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AGRIBUSINESS AND TRADE PROMOTION (ATP) QUARTERLY PROGRESS REPORT OCTOBER – DECEMBER 2009



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AGRIBUSINESS AND TRADE PROMOTION (ATP) QUARTERLY PROGRESS REPORT OCTOBER – DECEMBER 2009

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ACRONYMS

ACK	<i>Association des Céréaliers de Kayes (Mali)</i>
ADVANCE	<i>Agricultural Development and Value Chain Enhancement (Ghana)</i>
AEOB	<i>Association des Exportateurs d'Oignon du Burkina Faso</i>
AgBC	<i>Agricultural Behavior Change</i>
ALCO	<i>Abidjan-Lagos Corridor</i>
ANRO	<i>Agriculture and Natural Resources Office</i>
APIM-BF	<i>Association Professionnelle des Institutions de Microfinance du Burkina Faso</i>
APLS	<i>Association des Vendeurs des Produits Locaux de Sikasso (Mali)</i>
APROSSA	<i>Association pour la Promotion de la Sécurité et de la Souveraineté Alimentaires au Burkina</i>
ASPMY	<i>Association Professionnelle des Maraîchers du Yatenga (Burkina Faso)</i>
ATP	<i>Agribusiness and Trade Promotion Project</i>
AU	<i>African Union</i>
BRS	<i>Banque Régionale de Solidarité</i>
CAADP	<i>Comprehensive Africa Agriculture Development Programme</i>
CIC-B	<i>Comité Interprofessionnel des Céréales du Burkina Faso</i>
CILSS	<i>Le Comité Permanent Inter-états de Lutte contre la Sécheresse dans le Sahel</i>
COFENABVI	<i>Confédération des Fédérations Nationales des Filières Bétail Viande des Pays Membres de l'UEMOA</i>
COP	<i>Chief of Party</i>
COTR	<i>Contracting Officer's Technical Representative</i>
CSCRAO	<i>Confédération des Conducteurs Routiers de l'Afrique de l'Ouest</i>
DCA	<i>Development Credit Authority</i>
DCOP	<i>Deputy Chief of Party</i>
ECOBIZ	<i>ECOWAS' on-line trade portal</i>
ECOWAP	<i>Economic Community of West African States Agricultural Policy</i>
ECOWAS	<i>Economic Community of West African States</i>
FEBEVIB	<i>Fédération de la Filière Bétail/Viande du Burkina Faso</i>
FEBEVIM	<i>Fédération de la Filière Bétail/Viande du Mali</i>
FEPPASI	<i>Fédération Provinciale des Professionnels Agricoles de la Sissili, Burkina Faso</i>
FIAB	<i>Fédération des Industries Agroalimentaires du Burkina Faso</i>
FODEL	<i>Fonds de Développement de l'Élevage (Burkina Faso)</i>
GAPTO	<i>Ghana Agricultural Producers and Traders Organization</i>
GDA	<i>Global Development Alliance</i>

GJMD	<i>Groupement des Jeunes Maraîchers de Darigma (Burkina Faso)</i>
GWRP	Ghana Warehouse Receipt Program
IEE	Initial Environmental Evaluation
IFDC	An International Center for Soil Fertility and Agricultural Development
IICEM	<i>Initiative Intégrées pour la Croissance Economique au Mali</i>
INERA	<i>Institut de l'Environnement et de Recherches Agricoles (Burkina Faso)</i>
IPM	Integrated Pest Management
JAAL	<i>Journées Agroalimentaires (Burkina Faso)</i>
MBA	Master of Business Administration
M&E	Monitoring and Evaluation
MELS	<i>Meunerie et Emballage de Légumes Secs, Farine et Semoule de Céréales</i>
MIS	Market Information System
MISTOWA	Market Information Systems for Traders Organizations in West Africa
MOU	Memorandum of Understanding
NEPAD	New Partnership for Africa's Development
ODC	Office of Development Credit
ONAC	Office National du Commerce Extérieur (Burkina Faso)
OPA	<i>Observatoire des pratiques anormales (UEMOA)</i>
ORO/AOC	<i>Observatoire Régional de la Filière Oignon/Afrique de l'Ouest et du Centre</i>
ORO/BF	<i>Observatoire Régional de la Filière Oignon au Burkina Faso</i>
PAFASP	<i>Programme d'Appui aux Filières Agro-Sylvo-Pastorale (Burkina Faso)</i>
PERSUAP	Pesticide Evaluation Report and Safe Use Action Plan
PIVA	Partner Institutional Viability Assessment
PMP	Performance Monitoring Plan
PPP	Public Private Partnership
PROSUMA	<i>Société Ivoirienne de Promotion de Supermarchés (Côte d'Ivoire)</i>
RCO	Regional Contracting Officer
RESIMAO	<i>Réseau des Systèmes d'Information de Marché de l'Afrique de l'Ouest</i>
RFI	<i>Radio France Internationale</i>
RJMG	<i>Jeunes Maraîchers de Gondologo (Burkina Faso)</i>
SITARAIL	<i>Société internationale de Transport Africain par Rail (Côte d'Ivoire)</i>
SNS	<i>Service National des Semences (Burkina Faso)</i>
SOCAMAD	<i>Société de Coopératives Maraîchères du Débé (Burkina Faso)</i>
SOFIGIB	<i>Société Financière de Garantie Interbancaire du Burkina Faso</i>
STTA	Short-term Technical Assistance
UBA	Union Bank for Africa

