

HOW TO PROMOTE LOCAL PRODUCTS FROM THE SAHEL



14 recommendations to share for local actors



SOS SAHEL IN FIGURES



Grassroots non-governmental organization founded in Senegal in

1976

by President Léopold Sédar Senghor in response to a devastating drought



1 objective

to reinforce food and nutritional security through the economic and social development of communities

1 action

on a large scale to protect and restore the natural environment



11 countries

of the Sahel belt (from Senegal to Djibouti) benefit from the actions of SOS SAHEL



1000



local and complementary organizations to reinforce rural communities and their skills

WHY SOS SAHEL'S AFRICA DAYS?



SOS SAHEL's approach is distinguished by the combination of technical advice on environmental and agricultural practices adapted to the climate of the Sahel, completed by support for social development, for basic health, for community governance and for women's autonomy.

In 2017, SOS SAHEL organized in Senegal the first Africa Days to celebrate Africa as well as 40 years of SOS SAHEL's activity in the continent. The 2017 Africa Days were also the opportunity for the NGO officially to launch its new campaign, the Food Security & Nutrition Initiative, with a time horizon of 2025.

In 2018, the second Africa Days brought together SOS SAHEL and its partners in the Green Initiative for the Sahel. This initiative, supported by SOS SAHEL and its partners, is in perfect synergy with the other regional programmes in which SOS SAHEL is involved.

It aims at restoring 350,000 ha of farmland and of providing 10,000 ha of irrigated land; allowing the maintenance of 500,000 jobs in farming and the creation of 5,000 new posts for qualified persons.

1,700 villages are involved, belonging to 500 municipalities in Senegal, Mauritania, Burkina Faso, Mali, Niger and Chad.

This programme constitutes a concrete transversal proposal that is part of the Sahel Alliance (theme: agriculture/food security), "an unprecedented coalition of development actors with the aim of improving over the next five years the living conditions of the populations of the entirety of the Sahel region, particularly its most vulnerable areas", coordinated by Jean-Marc Gravellini, Head of the coordination unit of the Alliance Sahel.

The cornerstone of the proposed solutions:

Developing durable agricultural systems
by promoting local potential
in the 11 countries where SOS SAHEL is active.



Rural communities,
farming families and
local entrepreneurs are
the actors of change.

Together, they can meet
the challenge of food security.

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In Chad,



300,000 families

are maintaining their income
thanks to gum arabic

In West Africa,

the food economy

employs



81 % of the population
in rural areas

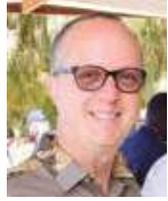


35 % of the population
in urban areas



68 % of women
who are employed

YOUR ACTION REMAINS THE DRIVER OF CHANGE!



Rémi Hémercyck
Executive Director, SOS SAHEL

Alliances between organizations and businesses are determinative. In Chad, for example, the ACACIA programme of SOS SAHEL is supported by NEXIRA, the top importer of gum arabic, Danone and Firmenich. It concretely contributes to the Great Green Wall Initiative for the Sahara and the Sahel. Together, partners can undertake the long-term work of supporting the gum arabic branch and ensuring the durability of the resource to maintain the income of 300,000 Chadian families and preserve the environment, which provides a livelihood to many farmer-shepherds throughout the Sahel belt.

In the Sahel, more than elsewhere, means of agricultural promotion are adapted to varied natural areas, most often arid ones, in extreme climatic conditions that are constantly evolving. In West Africa, the food economy employs 81% of the population in rural areas and 35% in urban areas. 68% of women who are employed work in the food system.¹ Thus, the agricultural and food sector plays a key role and should be a priority in combining reduction of food insecurity, maintenance and creation of jobs, economic development and environmental protection.

Agricultural growth is going through a process of economic diversification and of development of agro-food processing systems. This is the role of the businesses which, upstream of production, provide agricultural operations with the services they need to intensify production, and take over downstream for transportation, storage, marketing, distribution and use.

Support for family farming, equipping land use for higher yields, reinvestment of the profits created on farms or in the region all make it possible to act on all the development factors cited in this booklet.

¹ Sources: The figures cited here come from "Agriculture, Alimentation & Work in West Africa", Secretariat of the Sahel Club, OECD, 2018



2018 AFRICA DAYS FORUM PROGRAMME

4th May 2018

The Market Place for sharing and discovery

It is demonstration tool for existing, functional partnerships that ally sustainable agriculture to the promotion of local produce. The participating structures have explained their strategy, their values, the principles that guide their actions, their difficulties as well as the successes that punctuate their pathway.

Participatory workshops to pursue discussion and build together

Participatory spaces have been put in place to allow participants to share, in a convivial setting, their experiences on two main themes:

“Levers of and brakes on the promotion of local potential: how should we overcome obstacles?”
and

“What partnerships are needed to create a structure for sustainable local sectors?”

5th May 2018

Site visit in the Niayes ecological zone



Exchanges of ideas among diverse actors for multiplication of impact

During the Forum of the Africa Days, SOS SAHEL's task was:

- to provide a space for exhibitions and for meetings between actors offering solutions, either in support for family farming or in development of businesses in the food economy. This is the MARKET PLACE, where SOS SAHEL and its partners exhibited 12 solutions presented below;
- to bring about discussions among actors in the food economy from varied horizons, from the most modest to the most powerful, to describe their contribution to the sector and the challenges with which they are confronted from a food security perspective. This is the FORUM whose main conclusions are summarized at the end of this booklet.

This document is aimed at all actors involved with the local land.

