FIT FOR MARKET PROGRAM

Competitiveness by embracing sustainability

Fit For Market was designed for a period of 5 years, based on the experiences and positive results of the PIP and EDES programmes, in line with the new requirements from the fruit and vegetable industry in the area of sustainability.
The overall goal is to alleviate poverty, improve food security and food safety, and secure sustainable and inclusive growth by strengthening the agri-food export sector in ACP countries.

The specific objective is to allow smallholder farmers, producer groups, farmer organisations, and small and medium enterprises, to access international and domestic fruit and vegetable markets by complying with the SPS standards and market requirements, in a sustainable framework.

« As an entrepreneur, I’m proud to create jobs in my country and being able to help young people not to emigrate. »

Youssouf COULIBALY
KENE YIRIDEN
Mali
A programme targeting companies

In partnership with civil society and professionals in the public and private sectors, COLEACP supports companies producing and exporting fresh and processed fruits and vegetables from ACP countries to:

- Develop and improve market access
- Train and sustain their human resources
- Implement an environmental management policy
- Improve their competitiveness
- Facilitate access to finance

Companies committed to sustainable development

As key players in the agricultural value chain, companies engaged in the FFM program contribute directly to the following Sustainable Development Objectives (SDGs): fight against poverty - fight against hunger, food security and sustainable agriculture - sustainable water management - inclusive and sustainable growth, employment and decent work - gender equality - land degradation and - climate action.
The Fit for Market Programme Pillars

Sustainability Charter

The Charter defines our commitment to sustainability in seven areas:

- Law and regulations
- Corporate practices
- Business practices
- Labour conditions
- Environment
- Product quality
- Good agricultural practices

Self-assessment

A self-assessment system with key indicators to assess and document progress made in adopting good practices and adherence to the principles of the charter.

Training & Technical Assistance

COLEACP supports companies and their service providers in strengthening their technical capacities and skills by coordinating learning activities - collective/specific, in the field/distance - to enable beneficiaries to achieve their objectives.
HOW TO ACCESS THE FIT FOR MARKET PROGRAMME?

1. Request COLEACP support.
   https://www.coleacp.org/en/request-for-intervention-fit-for-market

2. Building an action plan with COLEACP. Action plans are managed by geographic coordinators. Each one coordinates the COLEACP action by country.

3. Implement the action plan: technical assistance, training, research and development, networks, information and communication.

According to what criteria is your application analysed?

- Measurable development impact
- Additionality of the support provided
- Neutrality of interventions
- Shared interest and co-financing
- The demonstration effect created for the industry
- Commitment to the 3 pillars of sustainability: economic, social and environmental

Conditions of access to the Fit For Market program

- Engage on a continuous improvement path by signing the COLEACP Sustainability Charter
- Adhere to COLEACP
Fit For Market, a program proposed and managed by COLEACP, is part of the intra-ACP indicative program (2014-2020) for cooperation between the European Union and the ACP Group of States. The current total budget is € 25 million, including € 20 million from the European Development Fund and € 5 million from the AFD’s PRCC.