UCOVISA	<i>Union des Coopératives du Vivrier des Savanes</i>
UEMOA	<i>Union Économique et Monétaire Ouest Africaine (West African Economic and Monetary Union--WAEMU)</i>
URC-Nazinon	<i>Union Régionale des Coopératives d'Épargne et de Crédit du Nazinon (Burkina Faso)</i>
USAID	United States Agency for International Development
UTE	Union Technique d'Exécution (Burkina Faso)
VCDP	Value Chain Development Plan
WA	West Africa
WASA	West Africa Seed Alliance
WATH	West Africa Trade Hub Project

I. INTRODUCTION

I.1 BACKGROUND

This progress report for the ATP project covers the period from October to December 2009, the first quarter in the third year work plan of the project. The project was awarded in April 2008 to a consortium led by Abt Associates and including CARANA, ACDI/VOCA and Ibex International. It was fielded in May-June 2008.

I.2 PROJECT OBJECTIVES AND EXPECTED OUTCOMES

The Agribusiness and Trade Promotion (ATP) project's primary objective is to increase the value and volume of intra-regional agricultural trade in West Africa in order to contribute to achieving the six percent agricultural growth target set under the Comprehensive Africa Agriculture Development Program (CAADP) of the African Union's New Partnership for Africa's Development (AU-NEPAD), a framework for sustainable development drafted by African leaders. The Economic Community of West African States (ECOWAS) has developed its Agricultural Policy (ECOWAP) to implement the CAADP in its region.

The ATP program implements integrated activities and programming to contribute to the following outcomes:

1. **OUTCOME 1:** Significant reduction of the incidence of physical and policy-related barriers to moving agricultural and related commodities regionally in West Africa.
2. **OUTCOME 2:** Enhanced linkages among agricultural producers and agro-input suppliers, agro-processors and distributors.
3. **OUTCOME 3:** More effective advocacy by regional private sector and other non-governmental actors for regional and national policies in support of a conducive environment for increased regional agricultural trade.
4. **OUTCOME 4:** Improved efficiency of trade transactions and regional market access, in particular through the improvement of regional market information systems.

2. PROJECT APPROACH

2.1 VALUE CHAIN CORRIDOR-BASED APPROACH

ATP prioritizes its specific interventions in its outcome areas to a limited number of selected value chains (ruminant livestock/meat, maize, and onion/shallot) as a basis for identifying technical gaps and opportunities that will assist the entire agricultural sector. Value chains were evaluated against the following seven factors: (1) The product's importance in intra-regional trade; (2) Urban demand for processed or value-added product; (3) The form (current degree of processing) of the traded product; (4) The potential for adding more value; (5) The number of small farmers and other participants involved; (6) The degree of perishability; and (7) Transportability of the product.

The project works along the broad Central-West African corridors, through which Sahelian countries (Mali, Burkina Faso, Niger) trade with coastal countries (Côte d'Ivoire, Ghana, Togo and Benin) in the project's targeted value chains. On this basis, ATP monitors trade flows and road harassment information along its commodity (onion, maize, and livestock) trade/transport corridors.

2.2 PARTNERSHIPS IN IMPLEMENTATION

ATP assists the regional inter-governmental organizations (ECOWAS, UEMOA, and CILSS) to work in synergy with WATH and other USAID projects in the region; and supports regional and national umbrella organizations of producers, processors and traders involved in the targeted value chains along the selected trade/transport corridors.

3. OUTCOME 1: SIGNIFICANT REDUCTION OF THE INCIDENCE OF PHYSICAL AND POLICY-RELATED BARRIERS TO INTRA-REGIONAL TRADE

3.1 ROAD TRANSPORT

Transport obstacles (bribe costs per 100 km) along the onion trade corridor.

