

THE AMCHAM POST

A joint initiative of the American Chamber of Commerce in Madagascar and L'Express

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es@amcham-madagascar.org

4 pages every Saturday

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WORLD FOOD DAY 2019

What are the most popular Alternative Dietary Lifestyles?

October 16: The United Nations – the World Food Organization in particular – celebrates World Food Day. Hundreds of events and outreach activities bring together governments, businesses, NGOs, the media, and general public across 150 countries. The day is dedicated to raising awareness and action for those who suffer from hunger and for the need to ensure healthy diets for all. Let us have a brief look at five popular alternative dietary lifestyles.

Mediterranean Diet: Described as a "heart-healthy eating plan", this diet is popular in countries like Greece and Italy, where coronary heart diseases cause fewer deaths than in the U.S. and northern Europe.

Weight Watchers: "You'll eat what you love." Foods are assigned certain points. Lower-calorie foods cost fewer points. Some items now even have 0 point.

Mayo Clinic Diet: This diet is a long-term weight-management program created by a team of weight-loss experts at Mayo Clinic. It is all about reshaping one's lifestyle by adopting healthy new habits and breaking unhealthy old ones.



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AMCHAM

AmCham's English Discussion new term starts November 5th. Register now!

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ANNOUNCEMENT

AmCham Madagascar is launching AmCham Youth. Youth organizations are invited to apply.

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EDITORIAL

By Kenny Raharison
Communication Manager at the American
Chamber of Commerce in Madagascar

Healthy Diet for Malagasy people?

October 16 is the day the United Nations dedicates to food. This year, FAO is celebrating the day under the theme of "*Healthy Diet for a Zero Hunger World*". The two notions of "Healthy Diet" and "Zero Hunger" are combined in a same title, a combination that may be obvious to some, but that seems odd to me if it is associated with the current context in Madagascar. If a large part of the population still suffers from malnutrition, how can they aspire to a healthy diet?

Healthy diet: for whom?

There is a misconception of the word "*diet*". Many define the word "*diet*" as a choice of eating less or structuring what they eat to lose weight. And that is wrong. "*Diet*" refers more to a choice of eating style. The motivation of everyone in choosing a particular diet can vary. A vegetarian person may have chosen this diet because he/she is active in the fight for animal welfare. Another might choose to become a vegetarian just for health purpose, or even for spiritual reasons. The motivations are numerous.

Let's have a look at the definition of "*Healthy Eating*" according to Breastcancer.org. "*Healthy eating means eating a variety of foods that give you the nutrients you need to maintain your health, feel good, and have energy. These nutrients include protein, carbohydrates, fat, water, vitamins, and minerals.*"

Can the Malagasy citizens aspire to healthy diet? So, we go back to the second notion, "Zero Hunger". Unfortunately, Madagascar is still at this stage of the fight. Many are still affected by famine in many parts of the island. Many Malagasy eat the same things, starchy for example, every day, while not having the means to buy vegetables and meat. The nutrients just mentioned in the definition are lacking. And even if their stomachs adapt to this type of diet, dietary deficiency is real, and we cannot speak of "healthy diet" at all.

Another component of the "healthy diet" that is no longer to discuss is cleanliness. Do we have access to healthy catering services in Madagascar? If so, who exactly has access to it? A worker who cannot bring homemade lunch to his office, for example, allocates 2,000 or 3,000 Ariary for a lunch at the local greasy-spoon restaurants (or "gargote"). What about hygiene? At least do we have access to drinking water to keep things clean? "Healthy" is still a challenge.

Zero Hunger

Last year, in The American Magazine, Dr. Patrick Talla Takoukam, FAO Representative for Madagascar, Comoros, Mauritius, Seychelles stated, "*Madagascar has the potential to become the Bread Basket of the Indian Ocean, and this will largely depend on private investments and promotion of agribusiness.*" *This is actually a beautiful vision for Madagascar. If we still refer to what he said, Madagascar can cover 96% of the country's food needs, which proves that even though Madagascar's performance is better than any of its neighbors like Mauritius (25%), the country remains not yet self-sufficient, and this trend is still declining. If no clear strategy is put in place at the level of the agricultural production sector, the Big Island will continue to massively import food from abroad, which is a shame when it has the potential to be the "Bread Basket of the Indian Ocean".*

That's where we are right now. We are not self-sufficient and our population is starving, so to speak that we are always in the fight against malnutrition. To speak of "healthy diet" in this context seems inappropriate. Only a tiny part of the urban population can aspire to respect a "*healthy diet*", only this part of the population whose primary concern is no longer to find food and food for their family, only this part of the population who has access to clean water, only that part of the population that can afford health care services and nutrition counseling. Let's conclude that "*healthy has a price, a high price. Healthy is even a luxury.*" This is not only valid for Madagascar though. In many Western countries, consuming natural and organic products is definitely a luxury. It is not surprising to hear that many expatriates prefer to stay in Madagascar because the food is still good, by its naturalness, and yet affordable. Malagasy people are really lucky, but unfortunately cannot take full advantage of such a big opportunity.

