



Geographical Indication Product Database - Step 1 -

SOURCE :

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Cassava *gari* Missè from Savalou – Benin

DESCRIPTION :

- 1. NAME OF PRODUCT :** *Gari Missè*
- 2. COUNTRY AND REGION IN THE COUNTRY:** BENIN – Savalou District
- 3. TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)**
Gari is a dried semolina made from cassava, which may be more or less fermented. Several types and grades of this important staple food exist throughout the countries around the Gulf of Benin in Africa.
- 4. DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production) :**
Gari Missè is produced only in the Missè neighbourhood in Savalou city (located in the Collines province of Benin). It is pressed quickly after rasping and carefully roasted and sieved. The end product is a very fine, white, dry, crispy non fermented type of *gari*.
- 5. PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, ..) :**
 The women About 100 women in Savalou produce *gari missè* for sale. A much higher number makes it for home consumption. Unlike ordinary *gari*, in the case of *gari Missè*, retailers come and buy directly at the processors' home. The producers also frequently sell at home to consumers.
- 6. LINK WITH THE GEOGRAPHICAL AREA (tradition, technical influences from soil, climate, reputation, etc.):**
 Women *gari* processors from Missè reduce technical and commercial risks by cooperation groups based on existing social networks such as family and neighbourhood. They buy jointly the raw material, work together for processing and sell the product jointly. They do not share their processing secrets with other producers. Although the raw cassava does not significantly affect the quality of the end-product, the localization of the processing and thus the know-how is very important. For consumers, *gari* produced using the same methods as *gari Missè*, but outside the Missè neighbourhood, lacks the quality and reputation of the real thing.
- 7. MARKET AND REPUTATION (size, price premium, attractability, growth) :**
Gari Missè has a small and limited, but stable and faithful niche market. It enjoys a price premium of about 60% above the price of ordinary , mechanized *gari*. But its output is much lower.
- 8. APPLICANT / HOLDER (IF ANY) :** - void -

RELEVANCE : Why is this case important for research in general and for SINER-GI in particular ?

- *Gari Missè* from Savalou shows that a quality local staple can fetch a premium price on local markets without any legal protection or public support.
- It illustrates how quality and price can be regulated locally through social networks.

For a staple like *Gari Missé*, which enjoys a price premium but has a limited and endogenously regulated market, protection may be a future prospect. But it is not currently a priority for producers.

CATEGORY :

☒ **Origin Product**

☐ GI product

☐ Recognized GI