ATP's road harassment survey for this quarter covered the portion of the Niger-Burkina-Ghana onion trade/transport corridor from Kantchari (Burkina/Niger border) to Bitou (Burkina Faso/Ghana border) to Accra, Ghana (after ATP stopped working in Niger, as per USAID's directive). Over this period, information collected from 35 separate trips along the 1,316 km stretch showed that truck drivers encountered a total of 55 checkpoints, but were stopped at only 38 barriers (14 in Burkina Faso and 24 in Ghana). This translates into 2.9 stops per 100 km, with the worst occurrence in Burkina Faso (3.5 stops per 100 km), compared with Ghana (2.6 stops per 100 km), as summarized in the table below.

TABLE 1: STOPS AND BRIBES AT BARRIERS ALONG THE BURKINA-FASO - GHANA ONION CORRIDOR, OCT-DEC 2009

Country	Distance (km)	No. of Stops	Stops/100 km	Bribes (\$)	Bribes/100 km (\$)
Burkina Faso	400	14	3.5	208	52.0
Ghana	916	24	2.6	130	14.2
Total	1,318	38	2.9	338	25.7

Table 1 also shows that government agents from both countries collected bribes totaling \$338 per trip along this onion trade/transport corridor. Here also, Burkina Faso fared the worst, with its official agents collected \$208 over a shorter distance (\$52 per 100 km), compared with Ghanaian officers who collected \$130, or \$14 per km, over 916 km. In both countries, Customs officers collected higher bribes than Police officers. (The road harassment methodology does not count as bribes the taxes, duties, and other charges for which official receipts are delivered.)

ATP continued to contribute information and analysis to UEMOA for the *Observatoire des pratiques anormales* (OPA) report jointly published by UEMOA, West Africa Trade Hub (WATH), and ATP. The tenth edition of the report is being finalized. ATP has also joined forces with the TH and the Abidjan-Lagos Corridor (ALCO) to publish *Borderless*, a technical bulletin highlighting road harassment in West Africa, in a renewed effort to gain public support to lobby regional and national authorities for concrete steps to reduce the incidence of this scourge in the free movement of persons, goods, and vehicles in the ECOWAS region.

Transport obstacles (bribe costs per 100 km) along the livestock trade corridor.

As part of the *Opération Tabaski* (see Outcome 2), ATP monitored transport barriers and costs of the 8 trucks that transported sheep from Burkina Faso to Ashaiman, Ghana. Truck drivers were

stopped 27 times on average, i.e., 3 stops per 100 km, which is about the same on the onion corridor. (Trucks were stopped an average of 10 times by police officers, 4 by gendarmes/mobile transport units, 12 by custom officers, and 1 by an unspecified road control agent.) The average delay suffered by a truck driver was about half a day (11 h 30) for the journey. Truckers suffered more delays in Burkina Faso (140 minutes per 100 km) and were taxed illegally more (\$96 per 100 km), compared with Ghana (52 minutes delay per 100 km, \$42 bribes per 100 km)

Truckers also paid export taxes in Burkina Faso (FCFA 70,000, about \$156 for FODEL, Burkina Faso's livestock export tax), in addition to Ghana's customs duties (FCFA 50,000, about \$111) and veterinary documents (FCFA 20,000, about \$44), but these payments are not considered bribes because receipts were delivered for them.

In addition to documenting road harassment, ATP corridor work includes coaching truckers and traders to be compliant with rules and regulations and to stand up to government officials. The project is collecting information to publish a notebook to help drivers, truck owners, and traders understand their rights and obligations under the ECOWAS free trade area.

3.2 TRADE AND AGRICULTURAL POLICY-RELATED BARRIERS: AGRICULTURAL AND TRADE POLICY PRIORITIES FOR ATP

The Policy Advisor visited Mali in December to work with the Livestock Value Chain Leader, Abt's Agricultural Behavior Change (AgBC) expert, and Dan Plunkett, who is backstopping the Policy Advisor. As a result of their effort, Malian authorities agreed in principle to the removal of the directive that requires an authorization to export livestock from Mali. They agreed on convening a meeting of the inter-ministerial committee, which brought the policy into being, to reverse that decision.

In Burkina Faso, the Policy Advisor found that the proceeds of the Burkina Faso livestock export tax (FODEL) have in effect become a steady source of revenue for the government budget, rather than promoting the development of the livestock sector, as intended. In effect, Burkina Faso levies an 'export' tax and an 'import' tax on livestock trade.

