



# ssnup

Smallholder Safety Net  
Upscaling Programme

## IMPROVING THE RESILIENCE AND SUSTAINABILITY OF SISAL PRODUCTION IN SOUTHERN MADAGASCAR



Africa



Latin America



Asia



Financial services



Non-financial services



Market building



Internal management

### CONTEXT

Madagascar is the fifth-largest island in the world and is located in the Indian Ocean. Its economy is based mainly on agriculture, tourism, production of goods with low added value, and mining. The agriculture sector is the backbone of Madagascar's national economy, accounting for 30% of GDP. It also generates 30 to 40% of exports and employs 80% of Malagasy families on approximately 2.5 million small farms. The country is however very vulnerable to climate change. An estimated 25% of the population, approximately 5 million people, lives in high-risk areas of natural disasters and over 70% of the island's inhabitants live below the poverty line, 85% of them in rural areas.

### CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Etablissements Gallois Sisal (EGS) is a major economic player in the South of Madagascar and one of the largest employers in the region. Mastering the whole sisal value chain, from production to export, the company aims to meet the growing global demand for natural fibres. Sisal is a plant that is naturally resilient to extreme conditions and is a sustainable alternative to synthetic materials and a product of the future for industry. Valued for its quality and traceability, Malagasy sisal meets a growing demand from international markets, supported by stricter regulations on responsible sourcing.

### OBJECTIVE OF THE PROJECT

The project aims to transform the sisal value chain in Madagascar by establishing a contractual and decentralised production model, enabling producers to move from the status of salaried employees to that of autonomous plot managers.

The expected results of the project are:

- Train 80 smallholder households to agroecological practices.
- Increase by 30 % of the productivity of smallholder farmers.
- Develop additional sources of income to generate 20% additional revenues for smallholder farmers.

### IMPACT INVESTOR

**MIARAKAP**  
PARTENAIRE D'IIP

### BENEFICIARY ORGANISATION

Etablissements Gallois Sisal (agri-SME) - Madagascar

### TARGET

160 smallholder farmers

### AGRICULTURAL VALUE CHAIN

Sisal

### STARTING DATE

May 2025

### DURATION

12 months

### TOTAL TA BUDGET

€ 115,668  
Including € 48,058 (42%)  
contribution from SSNUP



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