To NGOs

This document will provide you with solutions for modifying the scale of your projects and multiplying the impact of your actions

To members of technological and financial institutions

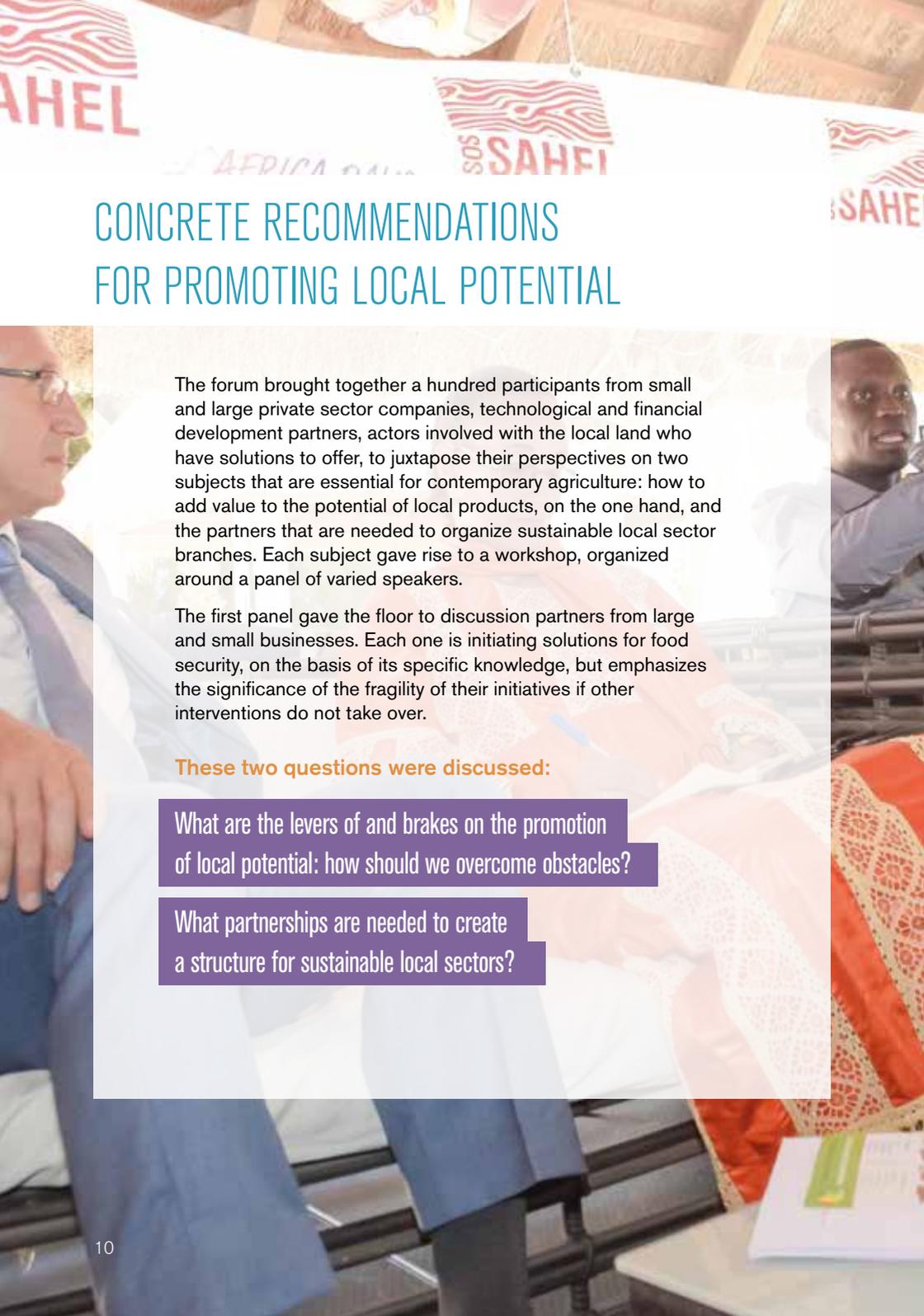
This document will allow you to explain the conditions that are necessary for obtaining financing and to present tried and tested effective solutions

To local entrepreneurs

This document will deal with your issues with financing and with the renewal of your project

This document is intended to be as concrete as possible.

Adopt it. It's yours.



CONCRETE RECOMMENDATIONS FOR PROMOTING LOCAL POTENTIAL

The forum brought together a hundred participants from small and large private sector companies, technological and financial development partners, actors involved with the local land who have solutions to offer, to juxtapose their perspectives on two subjects that are essential for contemporary agriculture: how to add value to the potential of local products, on the one hand, and the partners that are needed to organize sustainable local sector branches. Each subject gave rise to a workshop, organized around a panel of varied speakers.

The first panel gave the floor to discussion partners from large and small businesses. Each one is initiating solutions for food security, on the basis of its specific knowledge, but emphasizes the significance of the fragility of their initiatives if other interventions do not take over.

These two questions were discussed:

What are the levers of and brakes on the promotion of local potential: how should we overcome obstacles?

What partnerships are needed to create a structure for sustainable local sectors?

Some issues mentioned in answers:

Quality, quality always

“Small businesses must take great care over quality, seek niches, for products of local origin and with high added value. For large companies such as the Grands Moulins de Dakar which market imported products, and are seeking to maintain their competitiveness in the face of heavy international competition, it is possible to support local production by imagining finished products made of local and imported products. Policy plays an important role in the emergence of a food economy. It is necessary to draw out a new African economy.”

Frank Bavard, CEO of Grands Moulins de Dakar

“The Dakar Teranga Pullman Dakar supports the local economy by supplying it locally. The Planet 21 programme is a CSR programme implemented by the ACCOR group to support family farmers and plant trees. This demands a high quality requirement from production to distribution via processing. However, this approach is held back by the fact that in Africa it remains very difficult for producers to obtain certificates of quality.”

Daniel Karbownik, CEO of Pullman Dakar Teranga

Developing high-performing distribution networks

“The processing of tropical fruits, training, advice, study, present significant challenges and it is a matter of urgency to increase production to fill food gaps for the populations of African towns. This is why we are working to understand how to sell products and develop distribution networks.”

Valérie Ndiaye, Director of Esteval Agroalimentaire

Co-construction with private partners

“Lack of investment in the face of need is a reality. In West Africa, the food economy provides a large majority of jobs. The EU's 3 pillars of intervention are financing to intervene at various levels, technological assistance for local industries and the improvement of the business climate. In a certain number of African countries, the EU supports public policies which ensure support for economic actors and for NGOs.”

Stéphane Devaux, Coordinator of West African Regional Cooperation for Agriculture and Food Security at the European Union

Adapting financial instruments to local partners

"In 135 countries, the UNDP has created a special line making available to communities small amounts of financing, on the order of \$50,000, granted to projects from women's organizations. These projects may fall under various areas: environment, processing, skills reinforcement, organic farming, adaption to climate changes, support for income-generating activities (IGAs). Each project has a partner, with the aim of transforming an IGA into a larger business with access to the market."

Khatary Mbaye, Coordinator of the "small grants" SGP/GEF programme at the UNDP

Constructing alliances

"Local industries represent a strategy of alliances and territories. It is necessary to work on the entire industry, from production to consumption/distribution, and not to invest in closed tools. It is a question of having a strategy with staying power, and building allowances that allow production and the market to meet, without forgetting to develop strategic meetings with bankers."