Further action on these two issues will involve encouraging FEBEVIM in Mali to sustain pressure on the Malian authorities to complete the process of reversing the directive on seeking authorization to export livestock. ATP will also encourage FEBEVIB in Burkina Faso to engage in a dialogue on the FODEL levy with the Burkinabe authorities that would focus on a review of the levy, an enhancement of the national livestock development program, and the utilization of the proceeds of FODEL for its intended purpose: funding a well-designed and properly administered livestock program. In both countries, ATP will also work with the World Bank missions and projects to include movement on these measures in their policy dialogue with these countries' authorities.

3.3 HELPING ECOWAS COORDINATE POLICY IMPLEMENTATION

ATP continued its discussions with the ECOWAS agriculture and other technical departments on coordinating the implementation of the priority policies that ATP is supporting for achieving free movement of goods of the selected value chains. In doing this, ATP aims at encouraging all stakeholders, including national governments, regional private sector associations, and donors to be actively involved in using industry feedback to enhance the policy implementation process. To this end, ATP pursued the expansion of its network of stakeholders during the review period. Working relations were maintained or established with industry players involved in or affected by the implementation of these regional policies, such as ORO/AOC (Burkina), UNPCB, CSCRAO, APLS (Mali), FEBEVIM, and FEBEVIB in the private sector; and the Ministries of Agriculture and Livestock,

Finance and Customs Service, Trade, ONAC (Burkina); as well as the principal regional bodies, ECOWAS, CILSS and UEMOA. ATP anticipates more effective coordination with ECOWAS once the Policy Advisor completes its relocation to Abuja, currently being held up by delays due to ECOWAS planned move to additional quarters.

3.4 SYSTEMS AND CAPACITY FOR MONITORING POLICY IMPLEMENTATION

Through interactions with ECOWAS' Monitoring and Evaluation Unit, particularly during the Policy Advisor's November trip to Abuja, ATP pursued the initiative of building systems for monitoring and evaluating regional policy implementation. Specifically, ATP has been involved with the review of the current efforts of the Commission at designing these regional systems. The discussions centered on identifying clearly defined goals, appropriate indicators, targets to be used in measuring the goals, and a data-collection methodology for any given policy or program. ATP will sustain its participation in the establishment of this regional mechanism for the monitoring and evaluation of policy implementation, and ensure its effective operation to facilitate the free movement of ATP products within the region.

4. OUTCOME 2: ENHANCED LINKAGES AMONG AGRICULTURAL PRODUCERS AND AGRO-INPUT SUPPLIERS, AGRO-PROCESSORS, AND DISTRIBUTORS

ATP addresses this outcome through **Component 2: Building Links through Support for Regional Organizations**. During the reporting period, the project continued assisting value chain actors to implement technical and institutional strengthening activities to develop stronger linkages among themselves and boost intra-regional trade in maize, onion/shallot, and livestock/meat.

4.1 UPDATE OF VALUE CHAIN DEVELOPMENT PLANS

In FY09, ATP developed initial value chain development plans (VCDPs) for the maize, onion/shallot, and livestock/meat value chains. In October 2009, the project updated these VCDPs to reflect new opportunities and synergies with other programs, and to design an ATP plan of action for FY10.

Environmental Issues

ATP screened each activity proposed in the updated VCDPs to identify potential environmental impacts. Most activities received a Categorical Exclusion, but some were classified as Negative Determinations with Conditions. All the activities implemented during this quarter followed detailed mitigation and monitoring measures.

The training activity in Integrated Pest Management (IPM), planned for maize from February to April 2010, required an approved Pesticide Evaluation Report and Safe Use Action Plan (PERSUAP). In December 2009, Abt environmental specialists completed a PERSUAP for IPM training covering cereals and onion/shallot.

4.2 DEVELOPMENT AND IMPLEMENTATION OF A CAPACITY-BUILDING PLAN FOR REGIONAL ORGANIZATIONS

The ATP project made considerable progress in capacity building for the three value chains, as detailed below. The onion/shallot value chain received a boost in productivity. The maize value chain actors undertook a Partner Institutional Viability Assessment (PIVA) and benefited from technical capacity building activities in seed production and aflatoxin control. In the livestock value chain, ATP sponsored a stakeholder to attend the Cochran Fellowship program organized by USDA in the USA.

