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Innovations Session N°22

From Farm to Table: Successes of origin-linked products in Africa



INNOVATIONS
SERIES





From farm to table: success stories for products of geographical origin: Penja pepper

Presented by: Jean Marie SOP

SG du GR, IGPP



OUTLINE OF THE PRESENTATION

1. *Creation and missions of the Penja Pepper Producers' Association*
2. *Steps towards PGI*
3. *Impact of the PGI*
4. *Activities carried out from inception to date*
5. *Work in progress*



1- Creation of the Penja Pepper Producers' Association

- The **Penja Pepper** Producers' Association was created to mobilize energies in support of the **Penja Pepper** Labeling project.
- Until 2004: **Penja pepper** cultivation in this locality was carried out by a handful of unorganized growers.



THE ASSOCIATION'S MISSIONS

The Association has set itself five main missions:

M1: Support the **Penja Pepper** Labeling Project.



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M2: Development of the sector and related activities through the professionalization of operators (nurserymen, growers, distributors).





M3: Promotion and enhancement of Penja pepper by setting up a traceability system and building a grading and packaging center.



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M4: Protect the label through scrupulous compliance with specifications and the fight against fraud and counterfeiting both inside and outside Cameroon.





M5: Promotion of the IGP Penja pepper label locally and internationally.





2- Steps towards the PGI Penja pepper.

- Creation of an association of operators (nurserymen, growers, distributors)



- Accompanied by:

- ✓ OAPI (Pampig project financed by AFD), CIRAD technical assistant

- ✓ The Government of Cameroon (CONAPIG)

- Delineation of geographical area (soil, appropriate agro-ecological data)

- Drawing up and validating specifications

- COLEAD (STDF project)



2- Etapes vers l'IGP poivre de Penja.

❖ September 2013: recording
Penja pepper as 1^{er} IGP in
The OAPI space

❖ May 2023 Pepper registration
Penja as a IGP in the EU





4-Retombées de l' IGP

The labeling of Penja pepper as an PGI has brought many changes to the industry, the most perceptible of which are presented below:

Before GI	After GI
1/PP is grown everywhere	1/the PP is grown in a delimited area (geographical zone)
2/less than 50ha cultivated	2/more than 600 ha cultivated
3/less than 50 tons/year	3/about 400 tons/year
4/less than 0.5 tons per ha	4/an average of one tonne per ha
5/10% sold abroad	5/more than 40% sold abroad
6/about twenty producers	6/more than 350 registered growers
7/one kilo sold at 04 euros for export	7/one kilo sold for over 23 euros

5-Activities carried out.

- **Regarding the product,**
- Improved product quality and presentation.

All packaging is now stamped with the PGI LOGO, enabling consumers to recognize the labelled product on the market.

This traceable product presentation undoubtedly reduces fraud and counterfeiting, which take a toll on producers' efforts.



Poivre



5 *Activities carried out (continued).*

Regarding the production area:

- ***Development of the terroir:*** Year on year, we see an increase in the number of operators in the sector, and in the area under cultivation,
- ***Good public-private partnership between local authorities, law enforcement agencies, banks and industry players, through the CLUSTER IGP POIVRE DE PENJA.***
- The creation of the "CAC.COOP.CA" Cooperative in May 2023 enables us to provide services to our members and generate income to help empower the Association.

6- WORKS IN PROGRESS

- Identifying continuous players
- Continuous GPS identification of plots
- Construction of post-harvest processing centers in production basins
- Setting up an external control system
- Implementation of the marketing and communication strategy for the Penja Pepper PGI





De la ferme à la table : réussites des produits d'origine géographique

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Thank you