DIET

What are the most popular Alternative Dietary Lifestyles?



Exercise is an important aspect of dietary lifestyles.

In the United States, a typical diet is loaded with processed foods, high-fat dairy products, red meats, and sugars.

"Diet" is commonly perceived as depriving oneself for the sake of weight loss or as a means of correcting an imbalance like high cholesterol or diabetes. But broadly speaking, diet is simply what we eat. Let's forget the "deprivation" side of diet, but think of it as a means for feeling and being healthier.

#1 Mediterranean Diet

The diet of the inhabitants around the Mediterranean Sea tends to be low in red meat, sugar, and saturated fat. They eat lots of fruits, vegetables, whole grains, beans, nuts, legumes, olive oil, and flavorful herbs and spices. Red wine and exercise are daily components of the diet as well.

#2 Weight Watchers

For you who want to lose weight, the points system of this diet suits you. Every food

is allotted a certain number of points, and you are allowed to eat a certain number of points a day. A deficit of 1,000 calories a day is needed. Exercise is also encouraged. Those who do enough activity get bonus points, which allow them to eat more.

#3 Mayo Clinic Diet

Break your bad habits and pick up good ones. For the first two weeks, the program recommends to restrict certain foods, but allow unlimited snacking on fruits and vegetables. Later, you shift your focus to calorie-counting, learning exercises, and nothing is off-limits. Note that this diet restricts alcohol consumption.

#4 Vegetarianism

Just stop eating meat, opt for tofu and seitan instead. But this diet doesn't restrict some non-healthy items like French fries. Exercise is not an inherent element of a vegetarian diet, but it is encouraged for everyone. It has a hard-core version which is vega-

nism. No eggs, dairy or any animal-related products allowed. Vegetarianism and veganism are perceived more as a lifestyle than a diet.

#5 Volumetrics

The theory behind volumetrics is that people tend to eat the same weight of food each day, regardless of the number of calories. For example, a pound of low-density carrots contains as many calories as an ounce of high-density peanuts. The Ultimate Volumetrics Diet book is a good guide for the diet. It recommends walking for 30 minutes most days of the week.

When you actively and safely invest time into planning what you eat, you'll begin to find that the long-term gain of improved health outweighs any short-term satisfaction you get from consuming those not-so-healthy foods.

Source: Nutrition
Science Degree
Edited by Kenny
Raharison

AmCham
American Chamber of Commerce in Madagascar

About the American Chamber of Commerce in Madagascar :
AMCHAM in Madagascar is a non-profit association of American, International, Local businesses and business people, and is affiliated with the US Chamber of Commerce, the largest business organization representing the interests of more than 3 million businesses of all sizes, sectors and regions.
For further information about the benefits of membership, please don't hesitate to contact us either via email or phone.
Email: es@amcham-madagascar.org
Phone: +261 20 26 410 34

Our Charter and
Sponsoring Member: Our Sponsoring Member:

BUSINESS

Upcoming Practicum on Leading and Growing Your Business...

Speed and Adaptability of **LEARNING** is the New Competitive Advantage.

In order to do so we must simultaneously:

Un-Learn

Re-Learn

Learn

We call this the "**URL**" UNFAIR ADVANTAGE

The challenges and opportunities businesses face today are many. Fundamentally today the size, sector and geography of your business is not necessarily a disadvantage. Why is this so? Because the speed and adaptability of learning is the real competitive advantage, not size, sector and geography. This advantage needs to be unpacked further into Un-learning, Re-learning and Learning. It's what we call the "URL" UNFAIR ADVANTAGE. Why? It is very difficult to emulate. In the context of leading and growing your business we need to tap into each of these learning components on a continuous basis.

As an illustration what can you improve in your business model to better serve your customers will

constitute Re-learning. Practically this may be quality improvements, product enhancements, more efficient production methods etc.

At the same time we may also have processes, rules, policies, even products and services that are not adding value and often creating complexity in our businesses. These we need to selectively forget or even destroy. This is often the most difficult choice, as it was a contributor to past success and we tend to cling to these in the hope they can return past successes. This is often never the case in point, so we need to Un-learn these elements in our business.

Finally, there exists a counter intuitive argument that we need to focus on our strengths. However this is not always the case.