Eric Campos, Chief Executive Officer of the Grameen Crédit Agricole Foundation

"It is a matter of supporting the private sector, providing accompaniment to the local financial sector and to NGOs. Interventions can be regional. For this purpose, the French Development Agency (AFD) is approaching structures such as the Green Climate Fund, or under the form of PPPs (Public-Private Partnerships) to finance hydro-agricultural infrastructures, or with the European Union's Emergency Trust Fund, to revitalize youth unemployment and to develop vocational training centres that help people lift themselves out of subsistence farming and transition to large-scale farming."

Laurence Hart, Director of the AFD in Senegal

Innovation in seeking financing

"The main problem is SME-SMIs' lack of their own funds. As the bank cannot take the risk of providing financing, it is necessary to innovate. All the more so as most businesses are developing in an informal environment, which makes the financing of their activities even riskier from the banks' point of view."

Malick Ndiaye, CEO of the Caisse Nationale de Crédit Agricole du Sénégal (CNCAS)

And beyond finances...

The **Central Bank of West African States** is currently developing a new way of making more resources available to SME-SMIs and a new means of non-financial support (training, advice, management centre). Particular attention is paid to risk control. Forms of credit must also be adapted to the calendar of agricultural activities to avoid annual breaks that halt production.

SOS SAHEL believes that the social dimension is at the heart of training and education. Training is a support that must be built on the basis of local knowledge to reinforce producers and industries. It is important not to focus solely on the technical aspects but to build upon local skills and fill local needs.



INNOVATIVE MARKETPLACE SOLUTIONS

Each of the solutions presented in this document begins with the explanation of a

VISION OF CHANGE.

- **An initial situation,** one that already is most often part of the past, emphasizes with a few strokes the fragility of the people, the situations, the constraints with which actors are confronted, the limits their efforts bump up against.
- **The opportunities** which have arisen over the course of recent years and which have awakened interest and motivated SOS SAHEL and its partners to identify innovative solutions.
- **The vision of an ideal situation,** still to come, where actors have removed risk and are giving the highest possible value to the natural human and economic potential around them.
This vision provides food for thought and serves as a guide in the development of strategies for action.



This process of change is always part of a contrasting context that simultaneously present assets, **potential levers** on which to lean, and challenges, constraints that are as many **points to pay particular attention to** in making strategic choices and setting operational goals.

The solutions describe the different aspects of the action undertaken by SOS SAHEL and its partners. A solution is based upon the different categories of actors, to whom progress pathways are suggested in terms of skills to acquire, modes of organization to construct and modes of economic development to put in place. The solutions explained here have already been tested on the ground and are providing results.

The results and impacts explained here are real, observable on the ground, borne by actors and beneficiaries. Whatever the figures, the amounts, the results explained here are significant and important for the actors. They provide evidence of the trajectories of change they have undertaken with the support of SOS SAHEL and its partners. For many, these results demonstrate an intermediate stage on this pathway, which is often very slow to establish itself.

Finally, the lists of partners, **the coalitions of actors** presented here demonstrate that to be effective and sustainable, solutions are never simple, or are they solely supported by a single organization, institution or company, however powerful. Any solution will be made up of a large number of activities, engaged in and supported by a wide range of actors, each one playing a precise, specific role. In this regard, SOS SAHEL and the other solution providers demonstrate their role as mobilizers, as facilitators more than as implementers in the strict sense.





SHEA, FROM BUTTER TO COSMETIC CREAM

Starting situation

Shea butter is a traditional edible paste, very popular in the regions where it is produced. However, the butter is difficult to extract and not widely promoted.

The shea tree is among the best protected trees everywhere it grows. Nevertheless, no-one, or almost no-one, is planting this tree, which takes about 7 years to bear fruit. It is harvested for minimal production intended almost entirely for local consumption.



Opportunities

For some years, the cosmetic industry has been discussing and promoting the excellent qualities of shea butter, which this industry sells at much higher prices than in Africa. SOS SAHEL and its partners have sought to help women to develop the professional skills necessary to produce a quality product appreciated on regional and international markets.



Vision

Shea is becoming a high-quality production, a product for ensuring food security, and a cream for cosmetics. The resource is sustainably managed thanks to renewal and to a rigorous management of the shea tree park. Moreover, shea is included in the tried and tested agro-forestry systems of various countries of the Sahel.



Potentials

The product is already a significant export product for Mali and Burkina Faso, but there remains high potential for export. It is very largely a women's industry, and therefore a true lever for development. The range of products based on shea is far from having reached the full extent of what is possible for the products, the local market or the international market.



Essential actors' alliance

- Unions of shea butter producers in Burkina Faso and Mali
- Chouette Mama
- European Commission
- Kinder In Not
- Fondation Caritas France
- City of Annecy



Points to be aware of

As shea trees are not being planted, the resource is threatened by poor agricultural practices. As a resource it is not much domesticated and a great deal of progress remains to be made. Shea cultivation has not been entirely perfected. Therefore, the product's potential is not used to its fullest extent.



Solutions

Women are being supported with technology that allows them to produce a high-quality cream thanks to the improvement of their equipment and of the processing and storage process. Production is being developed from the artisanal stage to the semi-industrial stage. Production is being diversified thanks to the creation of high-quality soaps that add softness and suppleness to the skin.

Households are being educated on the importance of better protection for trees, of planting new trees or of promoting natural regeneration by protecting newly planted ones.

Women are being invited to form groups so as better to support collection, processing and marketing. Women are being trained for various aspects, in particular negotiation for export. At present, the entire industry is being reinforced, from gathering up to marketing for export.



Results and impacts

SOS SAHEL has opened **2 semi-industrial soap factories** producing **2,500 bars of soap per day**.

9,500 women are equipped and trained in Burkina Faso and Mali.

They have achieved **25% more productivity** thanks to higher-performing equipment. Their **working time has been divided by 5**.

Their wood consumption has been reduced by 90%. The sales price has increased from 500 to **960 francs CFA/kg**. SOS SAHEL's action has led to the **exportation of 300 to 500 tonnes** of shea butter every year.



ACACIAS, THE SAHEL'S GOLDEN TREES

Starting situation

In Chad, the harvesting of gum arabic is a seasonal harvesting activity which provides monetary income for many families. However, production remains limited: producers lack equipment and technical competence and are not well organized, in addition to the fact that some harvesting areas are a long distance from the villages.



