



# MADAGASCAR INVESTMENT OPPORTUNITIES



## ODASE Manakana Mananjary

Leverage a well-located former plantation and excess supply of tropical fruit to satisfy booming domestic and international demand for processed fruit.

### DESCRIPTION

- The site was originally established as a plantation for a government agricultural project (ODASE). Former ODASE farmers from the neighbouring commune continue to use the site for its excellent soil quality and location.
- Located **12km west of the region's economic capital of Mananjary**, and 2.5km along a single-track access road from the RN25, **the site covers an area of 140Ha.**
- It is **ideal for the growing, collecting, processing and distributing processed fruit products.**
- There are no existing buildings on the site.
- The site has potential to **produce its own electricity through solar power, and a water supply from the adjacent river.**
- The site is managed by the Ministry of Agriculture (MPAE) and remains disused despite its excellent location.

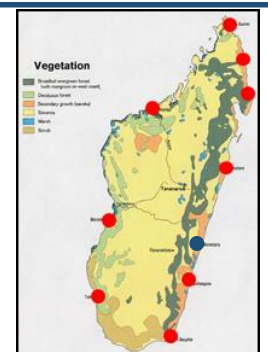


### OPPORTUNITIES

- Being centred around a number of local communes, and only 12km west of Mananjary, the site is ideal for contract farming: there are **6 communes within easy access of the site, along road, river and canal connections.** This allows for delivery of fruit directly to a processing unit on the site.
- The Mananjary area has a large **surplus supply of lychees, mangoes and pineapples.** For example, rough estimates suggest up to 80% of lychees growing in the surrounding area go to waste due to transportation issues. As such, **local prices for fruit are very low.**
- Estimates for production of fruit in the region around the site are as follows:
  - Lychees: 3,155 tons pa.
  - Mangoes: 4,732 tons pa.
  - Pineapples: 1,800 tons pa.
- Due to its connections, **once processed, goods can be easily transported inland or to Mananjary to the domestic market** via the RN25 road and Mananjary river.
- **For exports, the major port of Toamasina can be accessed via the Pangalanes Canal.**

### MADAGASCAR ASSETS

- Madagascar has **30 million hectares of agricultural land**, but only about 10% is used; much of the east coast is ideal for fruit processing activities.
- The majority of **growing areas are only 200km from a major port**, unlike many parts of Africa. Major ports are in the process of upgrades.
- Wages, land and water costs are very **competitive at a global level.**
- Existing processors and cooperatives have **local knowledge and expertise, making them ideal for joint ventures and contract farming** to boost production & exports. Underutilised areas can be made available for new plantations.
- Most regions have the capacity to use **hydro, solar, wind or biomass for self-power generation** for processing power, as well as connection to the JIRAMA grid.
- The **Madagascar brand commands a premium** for agricultural goods, perfect for gaining a foothold in the organic market; existing companies have already begun to exploit this in the European market.
- Madagascar benefits from **favourable trade access (such as reduced tariffs) to 4 major world markets:** the EU, USA, COMESA and SADC.



Site location  
Existing international ports

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