Today's strength can be your future weakness, so complacency on just betting the future on our current strengths is not the best way to lead and grow your business.

Going beyond the exploitation of your current business model to explore and grow new business models is a leadership imperative. Failing to do so is not leading, just managing. This is where the speed and adaptability of learning comes in. We cannot predict the future, however we can spot trends and signals in the environment that we need to explore as future business model opportunities. To do so we do not have all the answers. What we do have are assumptions which we have to test and validate. This process of experimentation to test and validate is where real learning takes

place. How fast, how cheap, and how much learning takes place become the key metrics and results.

Failure to know and practice the "URL" UNFAIR ADVANTAGE only provides your organisation with learning disabilities. Surely we need address such a disabilities.

This practicum for entrepreneurs, intrapreneurs, business owners, managers and executives will introduce you to a powerful yet simple set of frameworks, tools, and models to give technique to your vision as a managerial leader. We look forward to welcoming and growing with you and your business on this October from 21st to 25th 2019 upcoming practicum with INSCAE.

Source: L'Express de Madagascar

CSR

ViMa Woods signs partnership with the Ministry of Environment and Sustainable Development for embellishing the National Road 2.



Signature of a partnership agreement between ViMa Woods and the Ministry of Environment and Sustainable Development.

October 10, 2019: As part of its commitment to sustainable development, ViMa Woods responded positively to the Ministry's partnership request in the implementation of the NR2 beautification project.

This commitment confirms the ViMa Woods' social responsibility: reforestation and flowering many sections of the NR2 with ornamental trees, fruit trees, and wild flowers.

The NR2 sections concerned are located between Antananarivo and Moramanga, which is ViMa Woods' location as well. More than just an embellishing project, ViMa Woods will also ensure the periodic maintenance of these reforested sections.

ViMa Woods was represented by Mr. Zouzar BOUKA, Chairman of Vision Madagascar and Chairman of the Board of Directors of ViMa Woods; and the Ministry of Environment and Sustainable Development was represented by Mr. Alexandre GEORGET, Minister, and in the presence of Ms. Lova RAKOTONDRABARY, Director of ViMa Woods. Ms. Lova Rakotondrabary stated that the "Flowered Road" project or "Projet Route Fleurie" on the NR2 implies the active participation of ViMa Woods, considering that the company intervenes in this zone as a major player specialized in logging and forestry, and wood industry. ViMa Woods manages 5,000 ha of pine forests in Moramanga. The company then has the experience and the capacity necessary for the realization and sustainable monitoring of this project. To ensure the growth of the "Flowered Road" plantations, ViMa Woods will provide the periodic monitoring and maintenance for two years, in collaboration with the MEDD as well as safety organizations; and the most important point, the company is committed to raising awareness among the population.

Source: ViMa

Edited by Kenny Raharison

FOOD SECURITY

How the U.S. increases food security by helping female farmers

In a world where almost half of farmers are women, an empowered female population means more prosperous global agriculture.

Since 2010, the Feed the Future initiative has brought together private sector and U.S. government organizations to tackle world hunger and poverty. Today, 8.2 million more women are living in households that are no longer hungry since the U.S. launched the Feed the Future program.

Here's a snapshot of three countries around the globe that have seen increased food security, entrepreneurship opportunities and nutritional education for women in the past nine years.

Guatemala

Safety and security for Guatemalans is a priority for the U.S. government, which includes helping the country boost its economy through agriculture. Feed the Future works closely with rural Guatemalan coffee farmers to renovate coffee farms and combat coffee rust disease. A new project, Guatemala Coffee Value Chain, will train and assist



A woman transplants rust-resistant coffee seedlings into bags in Fraijanes, Guatemala. (© Moises Castillo/AP Images)

approximately 20,000 small-holder farmers with technological tools that help increase crop yields and improve soil and water management. This way, female farmers — who are often involved in the post-harvest coffee production process — can build prosperous lives in their own country.

Bangladesh

The United States Agency for International Development has helped approximately 80,000

Bangladeshi farmers — the majority of whom are women — turn to raising fish in addition to crops such as vegetables. Overall fish production has increased by 25 percent, a number that promises to keep growing as farmers learn about caring for fish ponds. The result? A more economically secure community, as women are able to provide for their families.

Nepal

Food security also includes proper nutrition

and access to a reliable water supply. In Nepal, where over one-third of children under age 5 are malnourished, USAID has worked at the community level to educate women about better health practices with young children, including encouraging breastfeeding. In communities assisted by USAID, the rate of exclusively breastfeeding infants under the age of 6 months has risen to 71 percent from 45 percent over the course of five years.