Opportunities

Gum arabic is a sizeable undertaking for Chad because it represents the second largest source of income from exports. In the early 2000s, an import company and users of gum arabic created the Acacia Fund to support production in the countries of the Sahel region. SOS SAHEL supports the promotion and the sustainability of this natural agro-forestry system, which is very widespread throughout the Sahel belt.



Vision

Acacia forests are protected, managed in a sustainable way. The surface area they cover is being extended. Producers are trained and equipped to produce high-quality gum. These producers are organized within a solid industry, in order to obtain multiple and regular benefits on the local and national levels and guarantee their food security.



Potentials

Acacia forests stabilize the soil that they cover and constitute a natural barrier to desertification and climate dysregulation. They provide fodder for shepherds' livestock. Moreover, the worldwide demand for gum arabic is steadily growing. In Chad, 500,000 farming families live on the proceeds of this product.



Essential actors' alliance

- Nexira
- Danone and Firmenich
- Association pour la Dynamisation des Initiatives Locales (ADIL)
- Ministry for the Environment of Chad
- Decentralized administrative authorities



Points to be aware of

Acacia forests are threatened by unsustainable means of use such as over-forestry, lack of renewal and clearing for the creation of arable land. The industry is not well structured, its producers are not supported and it is faced with a lack of financing for harvests.



Solutions

The groups of producers are organized and trained in harvesting techniques, which allows them to harvest high-quality gum, to manage the harvest and to sell it.

Additionally, villages are equipped with storage infrastructure for the gum and during the harvest periods.

Cisterns are installed in the harvest camps to provide water.

Further, producers' groups are invited to welcome more women, to involve them in decision-making and to give them responsibilities.

Finally, training sessions for environmental education make it possible to raise awareness among communities of the multiple roles played by acacia forests in combatting desertification and climate change.

Community leaders are trained to plan land use, organize forest renewal and improve forest sustainability.



Results and impacts

Since 2009, the **financial value** of gum arabic has increased by **25%**. Producers' **incomes** have increased by **30%**.

29,500 producers have organized into 170 groups and 23 unions.

Local decision-making meetings held by the groups are made up of **30% women**.

7,840 hectares of forest have been restored along the line of the Great Green Wall (1,500,000 trees planted).

Wood consumption has been reduced by 30% (6,000 families are using improved hearths).



EARLY WARNING ON THE CLIMATE FOR PRODUCERS

Starting situation

In the arid zones of the Sahel, the climate is characterized by significant fluctuations from one year to the next and from one place to the next. This means that agriculture, 95% rainfed, is more complex and more uncertain, and therefore also riskier. Nevertheless, the climate information available is very general, and difficult for producers to access. In fact, only 34% of the population has access to information on the climate.



Opportunities

Burkina Faso's National Meteorological Agency is working to extend and densify the network of meteorological stations in order to refine their knowledge of the climate and their prediction capacity.



Vision

Producers are increasing their agricultural production thanks to the use of relevant climate information. Producers have access to local meteorological predictions at the right times, and make effective use of them to undertake their agricultural activity on bases adapted to the climatic conditions predicted for the growing season. In this way, they reduce the risks of a bad harvest and increase their chances of raising their production.



Potentials

In the area in which our partner the association Welthungerhilfe is active, more than 70% of the population listens to the radio. A figure which demonstrates the particular attention that the population pays to the search for information.

Essential actors' alliance

- Welthungerhilfe
- Self Help Africa
- Zood Nooma Association
- Sougre Nooma Association
- Wend Yam Association
- Ecology and Reforestation Project
- National Meteorological Agency
- ECO-DATA
- International Media Department and local radio



Points to be aware of

Leaders in local farming communities are often unable to interpret climate information. They often prefer to use traditional local prediction methods, which they understand better, rather than scientific climate information, which speaks a language they cannot always hear.



Solutions

In order to increase the quantity of climate data, the National Meteorological Agency is installing and managing 20 new automatic meteorological stations, and is putting in place 400 conventional pluviometers for 400 farmers whom the agency is training to take measurements of local precipitation. Climate data and its dissemination have been improved: four radio stations have been enlisted to broadcast weather bulletins.

Moreover, producers, male and female, have been trained to use the data from the National Meteorological Agency of Burkina Faso: training of 'relay' farmers who receive climate information by mobile telephone and pass it on to producers.

The help of municipal bodies has also been enlisted thanks to training in the use of climate data, in particular training in the Participative Planning of Scenarios (mechanism for the collective sharing and interpretation of climatic predictions) and the incorporation of this planning into the Municipal Development Plans.



Results and impacts

In 2017, **52.7% of the population** was able to access relevant **weather information** in the area where the project is active, as against 34% in 2015.

80% of this group (that is 41% of the total population) used this information to take **farming decisions** before and during the growing season.



SERVICE CENTRES FOR CONNECTING FAMILY FARMING

Starting situation

Many producers, male and female, are isolated, in an infrastructure- and service-poor environment a long distance from the markets. In rural areas, the economy's level of monetization is low. Farmers are still often deemed to be involved in "subsistence" farming.



Opportunities

Aware of the importance of increasing their food production capacity, the countries of the Sahel region are developing national programmes for supporting agricultural industries, through mechanization and microfinance.

Moreover, SOS SAHEL, and its partner A Better Life, are training producers' organizations to create and manage technological and financial services.



Vision

Small-scale producers are recognized as professionals. They are fully integrated into the producing industries and are supported by producers' organizations that offer them varied services for high-quality agro-sylvo-pastoral production (proximity, quality, reliability, lower cost).



Potentials

The rapid growth of many urban centres in the Sahel is leading to a rapid increase in demand for meat, cereals, fruit and vegetables.

Given their food security challenges, African states have committed to investing more in their agricultural sector and to increase the availability to producers of decentralized technological administrative services. Producers are encouraged to organize into groups, cooperatives, unions to defend their interests and access services.



Essential actors' alliance

- Umbrella organization for producers' groups
- Micro-finance institutions
- Decentralized technological services
- Municipalities
- A Better Life



Points to be aware of

Businesses' main difficulty is constructing a viable financial model and creating durable profitability. This will require more stimulating economic policies.



Solutions

SOS SAHEL and its partners are stimulating an entrepreneurial spirit. They are forming cooperatives and unions of producers' organizations for the creation and management of business clusters that allow producers to access the technological and financial services they need to produce in an optimal manner and become part of the market. At these service centres, producers can find close to their homes and in one and the same place advice, input, credit and financial services, warehousing, equipment for transforming what they produce, etc. SOS SAHEL provides long-term advice up to the point where these businesses become technologically and financially viable.



