

CODAL, 75 years dedicated to food quality



Jacques BRUNOT

Arriving in Madagascar in June 1932, Jacques BRUNOT, Engineer of Arts&Metiers University has worked for 17 years in the meat industry, processing corned-beef at Diego-Suarez for a company named Société Rochefortaise. Once this factory was requisitioned by French Army, Malagasy zebu corned beef was retained to make part of the soldiers' military ration during the war. In February 1949 there was a company named the "Comptoir d'Alimentation", created between Mr. Louis REBICHON and Mr. Stéphane WOJAK, Jacques BRUNOT joined this association. "Comptoir D'Alimentation" is the origin of the contracted commercial acronym: "CODAL".

In February 1949, this company bought from Mr. VIENNY a fund of butcher's shop located Rue Escande, nearby the market, centre of Tananarive. In 1951, Mr. VIENNY left Madagascar for Brazil. From then, in addition to the butchery activity, the CODAL started to import of perishable food products requiring a cold chain technology that Jacques Brunot mastered perfectly: butter, cheeses, fresh yeast, dairy products, etc. These products arrived from Europe to Madagascar in refrigerated docks by the ships of the Compagnie des Messageries Maritimes. At that time, goods and passengers travelled 45 days, or more, via the Suez Canal, the expiry dates were hardly known at these times!

THE FIFTIES

These were the post-war years, of reconstruction and revival of the various economic sectors, and, for the young CODAL Company, the year of the start-up. 1951: The Alarobia Stadium is dug, and this embankment will be used to backfill the plain an create the Route des Hydrocarbures, industrial zone between Antananariva and Alarobia, north of City...



CODAL Ambatomena

1952: CODAL company move to a large house located Rue du General Rocques in Ambatomena Tananarive. The family is living upstairs, the Company is operating in the ground floor! The Analakely butcher's business was then sold out.

April 1954: CODAL buy and proceed to an embankment on the actual site of Route des Hydrocarbures Ankorondrano and build the first warehouse with fridge and offices. End of 1954: the plain of Antananarivo is flooded, but the water stops in front of the gate, as the embankment had been planned 50 cm above the road....!

February 1959: the property known as "l'Avenir" in Majunga is acquired for setting of CODAL Majunga, the first port relay, with refrigeration facilities to store imported products in transit to Tananarive.

THE SIXTIES

June 26, 1960: Independence of Madagascar. 1960: The partners decide to create a food canning workshop. 1961: the company name changes to "Comptoir Industriel de Produits Alimentaires," but the trade name "CODAL" remain. Gradual transfer of the head office to Ankorondrano Route des Hydrocarbures. November 1961: creation of CODAL- Réunion, Reunion Island. 1962: creation of CODAL Tamatave Boulevard de l'Ivondro and installation of a banana drying plant with a small canning workshop. 1963: Creation of SOMAPECHE in Majunga, the first shrimp fishery in Madagascar. Mr. René FABARON director of CODAL Majunga, join SOMAPECHE, and will be back to CODAL 10 years later, where he collaborated for more than 35 years. 1964: development of a dairy activity on the Ankorondrano site, producing 1,500 litres of milk per day, transformed in: fresh milk, yoghurts, cheeses, etc... Tamatave site don the first processings tests of "Natural Green Peppercorns". 4,000 units of 100g cans will take two years to be sold, with difficulties... 1965: in Antananarivo, installation of a cellar for import and bottling of French wine. March 1966: in Majunga, capital contribution of CODAL's refrigeration installations integrated to SOMAPECHE, of which we become co-shareholders with the Japanese company TAIYO-MARUHA.

This partnership lasted 45 years, CODAL is still associated in this shrimp fishing business. CODAL maintains a transit and distribution agency in Majunga for the products manufactured in Antananarivo and imports of foodstuffs from overseas.



CODAL Majunga

March 1967: change of CODAL into a public limited company, with introduction of members of the BRUNOT family as main shareholders. August 1967: contribution of the CODAL dairy facilities to the company Centrale Laitière with the participation of the Malagasy State. 1968: Mr. Stéphane WOJAK settles in Reunion Island and retires from CODAL. CODAL Reunion activities are resigned. 1969: the shares held by Mr. WOJAK are assigned to Mr. Jean-Pierre CHABANNE in charge of the local sales management.

THE SEVENTIES

At the beginning of 1970, CODAL was an importer of more than 3,000 food products, including most perishables, transported from the port of Majunga by semi-trailers with refrigerated systems managed in collaboration collaboration with the ATO company of OLLIVE family. The Tamatave unit registers some orders for green peppercorns cans for export, Michel BRUNOT is Manager of the Tamatave unit. This was the beginning of marketing of the original green peppercorns in brine.

CODAL is certainly the forerunner for this canned product and contributes to promote the excellent reputation of the "Green Peppercorns of Madagascar."