Source: ShareAmerica



ANNOUNCEMENT

AmCham English Discussion Seminars

The American Chamber of Commerce (AmCham) is pleased to announce the opening of the

4th term of its Tuesday - Thursday sessions, which will start on Tuesday, November 5th, 2019.

If you want to improve your English skills, come join the AmCham's English discussion seminars, consisting of 100% practice in a friendly and welcoming learning environment.

Class descriptions:

- Each class is limited to 10 participants to give you the best possible opportunity to learn quickly and accurately.
- Sessions are led by fluent English speakers having extensive experience in teaching the English language.
- Each session focuses on a variety of topic of interest to the participants.

Calendar & Venue:

Seminars are held at the AmCham Office, Bâtiment C1, Explorer Business Park, Ankorondrano - **all at the same time: 12:15pm-1:45pm.**

Participation fee is **100,000 Ariary** per person for all 10 sessions

(10,000 Ariary per session), or 15,000 Ariary per session for those attending "a la carte".

Anyone with basic conversational English is eligible to attend. However, preference will be given to individuals registering for the full 10 session block, and within this group, AmCham members.

Registration: Class size is limited to 10 participants, so to secure your spot, please submit payment to the AmCham office by

> Monday, November 4th, 2019

Special formula: Companies may have the English discussion seminars held at their offices on one condition: the client has to provide 10 participants for each class.

Another possible option under this special formula: Companies that cannot gather 10 participants but located in the same area (e.g. downtown) can make a joint session at an agreed location (e.g. in the premises of one of the participating companies). Interested parties are invited to contact AmCham in the below contact details. Registration deadline for this special formula is open-ended.

For further information, contact AmCham at es@amcham-madagascar.org / info@amcham-madagascar.org or at 020 26 410 34..

MANAGEMENT CORNER

What Not to Say When an Employee Makes a Mistake

When one of your employees makes a mistake, what do you say? You might feel frustrated or angry, and ask something like "What were you thinking?" or "What went wrong?" But those kinds of past-focused questions only reinforce the mistake and make the person feel defensive. Instead, ask a question that looks forward: "How will you do it differently next time?" Focusing on the future this way allows the person to acknowledge their mistake and demonstrate what they've learned. Additionally, it shows that you're confident in the person's abilities and gives you the chance to point out any problems in their thinking. Future-focused questions aren't easy to ask when your emotions are hot. Take a deep breath before speaking, and remember that your goal in this situation is to help the employee grow — not to make them feel worse than they already do.

This tip is adapted from "What to Say When Your Employee Makes a Mistake," by Peter Bregman

Source: Harvard Business Review

ANNOUNCEMENT

As a reminder, the American Chamber of Commerce is non-profit organization based in Madagascar and dedicated to both US and Madagascan businesses. AmCham started working in November 2008 and was officially recognized by the Government of Madagascar in February 2010.

AmCham's missions are to:

- Strengthen trade relations between United States and Madagascar
- Support the establishment of high-quality standards of commercial practice
- Support the expansion of an English-speaking, Anglophone business community in Madagascar

The American Chamber of Commerce in Madagascar is pleased to welcome in 2019 YOUTH INITIATIVES among its members.

As an AmCham Youth member, your organization will have the opportunity to:

- Develop a high level network
- Reinforce your credibility as an organization
- Upgrade your international visibility
- Receive technical support from the AmCham team

Ready to apply? Please verify that your organization:

- Supports at least one SDG goal
- Is led by (a) young person/people aged between 18 and 35 years old
- For startups, is less than 5 years of fiscal activities.

The membership fee is **100 000 Ariary per year**

No individual application allowed

For further information, contact AmCham at info@amcham-madagascar.org or at 020 26 410 34.

THE AMCHAM POST

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Executive Director:

Scott A. Reid

Executive Secretary:

Lalaina Rakotoarison

Publication Manager:

AMCHAM

Editors:

AMCHAM

Kenny Raharison

Elodie Rabenivo

Hassan Alwalid

Advertising:

publicite@lexpressmada.com

info@amcham-madagascar.org

Phone:

+261 20 26 410 34

WEBSITE:

www.amcham-madagascar.org

L'Express
DE MADAGASCAR

Editorial Director:

Sylvain Ranjalaly

Editor in Chief:

Sylvain Ranjalaly

Advertising Manager:

Haingo Ramahatra

Production Manager:

Christian Riya Rafidison

WEBSITE:

www.lexpressmada.com

Ankorondrano

BP3893 - 101 Antananarivo

Phone: +261 20 22 219 34

Fax: +261 20 22 628 94

Telex: +261 20 22 222 87

E-mail: lexpress@malagasy.com