Results and impacts

SOS SAHEL has opened **16 service centres** in Burkina Faso, Niger and Djibouti offering access to microcredit, warrantage, purchase of seeds, veterinary products and by-products of the food industry for agriculture and small-scale livestock raising.

In **Burkina Faso** the service centres which have been open for 5 years generate on average **57,000 euros of turnover** annually.



ACTORS ORGANISED FOR LOCAL DEVELOPMENT

Starting situation

In Djibouti, according to regional bodies, 56 to 85% of rural populations have been suffering frequent climate shocks during recent years, as well as food insecurity. In dealing with this situation, regional authorities are entirely dependent on the decisions of central government.



Opportunities

The Djiboutian government's development policy is based upon decentralization and diffusion of technological services. SOS SAHEL is advising the Ministry for Decentralization and has been invited to train local actors to take up their responsibilities regarding local development.



Vision

Administrative authorities and local elected officials decide on the development priorities for their region, and are the contracting authorities for their development plan. Moreover, populations are better prepared to confront climate shocks.



Potentials

Decentralization makes it possible to act effectively in the government's priority development areas, which are:

- Access to drinking water for nomadic populations and management of water resources for food security
- Reinforcement of women's role in development actions, in such a way as to make them less vulnerable to climatic shocks.



Essential actors' alliance

- Ministry for Decentralization
- Ministry for Agriculture and Livestock
- Rural Water Department



Points to be aware of

Rural populations in Djibouti are strongly tending to move away from rural areas, which deprives them of their capacities to take up action for sustainable development.

In local communities, successive droughts have brought local food production down to an extremely low level, which makes these communities heavily dependent on imported foodstuffs.



Solutions

SOS SAHEL is advising the Ministry for Decentralization on applying the legal texts regarding decentralization. In the individual regions, SOS SAHEL is training members of regional councils in contracting and project management in such a way as to allow them to decide on their priorities and have at their disposition tools and skills for planning, contracting and management of the social and economic development of their areas. In local communities, small-scale producers both male and female are supported in creating groups within which they acquire technological skills and help each other to initiate and develop new productions. These groups are trained to create a local service offer to the benefit of production.



Results and impacts

The **regional institutions** of 4 regions are steering their **development plan**. Small-scale **agricultural productivity** has increased by **40%**.

Producers' **incomes** have increased by **30%**.

Local production has also **increased**, as follows:

- 1,500 litres of goats' milk and one tonne of honey per year.
- **80% of women** are improving their **knowledge and skills** regarding good nutritional practices.



LOCAL MARKETS CALL FOR LOCAL PRODUCTS

Starting situation

In Senegal, local products are not well promoted. On the local market, there is a high proportion of imported products with questionable nutritional value. Thus, urban populations do not have a healthy and varied diet, and often show signs of nutritional deficiencies.



Opportunities

Senegalese potential in terms of products consumed locally is immense. Demand is high, particularly from a growing middle class.



Vision

Local products are valued and promoted on the local market. They are accessible in the first instance to local populations wishing to consume products known to the wider public, in a modernized aesthetic form. Products based on Senegalese fruits and cereals can also be exported on the international level, to the benefit of Senegalese producers.



Potentials

The nutritional qualities of Senegalese fruits represent significant potential to improve the nutritional health of a large number of urban consumers. Due to a lack of connection with the markets, it is not unusual for producers to suffer from overproduction of their fruits and vegetables.



Points to be aware of

In the process of transformation of the products, the challenge is to maintain the quality of the products constant while increasing the quantities produced, all the while working with respect for the natural environment.



Essential actors' alliance

- ECOBAG and ISE for recycling
- Groups of producers and cooperatives e.g. by industry
- Bissap 400 ha for 400 women
- ITA, PAFA, ASEPEX, ADEPME, AAFEX, ASPRODEB, FP2A
- Banks and financial institutions



Solutions

Esteval is creating new products that meet high nutritional and quality standards.

Its products are sold on the Senegalese, African and international markets.

The company, which has gone from the artisanal to the pre-industrial stage, is able to mobilize the funds necessary for its deployment.

Esteval is working in concert with producers' organizations and supporting them in guaranteeing the quality and the quantity that are necessary for the various markets.



Results and impacts

20 persons are now employed, including **12 permanent employees**.

10 000 litres of Esteval drinks are produced **every month**. The goal is to multiply this figure by 10 over the course of the next 3 years.

Thanks to the contracts signed this year with the groups, **the producers' price** has increased **by 15%**.

The Esteval company has received the Oscar Quality Prize - Distinction RSE Senegal - HACCP Work (Hazard Analysis Critical Control Point - a system that defines, evaluates and brings under control the dangers that threaten food safety) for food safety management

The **turnover** is **100 million CFA francs** per year.

The goal is to reach 250 million CFA francs in 2018.

Esteval has entered into association with **numerous distributors**: AUCHAN, CASINO, DAKAR Catering ACCOR, SHELL, TOTAL, ELTON.



LOCAL FLOURS AGAINST MALNUTRITION IN THE SAHEL

Starting situation

In the Sahel, malnutrition is the cause of 50% of the deaths of children under 5. Mothers use traditional feeding practices that are sometimes inadequate or unsuitable, and baby food is not accessible everywhere. Moreover, infant flours are made up abroad and imported.



Opportunities

The Malian health authorities are authorizing the search for local solutions for preventing malnutrition. Moreover, SOS SAHEL and the Aga Khan Foundation are organizing the production and distribution of locally manufactured flours.



Vision

Mothers are supported and supervised in feeding their babies. Infant flours are designed and prepared locally, on the basis of local products, and are always available in distribution networks familiar to all.



Potentials

Products used to make bio-fortified didégué (millet, peanuts, honey) are cultivated in the Sahel. In their creation of infant flours, local women's groups also produce peanuts without aflatoxin (a toxic substance).



Points to be aware of

The production of peanuts without aflatoxin must be boosted to satisfy rapidly-growing demand.

Essential actors' alliance

- Aga Khan Foundation
- French Development Agency (AFD)
- European Union
- ORANGE Mali Foundation
- Monegasque Cooperation
- Research institutes for product manufacture: IER, ICRISAT, FST, FMPOS
- National agencies providing authorization: DNS, INRSP, ANSSA



Solutions

SOS SAHEL and its partners are creating an infant flour on the basis of local products and working with the health services to obtain official certification of the Didégué flour.

