

OVERVIEW: FIT FOR MARKET PLUS (FFM+)

Title of facility or programme 'JU 'PS .BSLFU 1MVT: .JUJHBUJOH UIF *NQBDUT 4USFOHUIFOJOH UIF 4VTUBJOBBCJMJUZ PG UIF ";

Budget € million

Duration FFM+: 60 months

Implementing partners COLEACP

Program description Fit For Market+ (FFM+) provides support to the horticultural sector in member countries of the Organisation of African, Caribbean and Pacific States (OACPS). It aims to maintain and improve the capacity of smallholders, farmer groups and horticultural MSMEs to access domestic, regional and international markets through the progressive sustainable intensification of the horticultural sector, while adapting to changes in their operating environment due to Covid-19 and climate change.

FFM+ has been designed and will be set up in the continuity of FFM programmes and the results of the COLEACP COVID action plan set up from March 2020. This 5-year, €25 million programme is financed by the European Union and the OACPS.

FFM+ support is tailored to facilitate the transition of ACP horticulture towards more sustainable food systems, addressing the priority areas identified in the Farm to Fork strategy of the European Green Deal.

Main expected results:

R.1. Capacities of smallholders, farmers groups and horticultural MSMEs are strengthened to **access domestic, regional, and international markets** by complying with regulatory and market requirements in a sustainable framework while **adapting to changes in their operating environment due to COVID-19**.

R.2. Smallholders, farmers groups and horticultural MSMEs have the **business skills and tools** to pursue and improve their operations through enhanced capacity to manage change and facilitated access to finance.

R.3. Fair and sustainable business linkages between smallholders, farmer groups and agri-food MSMEs are strengthened in particular by leveraging lessons learned from the ACP horticultural export sector

R.4. Market opportunities resulting from COVID-19 disruptions are leveraged and conditions for market access and competitiveness are monitored in the interest of the ACP horticultural sector.

R.5. Competent authorities have an enhanced capacity to support the agri-food sector by ensuring that the necessary policies are in place, and that SMP standards and regulations are implemented and enforced, to **support the recovery of the horticultural sector in a post-COVID-19 environment**.

R.6. Technical innovation and research brokerage generate the knowledge skills and technologies needed to facilitate the transition of horticulture to more sustainable food systems by tackling dependence on pesticides, antibiotics, excessive fertilisation, biodiversity loss and facilitating low carbon climate resilient and organic farming methods

FFM+ Intervention principles to maximise contribution to SDGs:

- Contribute structurally to transform agri-food systems
- secure contingency capacity to react to crisis and/or emergencies
- Test and pilot solutions to be upscaled (if positive outcome)

Governance A Steering Committee to be set up to provide strategic guidance, oversee the overall direction and policy, and monitor the progress of programme implementation. The Steering Committee shall meet as required but at least once a year. The Steering Committee will be composed of representatives from the European Commission, the OACPS Secretariat and the Board of COLEACP.

Geographic coverage and target beneficiaries

Geographic coverage: All OACPS regions (Africa, Caribbean, Pacific regions).

Beneficiaries: Horticultural producers & exporters, professional organisations, producer organisations, support services, public-private national platforms, competent authorities, laboratories, training centers and universities, service providers.

**How to apply / Request COLEACP support
contact details**

To the Programme Management Unit of COLEACP

Contact details: support@coleacp.org



