

LES ASSISES DE L'AGRICULTURE 2026:

SMART AGRICULTURE FOR A RESILIENT MAURITIUS



#assisesagriculture2026

CLUSTER 4 : LIVESTOCK

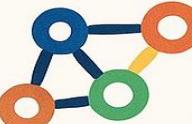
Value Chains, Market Differentiation & Empowering Smallholders

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VALUE CHAINS

MARKET DIFFERENTIATION & EMPOWERING SMALLHOLDERS IN MAURITIUS



VALUE CHAINS

Linking smallholders to markets through the production and distribution processes



MARKET DIFFERENTIATION

Creating unique products and services to stand out in the marketplace



EMPOWERING SMALLHOLDERS

Providing training, resources, and support to farmers



MAURITIUS

Understanding the Domains

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Value Addition

A value chain is a series of activities that businesses perform to create and deliver a product or service, ultimately adding value at each step to gain a competitive advantage.

VALUE CHAIN FLOW

Input Supply → Production → Collection → Processing → Packaging → Distribution → Consumer (FARM to FORK)

Market Differentiation: Concerns Product specificity & Identifying Target Markets

Access to Finance & Support Services

Empowering Smallholders (including Women & Youth)

- Capacity Building
- Professionalization

Value Chain Transformations :- Dairy and Meat Products

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DOMAINS OF INTERVENTION



Market for LOCAL Livestock Products:

- **Sale of Live Animals (Cattle, Goat, Sheep, Pigs) : e.g Butcher**
- **Meat and Meat Products : Meat Shops (E.g Pig: jambon, chassive, meat shops; Poultry: Sausages, nuggets)**
- **Eggs**
- **Dairy**
- **Honey**
- **Imports (Live Animals : Rs 1,073 M; Meat & Meat Preparations Rs 4,357 M; Dairy Products Rs 6,210M)**

Challenges Identified

- Access to Inputs: High reliance on imports
- Concentration of Production at Initial Levels of Value Chain
- Limited Product Diversification
- Production/Processing Infrastructure
- Lengthy Administrative Process (including for BLUP, PER, Credit facilities)
- Issue of Collaterals / Credit Limit
- Market Intelligence :Finding the Right Market; Getting the Right Price
- Competitive Imports
- Livestock farming is still viewed as informal self-employment rather than a structured enterprise.
- Training and advisory services are often not tailored to practical on-farm realities

MOVING FROM CHALLENGES TO OPPORTUNITIES



CHALLENGES

Obstacles and difficulties

OPPORTUNITIES

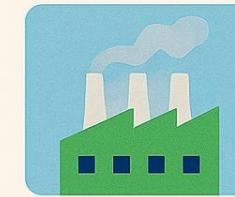
Potential for growth and success

Domain: Promoting Value Addition

Key Interventions Areas

- Promoting Value Added Livestock Products : Research & Development: Several Protocols already established (Kefir, Paneer, cosmetic products from goat milk) , potential for others such as Biltong !!!; Novel / High Value Products: Quails, Rabbit (Rillettes de Lapin); Geographical Indications (High Potential especially in Rodrigues)
- Reinforce Laboratory Capacity: Testing & Food Safety Considerations
- Regional Market for Sourcing of raw materials (Addressing also cost of inputs)
- RECAP
- Intervention Bio-Farmer : Certification

PROMOTING VALUE ADDITION



PROCESSING

Converting raw materials into finished products



QUALITY IMPROVEMENT

Enhancing product quality to meet higher standards



DIVERSIFICATION

Developing a range of varied products from the same raw materials



PACKAGING & BRANDING

Designing attractive packaging and creating a strong brand identity

ACCESS TO FINANCE & SUPPORT SERVICES



LOANS

Providing credit to smallholders for investment in their operations



SUBSIDIES

Reducing costs for smallholders through financial aid



INSURANCE

Protecting smallholders against financial risks



ADVISORY SERVICES

Offering expert advice and information to farmers

Key Interventions

- Information Dissemination on Financial instruments
- Improve Concessional loans and Collateral Free Credit to be provided : Linked to Green Financing & Certification, Credit Ceiling (Credit Ceilings, moratorium to be redefined)
- Livestock Insurance Scheme
- Develop shared infrastructure (slaughterhouses, cold rooms, milk collection centres)

RECAP:

- Enhance Veterinary Care & Services (Access to Veterinary Drugs, Improve Fertility Treatment, Customized Training Courses)

Domain: Market Differentiation

Key Interventions

- Build Consumer Trust & Branding: Tourism Sector (Produit du Terroir) ; Meeting norms and standards; Promote collective branding and storytelling around Mauritian livestock heritage and sustainable production.; Labelling & Certification
- Provide Market Intelligence : Market Information Systems: Digital platforms and regional fairs can connect farmers directly to buyers, processors, and exporters, ensuring fair prices and stable market access. SADC, COMESA Markets
- Develop appropriate Agri-Business Model: Cooperatives / Clustering; Farmers Producers Organizations India (FPOs); Partnerships between producers, processors and retailers

MARKET INTEGRATION



SUPPLY CHAIN LINKAGES

Connecting producers to wider markets through efficient supply chains

INFRASTRUCTURE DEVELOPMENT



Building roads, bridges, and facilities to support market access



TECHNOLOGY ADOPTION

Utilizing digital tools to improve market connectivity

TRADE FACILITATION



Offering processes and reducing barriers to trade

Intervention Areas: Empowering Smallholders (Women & Youth)

Interventions

- Professionalization of Farmers: Certified and Trained Farmers to be recognized and benefit from Schemes /Support; Adoption of Good Husbandry Practices (Also linked to market accessibility & environmental concerns)
- Adapted Training Courses: RECAP (Para-Veterinary Courses)
- Agri-Business Start-up Incubator : provides structured mentoring, technical support, access to finance, and market linkages to nurture innovative agricultural enterprises from idea to sustainable commercial operation.
- Youth Mentoring Programme: Agricultural Youth Clubs, Agri-Food School Competition; School Curriculum;
- RECAP
- Discrimination Perspective advocated

EMPOWERING SMALLHOLDERS (WOMEN AND YOUTH)



CAPACITY BUILDING

Developing skills and knowledge for increased productivity



FINANCIAL INCLUSION

Improving access to credit, savings, and financial services



MENTORSHIP

Providing guidance and support from experienced leaders



MARKET ACCESS

Connecting smallholders to local and global markets

Expected Outcomes & Flagship Interventions



Diversity in Local Livestock Products

- R&D to Develop Value Added and Novel Products
- Setting up of Agri-Start-up Business Incubators



Improved Incomes of Farmers

- Develop Livestock Information System (Market Intelligence, Credit)
- Review of Credit Facilities
- Insurance Scheme



Professionalization of Farmers

- Certification Programmes for Farmers (Adapted training needs to meet market requirements and conditional to schemes & finance)

THE END