Producers are then trained in the techniques of production and processing of high-quality base products suitable for feeding small children. Producers are organized to arrange value chains that can guarantee on a permanent basis the entirety of the ingredients necessary for manufacturing flours that comply with nutritional composition and food quality standards.

Women are organizing into cooperatives and are trained to establish production units for bio-fortified Didégué. These cooperatives are trained to market and distribute their products, in such a way as to make them available in the largest possible number of villages and points of sale, in formats suited to the means of their client base.



Results and impacts

The **nutritional value of didégué** is recognized by the Malian government in its management of **moderate acute malnutrition**.

A **community unit for manufacturing cereals** has been in place for some years in **Burkina Faso** and a new unit is being installed in Mali.

2,250 young children in 8 northern Malian municipalities have been **saved from malnutrition** thanks to the use of **30 tonnes of didégué** produced in local units entirely managed by women.



FONIO, THE SAHEL'S SUPER CEREAL

Starting situation

In certain regions of Mali, Senegal, Guinea, Burkina Faso and Nigeria, fonio, a highly nutritional traditional grain, is very widespread. Nevertheless, it is difficult to shuck and consumers consider it a rustic, unrefined food. For these reasons, the potential of fonio is neglected by local populations, and it remains little marketed in urban areas.



Opportunities

However, fonio is a gluten-free grain, and its high nutritional value has been scientifically demonstrated.

As well, the trade in organic goods and some restaurant chefs are promoting fonio on Western tables, in the USA and in Europe.

Furthermore, engineers have designed machines to facilitate the processing of the grain and have trained workshops to manufacture them in Africa.

Not to mention that SOS SAHEL and its partners aim to reinforce the production and the export of this grain.



Vision

In two countries specifically, Senegal and Mali, fonio is becoming a grain that is widely appreciated and promoted, as it contributes to food security in the countries where it is widespread. In Western countries, it is a healthy, high-quality food included in the special diets of the most exacting urban consumers.



Essential actors' alliance

- Industry workers, processing workshops and producers' organizations coordinated within a production and marketing sector
- Marketing, Distribution: Yolele foods



Potentials

Fonio is an ancient grain that is essential to the food security of low-income households.

It is also a hardy grain, suited to impoverished soils and to the climatic uncertainty that is becoming more and more common in the Sahel.

Moreover, fonio is mainly grown and processed by women. Development of the cultivation of and trade in fonio would allow rural women to experience increased financial and social autonomy.



Points to be aware of

However, agricultural policies have not hitherto been much concerned with developing fonio. The fonio industry therefore appears less than vigorous.



Solutions

Producers, male and female, are being encouraged to organize, and they benefit from a technological and organizational training. The groups are putting in place services to help with the production and marketing of fonio. The artisans who process the grain are better equipped to handle this grain and to market it in the towns and cities of West Africa and outside the region. Businesses that provide the equipment necessary to its production process are being created and financially supported.

Furthermore, sufficient adequacy is making it possible to adopt policies that stimulate the marketing of fonio and its export to Western countries.



Results and impacts

In the south-west of Senegal and of Mali, **productivity** has increased by **30%**. **3,000 tonnes** of fonio will be **exported between now and 2020**.

The **net** income of the producers and processors has increased by **30%**.

Local consumption in Senegalese and Malian towns and villages has also increased.



MINI-FARMS TO STIMULATE LIVESTOCK RAISING IN THE SAHEL

Starting situation

In Senegal, pastoralism is an activity synonymous with tradition, not considered productive. Transhumance is perceived as a necessary evil, but it is often criticized. Of all products of livestock raising, only meat is valued and promoted on the market.



Opportunities

The social enterprise La Laiterie du Berger represents an open door to the milk market; an opportunity that the Danone agro-food group has also grasped, by forming a partnership with La Laiterie du Berger.

SOS SAHEL, for its part, is bringing forward a new mode of livestock raising that is both more stable and higher-performing.



Vision

In the north of Senegal, the livestock raisers of the Sahel are modifying their system of livestock raising by stabilizing part of their flocks in mini-farms. On these farms, they are developing fodder production with plants used for feeding livestock.

Livestock raisers are also becoming part of the milk value chain and guaranteeing milk production for the Laiterie du Berger throughout the year.



Potentials

Despite received ideas to the contrary, pastoralism is a much more sustainable and productive system than it appears. It effectively provides value to arid zones and the Sahel is a livestock-raising region par excellence.

Additionally, supporting pastoralism reinforces the resilience of livestock raisers and contributes to providing security to the Sahel area.

Pastoralism offers a variety of products and benefits from which an entire ecosystem profits.



Essential actors' alliance

- The Danone Ecosystem Fund - ECOWAS
- Laiterie du Berger - B&G Farm
- Société nationale d'aménagement et d'exploitation des terres du delta du fleuve Sénégal (Organization for the Equipping and Development of the Senegal Delta and Senegal and Faleme Rivers (SAED))
- KfW - Pastoral and agro-pastoral communities and organizations



Points to be aware of

Transhumance and agriculture remain two systems that are perceived as competing with one another for the same resources and are not well integrated with each other.

This is all the more the case because policies do not adequately reinforce the complementarity between agriculture and pastoral activities.

The sharing of the revenue of livestock raising between women and men remains highly imbalanced.



Solutions

SOS SAHEL has identified young livestock raisers willing to change their way of livestock raising with the support of their families and has helped them to construct mini-farms. A training centre has been established to train and support these livestock raisers in their intention of altering their way of raising livestock.

In parallel, SOS SAHEL is training the livestock raisers' cooperative to create structures offering high-quality services to producers (livestock feeding, storage of milk, technological support, artificial insemination...).

Mini-farms and livestock raisers' organizations are working in concert with La Laiterie du Berger to create lasting relationships as part of developing shepherding potential.



Results and impacts

Livestock raisers have a steady income of **30,000 CFA francs per month thanks to the milk** sold to La Laiterie du Berger at a guaranteed price of 270 CFA francs.

1,100 tonnes of local milk sold every year to **La Laiterie du Berger**.

Women's role is increasing thanks to the hub of sedentary livestock raising.



YOUR NAPKINS SAVE NIAYES

Starting situation

In Senegal, the Niayes coastal zone is a hub of agricultural production threatened by deforestation and coastal erosion.

Moreover, climate change, the lack of fresh water and the silting-up of basins are threatening the viability of the agricultural system.



Opportunities

The Senegalese government launched very early, in the 1950s, a reforestation programme against coastal erosion.

