

	<p style="text-align: center;">Geographical Indication Product Database - Step 1-</p> <p style="text-align: center;">Man red palm oil (Cote d'Ivoire)</p>	<p>SOURCE :</p> <p>Author :</p> <p>Institution : CIRAD</p> <p>Date :</p>
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DESCRIPTION :

1. NAME OF PRODUCT : **Man red palm oil (Cote d'Ivoire)**
2. COUNTRY AND REGION IN THE COUNTRY: Côte d'Ivoire ; Man region
3. TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)
Red palm oil is extracted from oil palm fruits (*Elaeis guineensis*). Possible substitute are refined white palm oil, or red palm oils obtained from other processes or other region. Substitution varies according to usage.
4. DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production, main differences with the substitutes) :
 - a) Man red palm oil is extracted from hands of sub-spontaneous palm fruits of the *dura* variety. In Man region there are no plantations of hybrid selected (*tenera*) palms as occurs in most other areas in Cote d'Ivoire. This oil thus differs from red palm oil extracted from improved palm trees.
 - b) Man red palm oil is extracted through manual process by women. This also differentiates it from the red oils produced through industrial extraction, and from the refined oils produced by the industry.
5. LINK WITH THE GEOGRAPHICAL AREA (tradition, know how, reputation, soil, climate, etc.):
Among all the red palm oil producing areas in Côte d'Ivoire (which amount to important volumes), Man is the only one where oil is exclusively extracted from natural or sub-spontaneous palm trees. Additionally, all the red oil is manually processed by women artisans. The development of mechanical oil presses is still rare in the region. Women claim they possess a specific processing know-how.
6. PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, market structure..) :
Man red oil is highly appreciated on the urban markets of the capital city (Abidjan). Marketing and retailing networks outside the region are well developed, particularly through women traders natives from the Man region, who are wholesaling the oil in Abidjan.

The Abidjan oil palm market is highly segmented : decoloured refined oils, industrial red oils (for soap fabrication), artisanal red oil extracted from improved palm *tenera* variety (« Sodepalm oil»), artisan red oil from natural palm trees obtained in specific regions like Gagnoa (but in very small volumes), Man red palm oil, and finally the so-called “village oil”.
7. MARKET AND REPUTATION (size, price premium, attractiveness, growth) :
Man red oil is highly appreciated by urban consumers, even by those who are not natives from Man. The reputation of “Man oil” goes beyond the consumer’s link to his native area. Man oil is appreciated for its sensorial attributes (colour, fluidity, taste, etc.), which the consumers associate to a specificity of the seeds (originating from natural palm forests of *dura* variety) and to the artisan extraction process implemented by women. This oil sells on Abidjan market at twice the price of red oil extracted from improved selected palm trees.

At retail level in Abidjan, this oil may sometimes be “diluted”, mixed with red oil obtained from selected palm trees.
7. APPLICANT / HOLDER (IF ANY) : NO.

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

- *Man red oil* is produced, valorised and qualified on markets through its link to the Man region. This is not done through standardized mechanisms and norms, but through mechanisms that build on social networks and on the personification of transactions, which in this case qui, are not contradictory with “long distance” trade (between Man and Abidjan).

CATEGORY : ☒ Origin Product ☐ GI product ☐ Recognized GI