AFD**, in addition to support from the Cameroon government.



7.3 Graine

7.3.2 Poids sec de 1000 graines (g):
7.3.3 Forme de la graine :
7.3.4 Texture de la graine:

49
Ovale
Non lisse



Penja Pepper Marketing Strategy and Stamping System

Stamping system: products bearing the name "Poivre de Penja" can only be :

- From an operator (a member of the IGPP consortium),
- The product must be packaged as follows: (0-51g, 51g-100g, 101g-250g, 251-500g, and 25 kg bags),
- The product must be stamped with the "AIPO, EU, and Penja Pepper PGI" logo, along with all the traceability details.
- **Internal controls** are carried out 03 times a year on the various farms in the 05 Penja Pepper PGI production basins,





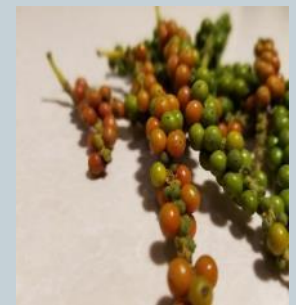
By using the PGI logo

Products are stamped with the AIPO, EU and Penja Pepper PGI logos in accordance with the following procedures:

- The availability of an internal control report,
- Availability of a certificate of approval ,
- The availability of a certificate of origin,

These three conditions assume that the following steps have been taken:

- Verification of IGPP membership,
- Geolocation of plots,
- Documentary checks to verify product traceability,
- Physical inspection (moisture content, product colour, etc.);
- Organoleptic control,



Different packaging options

All packaging is now stamped with the PGI logo, enabling consumers to recognise the "Penja Pepper" labelled product on the market.



STAMPED PRODUCTS





Packaging stamping system Penja pepper



Markets supplied

The Poivre de Penja market to date comprises of:

- 60% local market,
- 40% international markets,

The main areas include

- National market,
- Central and West Africa,
- European Union area,
- United Kingdom,
- United States of America,

- We'll be conquering other markets around the world



Support from partners (AFD, AIPO)

- Assessment of the Penja pepper PGI dossier by the Ministry of Agriculture and Rural Development and the Ministry of Mines, Industry and Technological Development (MINMIDT), followed by transmission to AIPO in 2013.
- The registration of Penja pepper as a Protected Geographical Indication (PGI) with the support of AFD and AIPO, the certificate for which was officially presented in September 2013,
- The registration of Penja pepper as a Protected Geographical Indication (PGI) in the European Union, with the support of the AFD, AIPO, the Cameroonian government, etc., and the official presentation of the certificate in March 2022,

Role of the AIPO in the labelling process for the Penja Pepper PGI

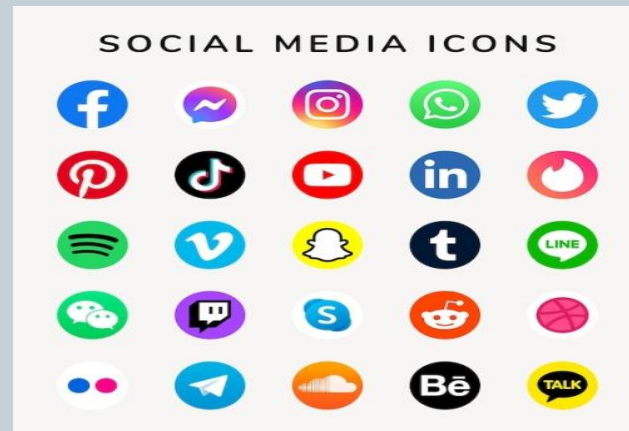
The AIPO played the role of project manager through:

- Diagnosis of the sector,
- Identification of consultants to support the product towards PGI,
- Identification of retailers involved in the distribution of the product,
- Call for applications for technical studies in the field,
- Raising awareness of the PGI concept among producers and local authorities,
- Organising regional and national seminars, acting as an interface between donors



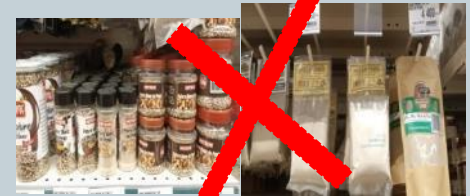
IGPP: Marketing development

- The production of a strategy and communication document for the short, medium and long term, both nationally and internationally,
- Production of communication tools (commercials, mini documentaries, posters, flyers, etc.),
- Setting up communication channels (website, LinkedIn, Facebook pages,),
- The organisation of the first international Poivre de Penja festival,
- The introduction of new stamps with the AIPO and EU logos.



Challenges and prospects

- Climate change and endemic pepper diseases,
- Recurrent fraud and counterfeiting of the "**Poivre de Penja**" label,
- The creation of a market control and surveillance committee (to spot fraudulent and counterfeit products),





THANK YOU FOR YOUR KIND ATTENTION.





This series of events is organised by PAFO and COLEAD. COLEAD operates within the framework of development cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union.

Thank you