The worldwide ACCOR hotel group has established a social and environmental responsibility programme named Planet 21, devoted to supporting sustainable agriculture and local food-producing industries.

These initiatives allow SOS SAHEL and its partners to transform the Niayes agricultural system, making it more durable.



Vision

Agricultural producers supported by their municipalities of residence are choosing agro-forestry.

Depending on the opportunities to access water and the quality of the soil, producers have available a range of sustainable and productive models.

The Niayes remains a dynamic and durable national hub of agricultural production, benefiting Senegal's food security.



Potentials

The Niayes coastal zone meets 70 to 80% of the country's vegetable and fruit requirements.

Its climate is favourable to agricultural production and located close to the Dakar agglomeration.



Essential actors' alliance

- ACCOR Hotels group
- PUR PROJET
- Association des Unions Maraîchères des Niayes (Niayes Association of Market Gardening Unions (AUMN))
- National Water and Forest Service
- 6 Municipalities



Points to be aware of

The Niayes is a fragile area, subject to various threats, in particular environmental threats.

Also, national policies provide support to the agricultural world that is well below the significance of its economic and social role.

Decentralized community groups do not have the tools to plan the long-term valorization of their territory integrating the environment with production.



Solutions

SOS SAHEL is testing and circulating agro-forest models suited to the local environment, making it possible to diversify production. Producers are benefiting from technological training that helps them to become more efficient, regular monitoring of their plots is being established and community nurseries are being formed.

Producers, producers' organizations and rural community bodies are learning to work in concert. Producers' organizations are putting in place services to help with production by supplying financing, seeds and equipment. As for the rural community bodies, they are equipped to give more importance to the communal environmental commissions which are developing and implementing environmental plans.



Results and impacts

1,500 food-producing operations have adopted sustainable use systems that place **agro-forestry** in a position of increased importance.

More than **1,000 hectares of land** have been restored by the planting of almost **2 million trees**.

25 forest production sites have been established and **nursery specialists** have **benefited from training** in producing tree plots adapted to the local context.

Agricultural yields have increased by **15%** thanks to an increase in the **fertility of farmlands**.



ALOE VERA: THE PLANT IN VOGUE FOR WOMEN'S AUTONOMY

Starting situation

In the communities of livestock raisers of the Borana region, in the south of Ethiopia, women do not have resources of their own and the value of their work is not recognized.



Opportunities

The current keen interest in natural products shown by Western countries has caused extremely widespread use of products such as aloe vera for skin and hair care. Worldwide demand is in continuous growth.

Aloe vera is a very commonly found plant. It is easy for the women of Borana to cultivate it and generate income.



Vision

In shepherding communities, women have their own income and are more financially independent. Their skills are increasing. Their standard of living is sustainably guaranteed.



Potentials

Aloe vera's production potential is significant. The aloe vera plant is particularly drought-resistant. It grows in damaged, quite infertile soil and is easy to cultivate.



Points to be aware of

Women are marginalized and lack skills, due to being unable to access training. Additionally, the prices applied locally to the products they offer are excessively low and the offer is insufficiently diversified.



Essential actors' alliance

- Women's pastoral and agro-pastoral cooperatives of Borana
- Apex organization
- Legal and political authorities
- Distributors
- Purchasers
- End consumer



Solutions

The women of shepherding communities are benefiting from access to high-quality training on the subjects of commerce and of large-scale livestock raising. They are connected to market opportunities. They are learning new activities and diversifying their means of subsistence beyond the sources of income linked to their herds. As a result, a business-favourable environment is being sustainably put in place and allows women to produce high-quality aloe vera soap in regular quantities.



Results and impacts

The status of communities of shepherding women has improved. They have more power and autonomy.

Women's cooperatives have increased their production of aloe vera soap. **306 women are producing aloe vera.**

The sales price of aloe vera soap has increased by 7 Ethiopian birr ² from its initial price.

The five cooperatives have a capital of more than 700,000 birr (€25,500).

In addition to the financial benefit, **women** are benefiting from **easier access to credit** and increased negotiating power. They **impose their own rules** in terms of **price**.

This autonomization process allows them to free themselves more and more from poverty in the rural areas where they are developing on a daily basis.

Moreover, their harvesting process, with its respect for the environment, contributes to protecting biodiversity.

² 1 euro = 31.42 birr



MOST IMPORTANT AGRITECH HUB IN WEST AFRICA FOR AGRICULTURAL MODERNISATION

Starting situation

Young Senegalese people are less and less drawn to agriculture. And with good reason, as the sector has difficulty renewing itself, is not modern or dynamic, and is more and more distanced from the cities.

In addition, agricultural workers receive little in the way of technological advice. Access to the services they need - input, credit, storage, processing - is also very limited.



Opportunities

Yeesal Agrihub provides young Senegalese people with innovative tools that they can use in the agricultural sector.

It is also stimulating the creation of agricultural products supported by ITC (Information and Communication Technology) innovations.



Vision

Digital creativity and innovation are making agriculture an attractive sector for young people and a local development opportunity linking Senegal's farming tradition with new practices.



Potentials

Information now circulates freely and the data necessary for the proper conduct of agricultural projects are available.

The Internet also makes it possible for farmers to make themselves known to a wider group of consumers and to make their products available in the world's largest marketplace.



Essential actors' alliance

- Sooretul
- WATU Digital Lab
- DEV CORP
- GIZ
- FAO
- OSIWA



Points to be aware of

The most economically vulnerable or poorly connected populations have limited access to training opportunities.



Solutions

The Yeestal Hub regularly organizes events and seminars that encourage young farmers to take up the entrepreneurial challenge. It offers training in agro-ecology and in using ITC in agricultural production and marketing. Finally, the hub makes available to farmers digital information and communication tools so that they can collaborate in networks, continuing to train and to make themselves known.



Results and impacts

Sustainable projects have been implemented thanks to the **use of ITC**.

Young Senegalese people are sensitized and **trained for agricultural entrepreneurship** and understand the advantages and the means of progressing in the agricultural sector.

Senegalese **agricultural products** are displayed on the **Internet** and the **sales opportunities** are progressing.

A **database** records the persons, groups, businesses that provide innovation at all the stages of the agricultural value chain.

The **Yeestal Hub** reinforces the **accessibility** and the democratization of **information access** on the one hand, by producing **broadcasts** made available to pure player media to read online, and on the other hand, by increasing the amount of **audiovisual content** that is freely accessible in Africa.



PROMOTING RICE GROWING IN THE SENEGAL RIVER DELTA

Starting situation

The 3PRD project aims to contribute to Senegal's economic growth by reinforcing its food security through the consolidation of a competitive private rice industry.



