PRESS BOOK · MEDIA COVERAGE

High-level roundtable and Madagascar–ILRI dialogue

Antananarivo, 1–2 October 2026 · Updated 8 October 2026

This document gathers the articles, reports and posts published on the 1 October roundtable and the 2 October 2026 Madagascar–ILRI dialogue. We have recorded eighteen so far. The list is not final: more articles will probably come out, and the print versions already published will be scanned and added.

6 national press articles

4 international dispatches and reposts

3 TV news segments

5 social media posts

DAY 1 · 1 OCTOBER 2026

Development partners' roundtable

Most articles are about the roundtable and the USD 400 million to be raised for the 2026–2030 Livestock Sector Master Plan (PDSEM).

NATIONAL PRESS

L'Express de Madagascar
1 Oct 2026

Fonds sectoriels – Le secteur de l'élevage recherche des financements

The sector needs more than 1,700 billion ariary. The article names the World Bank, FAO and ILRI among the partners.

Midi Madagasikara
2 Oct 2026

Secteur de l'élevage : mobilisation de financements de 400 millions USD

The Ministry of Livestock wants to mobilize public and private funding for the 2026–2030 master plan. ILRI and FAO are cited for their technical support.

NewsMada
2 Oct 2026

Transformation de l'élevage : 1 760 milliards d'ariary pour passer de la planification à l'action

The roundtable aims to turn the master plan into concrete investments. The article mentions the Minister of Livestock and ILRI's Director General.

MG Headlines
2 Oct 2026

Élevage : Madagascar cherche 400 millions de dollars pour transformer le secteur

The article presents the PDSEM as the sector's roadmap and details its four priority value chains. It reports expected gains of 37% in dairy productivity and 31% in beef production.

Capmad
3 Oct 2026

Élevage : Madagascar veut mobiliser 400 millions USD d’ici 2030

The article presents the 2026–2030 investment roadmap and the value chains it targets. It cites ILRI among the partners who developed the master plan, alongside FAO and CIRAD.

Midi Madagasikara
7 Oct 2026

Transformation de l’élevage : un pari à environ 400 millions USD

The ministry has given itself 90 days to list projects and set investment priorities. The article notes that ILRI provided technical support to the roundtable.

INTERNATIONAL PRESS

Xinhua
2 Oct 2026

Madagascar prévoit d'investir près de 400 millions de dollars pour moderniser le secteur de l'élevage d'ici 2030

The master plan provides for about USD 400 million in investments. It relies on a platform of the sector's development partners.

Xinhua · Multimédia
3 Oct 2026

(Multimédia) Madagascar prévoit d'investir près de 400 millions de dollars pour moderniser le secteur de l'élevage d'ici 2030

The dispatch is republished with photos. It stresses the expected benefits for rural communities, young people and women.

AllAfrica (L'Express)
2 Oct 2026

Madagascar: Fonds sectoriels – Le secteur de l'élevage recherche des financements

L'Express de Madagascar article republished on AllAfrica.

AllAfrica (Midi Madagasikara)
7 Oct 2026

Madagascar: Transformation de l'élevage – Un pari à environ 400 millions USD

Midi Madagasikara's 7 October article republished on AllAfrica.

TELEVISION

I-BC News	Segment from 10:26 to 13:30	Watch the news bulletin ↗
Record Madagascar	Segment from 9:20 to 12:26	Watch the news bulletin ↗

SOCIAL MEDIA

Dépêche Informative Taratra	Short video (reel)	Watch the reel ↗
Dépêche Informative Taratra	Facebook post	View the post ↗
Dépêche Informative Taratra	Reels page	View all reels ↗
Groupe Facebook	Post shared in a group	View the post ↗

DAY 2 · 2 OCTOBER 2026

Dialogue between ILRI and national institutions

I-BC News ran a report on the dialogue and the signing of the agreement. The Ministry of Livestock also reported on it on its Facebook page.

TELEVISION

I-BC News	Segment from 14:00 to 16:24	**Watch the news bulletin ↗**

SOCIAL MEDIA

Minisiteran'ny Fiompiana (MINEL)	Post in Malagasy on the dialogue	Facebook, 8 Oct 2026

Messages picked up by the press

- **USD 400 million.** This is the figure quoted everywhere: about 1,760 billion ariary to be raised between 2026 and 2030.
- **From planning to action.** NewsMada made it its headline.
- **The priority value chains.** Cattle and dairy, small ruminants, poultry and pigs.
- **The partners' platform.** Xinhua presents it as the framework bringing together ministries, donors and the private sector.
- **ILRI.** Cited as a partner in five national articles. NewsMada also mentions its Director General.

To fix next time. Livestock's share of GDP differs from one article to the next: 13% in L'Express, 13 to 15% in NewsMada, while the PDSEM gives 5.1%. Journalists should be given a figures sheet validated by MINEL and ILRI.

Photo library

The photos are on Drive, sorted by event.

Development partners' roundtable	**Open the album ↗**
Dialogue between ILRI and national institutions	**Open the album ↗**
Signing of the agreement	**Open the album ↗**
Visit	**Open the album ↗**

WHAT COMES NEXT

Phase 2 of communication

This press book closes the first phase. Next, MINEL and ILRI's communication team (CAKM) will work together on the following points.

TO DO

1. Send this press book by email, in French and English.
2. Pick the best photos from the two days.
3. Publish a LinkedIn post with the photos and key messages.
4. Align MINEL and ILRI publications: same messages, same figures.
5. Prepare a communication and advocacy strategy for Madagascar.

ANGLES TO DEVELOP

We no longer want to simply announce meetings, but to show what they change.

From resource mobilization to action

How Madagascar coordinates livestock investments.

From data to decisions

A platform and a database to guide investments.

From project to partnership

A long-term relationship between ILRI and Madagascar.

From planning to implementation

Investments, solutions and measurable results.

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