First green peppercorns label



1971: CODAL Ankorondrano site expands with a new 750m2 warehouse. In Madagascar, President TSIRANANA retires, replaced by General RAMANANTSOA. In 1972. The country enters the era of President Didier RATSIRAKA. The country left the Franc money zone and became economically isolated. This change of regime led to the blocking of imports, for lack of foreign exchange. With numerous import restrictions, the CODAL company is in a very difficult situation due to the sudden disappearance of most of its turnover. Fortunately, the industrial conversion had begun and the company was saved thanks to its first production of pickles, fruit juices, jams, fruit in syrup, chanterelle mushrooms. In addition, CODAL Malagasy green peppercorns is now exported in larger quantities to European and international markets, thanks to the collaboration of efficient distributors such as STUTZER & Co, DONCK Food, FAUCHON, etc. In 1976, a green peppercorns plant was created in Nosy Be and then in Mananjary to supplement the production and meet the growing demand. The end of the 70s definitively confirmed the industrial conversion of CODAL.

THE EIGHTIES

Economic situation in Madagascar is problematic, shortages are usual. Thanks to its organizational, CODAL manages to maintain its activities, now 100% industrial, by supplying the local market with canned foods as substitutes of imported products no more available. CODAL expand with a new building in parallel to the initial warehouse to enlarge the offices, with a new showroom to attend to local commercial activities. 1980: CODAL settles in Ampetika, east coast, with the plantation of 30,000 peppercorns lianas. Most industries are struggling, fortunately CODAL is granted by the green pepper market expansion. At this time, CODAL green peppercorns is exported to France, Spain, the Scandinavian countries, Switzerland, Canada, Italy, South Africa, Denmark, Benelux, the United Kingdom, the United States, etc. CODAL Green Peppercorns are found in Australia, in Japan at the Osaka World Fair, Virgin Islands, Argentina, Brazil, Morocco, etc....



Evolution of logos

1986: a cyclone destroys most of the Tamatave facilities.
1988: the first production of foie gras from Landes geese is attempted in Madagascar with the incorporation of GEAR Company in Analavory.

Unfortunately, these geese appear to be less resistant than the Malagasy "mulard" duck, livestock farming will be decimated by toxic oilcakes and close down.

At the end of 1989, political opening led the Malagasy economy towards liberalisation. Claude Brunot, who had been appointed CEO in 1981, returned from Brazil to support the founder, Jacques BRUNOT.

CODAL production is increasing and improving: CODAL products are the first in Madagascar with a quick-opening base, with an expiry date, a barcode, etc...

THE NINETIES

Madagascar is entering in a new era, thanks to positive political evolution. Telefax take place of Telex, we are among the first hundred companies in Madagascar with an email address.... CODAL doubles the covered area in Ankorondrano in a way to organize an industrial plant: seamers, boiler, maintenance workshop, etc. At the same time, the range of production is enlarged with the first trials of pickles in jars, fruit juices in cans, fruit in syrup...

1990: Long before the CSR, social and environmental responsibility trend, together with the staff, the Management participates to create an internal association: AMICO – AMicale CODal – which contributes till now for a better welfare of all CODAL employees and providing necessary help to their families in case of difficulties.

1991: An industrial meat processing laboratory is created to attend the local demand for ham, pâtés, sausages, mortadella, terrines, etc....

On October 2nd, 1992, Jacques Brunot, the founder of CODAL and SOMAPECHE died at 83 in France, on the eve of returning to Madagascar where he had maintained his activities in business by serving as a company director.

February 1994: Bad conditions: Cyclone Geralda devastates Tamatave plant, 90% of the building was destroyed.... Reconstruction is undertaken immediately.

With the new health securities and other export regulations, CODAL implements HACCP procedural standards and technical external advisory.

THE 2000 years

These years were those of the continuity of the development of CODAL with the same traditional objectives: processing Malagasy agricultural products with local workforce to promote quality of Malagasy food, to attend local and export requirements.

Diversification includes jars, dry products, spices and condiments, fruit juices, etc...

We initiate a new range of original canned typical Malagasy products.

But, as usual, the first productions of Malagasy products are struggling to be accepted by consumers, so CODAL participates in various trade fairs SIAL Paris, ANUGA Köln, FOODEX Tokyo, ETHNIC Food Show, etc...

2010: CODAL becomes a founding member/associate of AAFEX – African Export Association of Dakar and joins various international trade fairs.

2011: first distribution contract with the company RACINES, which thus adds the "Madagascar" origin to its range of African products.

2012: CODAL is approved as the only industry certified by the organization ANCESM Malagasy National Association for Fair Trade

2014: CODAL launches organic products by registering part of its production and then will be the first Malagasy company to manufacture and export certified organic preserved food. CODAL have more than 40 organic small producers approved at its own expense all around the island.

2017 – Incorporation of the Company and launch of the Organic Sugar Production Unit in Brickaville, BIOSUCRE.

2019 – FFL – Free For Life (Fair trade) certification for some productions

2020-2021-2022- 2023,

All Madagascar canned!



CODAL staff in 2024

Malagasy flavors forever, ever...

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75 years of quality

We are proud of our 75 years of perseverance in promoting quality products from Madagascar, grown by Malagasy farmers made by our 99% Malagasy staff. All Madagascar canned!