Opportunities

Senegal is making self-sufficiency in rice a national priority. Moreover, the French Development Agency is supporting family farming in Senegal.



Vision

Rice production is progressing in the large irrigated areas in the north of Senegal thanks to the emergence of a new category of high-performing private producers in family agriculture who are enhancing larger areas that can produce more revenue.



Potentials

Rice is the basis for many national and regional dishes.



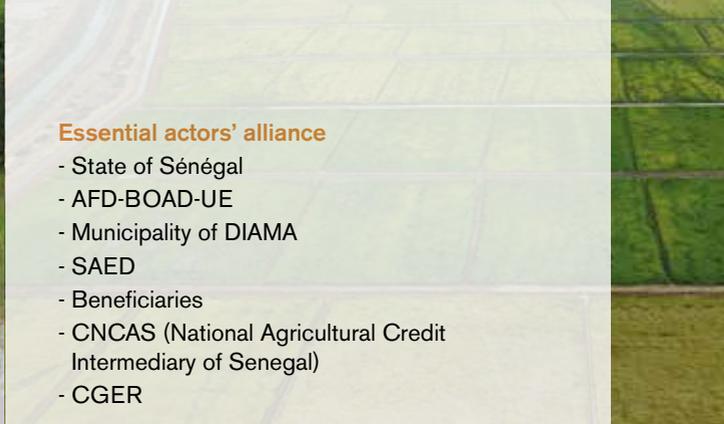
Points to be aware of

It is a matter of creating a new type of medium-sized agricultural entrepreneurs, between traditional farmers and large industrial operations.

To find the right formula, the project needs to benefit from the collaboration of the Diama municipality, where the irrigated zones are.

Those who are awarded the plots of land must also contribute to the costs of the terminal development of the irrigation system, which are only partially paid by the state.

The entrepreneurs need services, which they must find from small and medium-sized businesses established in the area.



Essential actors' alliance

- State of Sénégal
- AFD-BOAD-UE
- Municipality of DIAMA
- SAED
- Beneficiaries
- CNCAS (National Agricultural Credit Intermediary of Senegal)
- CGER



Solutions

Different types of economically viable and socially manageable land use (EXAF, SMI) have been put in place thanks to the signature of multiple annual tripartite contracts to which specifications are attached:

- 5-hectare plots
- 10-hectare plots
- 25-hectare plots
- 50-hectare plots



Results and impacts

- **Development of 2,500 hectares** of irrigated plots.
- Establishment of **26 km of irrigation ditches**.
- Installation of **37 km of drainage ditches**.
- Installation of an **electric line (MT & BT) 76 km long**.
- Development of **21 km of access roads**.
- Improvement of **2,532 ha** in 2017/2018.

Obtention of an **average yield of 7.18 tonnes per hectare**.

Finally, total production was **18,188 tonnes of paddy rice** (raw, unhulled rice).



COMBINING TASTE AND QUALITY IS POSSIBLE

Starting situation

Lysa & is a family PME that specializes in processing peanuts, cashew nuts and corn. It adds value to these fundamental agricultural commodities by giving work to small Economic Interest Groups, men and women who may be trained or untrained but who have developed or will develop unique specialist knowledge.



Opportunities

To support this local-product business in its growth and development, the company has obtained the support of the Teranga Capital investment fund.



Vision

Thanks to high quality requirements, to rigor in the quality management of innovative products, the company is developing into a multinational, promoting Made in Senegal, 100% natural. The teams are trained in processing methods that keep in mind environmental and natural resource preservation.



Potentials

A certain number of products have a real export potential: plain and grilled cashew butters, peanut butter and cashewtella (paste made from cashew nut pralines) as they have no added fat and no preservatives.



Essential actors' alliance

- Anticipated: Sharing work and experience with SMEs
- Becoming part of the Senegalese Enblis company heads' network
- Reinforcing links with producers, processors and distributors



Points to be aware of

The market for local products is still very artisanal and is not sufficient to meet the demands of a rapidly-developing urban market that requires constant quality. The company must secure its provision of local products, in quantity and in quality. From a rapid development perspective, the Lysa & Co company must be watchful regarding its mode of financing, and increase its efforts to develop its marketing.



Solutions

Sharing certain stages of production with other SMEs to reduce costs.
Reducing intermediaries by working directly with producers and processors.
Multiplying activities for stimulating business and street marketing activities to provide visibility to innovative products.
To obtain sufficient financing, the company must open its capital to new investors.



Results and impacts

More than a **60% increase in turnover** as compared to 2016.
2017's turnover was reached in the first 6 months of 2018.
The **products are offered** in all of Senegal's **superstore**.



A VARIETY OF SOLUTIONS, A COURSE TO STAY ON

At the end of this journey, the participants agreed to emphasize the multiplicity of solutions at work in the area of agriculture and the food economy in West Africa in general and in Senegal in particular.

The Market Place, a concept with great potential significance for illustrating a variety of solutions and providing evidence of the multiple areas in which SOS SAHEL acts, would surely have deserved more time for discussing in more depth the different dimensions of each initiative, as each is unique and provides its own lessons, each in a particular context and on a particular subject. More specifically, the economic dimension of the solutions would have deserved somewhat more documentation, development and discussion. This aspect was only touched on in the presentation of solutions as well as in the coalitions chapter, these coalitions being not only of a technological but also of an economic nature.

In its own way, the forum made it possible to understand the diversity of the technological and financial partner organizations which are active in the region as well as each one's specific approach and contribution. The first panel illustrates the immensity of needs and the multiplicity of opportunities regarding production, processing and marketing. The most important aspect seems to be innovation made on the basis of what already exists and entrepreneurship with a research-action approach. The field of possibilities is immense, and there seem to be as many solutions as there are problems and contexts. The second panel, for its part, corrected to some extent the gap noted in the Market Place examples, by showing in each example the essential nature of the economic dimension in the success of the initiative. There also, the suggested approaches each have their own place and originality.

It remains that all these initiatives are very far from meeting all needs, filling all local demand, providing what is necessary for the transformation of the African food economy and for reaching long-awaited food security. More than enough to provide material for the next Africa Days meetings and events in 2019 and beyond.

AFRICA DAYS SUPPORTERS



The Africa Days are co-financed by the Agence Française de Développement.



We wish to express our special thanks to our partners and sponsors of the 2018 edition of the Africa Days. A particular mention goes to Efiscens.

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