4.2.1 ONION/SHALLOT VALUE CHAIN

Introduction of a new onion variety. In November 2009, ATP organized a field day in Ouahigouya (Northern Burkina Faso) in collaboration with ORO/BF, the World Bank's *Programme d'Appui aux Filières Agro-Sylvo Pastorales* (PAFASP) project, and the West African Seed Alliance (WASA), as part of the *Journées Agro-alimentaires* (JAAL) trade fair that took place in Ouagadougou November 27 - December 6, and whose objective was to promote regional food and agricultural

industries. The purpose of the field day was to visit demonstration plots seeded last rainy season with the PREMA 178 onion variety introduced by ATP in partnership with WASA, and get feedback from participating farmer groups (*Association Professionnelle des Maraîchers du Yatenga – ASPMY*, and *Réseau des Jeunes Maraîchers de Gondologo - RJMG*). A total of 28 onion stakeholders, including 7 women, observed the harvest of the PREMA variety, discussed technical practices followed by the trial farmers, and exchanged ideas about the regional trade potential of this off-season onion variety.



Field day on a PREMA 178 onion plot, Ouahigouya



The bright red and uniform bulbs of the PREMA 178 variety look attractive to consumers

Farmers from the two sites around Ouahigouya, as well as onion producers from two other trial areas, Koudougou and Kongoussi, were very enthusiastic about this off-season variety for the main following reasons:

1. As a conventional red and spicy variety, with bulbs uniform both in shape and color, the PREMA onion appeals to consumers, who are used to the red, mild-spicy Violet de Galmi variety, and thus can be expected to compete effectively with yellow onions imported from Holland and Thailand during the September-December period;
2. PREMA 178, a short-maturing (90 days) variety showing a good bolting (going to seed) tolerance, is the first rainy season variety with such a good agronomic behavior ever tested by these farmers. On trial plots, yields averaged 17 t/hectares (ranging from 12 to 27 t/ha), which farmers can easily achieve or even exceed with the application of appropriate fertilizers (i.e., specific to onion, and not for cotton as is usually the case) and early seeding,

A total of 1,287 onion value chain actors (farmers, local traders, and exporters), including 605 women, participated in the 4 PREMA trials and field days held from July to October 2009. All were enthusiastic about the trade potential of this off-season variety. Several exporters indicated their readiness to ship PREMA onion to Côte d'Ivoire, as soon as it will be available.

Through the introduction of PREMA 178 and the subsequent field days in Burkina Faso, ATP is building both the technical capacity of individual onion producers in new practices and the organizational capacity of the national onion inter-professional organization (ORO/BF) to coordinate such trials and provide better services to its members. Going forward, ATP will work with producers, agro-input suppliers, and traders to scale up the use of PREMA 178 in Burkina Faso and the region, and build trade relations for its export to consuming countries. This variety provides a chance to onion exporting countries in the region to finally compete with foreign imports during the September-December period.

Technical assessment of onion storage. In December 2009, ATP carried out a study of onion storage technologies and practices in Burkina Faso to address the limited storage capacity and poor

quality standards. The onion/shallot value chain assessment had identified these poor quality standards as key factors contributing to the high rates of spoilage and value loss across the value chain. Additionally, because they lack appropriate storage, onion producers are forced to sell their produce at the depressed spot market prices at the peak of the harvest period, and often times on a consignment basis. Compounding the problem, producers favor large onion bulbs, which contain high levels of water and are poorly adapted to long-term storage.

Preliminary results of the study, which combined a literature review, field visits of facilities, and interviews of key informants, show that the quality of onion bulbs greatly affects storage cost. Burkina Faso produces onion of high water content (due to inappropriate use of urea, poor quality seeds, and inappropriate cropping and harvesting practices) which is of much lower quality compared with Niger's Galmi violet (though traders complain about the Galmi also being harvested with high water content). Surprisingly, the study found little economic analysis supporting the establishment of the storage facilities which range from 2 to 90 tons in capacity, and have been financed by various donors, the study found little available economic analysis supporting their establishment. ATP will finalize this study in the second quarter and share and discuss its findings with onion value chain stakeholders in Burkina Faso in order to (i) promote improved storage facilities and storage management practices; and (ii) facilitate more long-term business relations between producers and traders.

4.2.2 MAIZE VALUE CHAIN

Partner Institutional Viability Assessment (PIVA) for the Comité Interprofessionnel des Céréales et du niébé du Burkina Faso (CIC-B). In October 2009, ATP administered a 3-day PIVA to CIC-B members (including ten women) in Bobo Dioulasso. During the maize value chain assessment, stakeholders had identified CIC-B as the organization to spearhead a regional cereal network. Strengthening CIC-B's capacity is critical to having it play this lead role in building a regional cereal network. The PIVA helped identify and prioritize institutional challenges for CIC-B to address in order to reinforce and sustain advocacy and value chain development efforts outlined in the collaboration framework (MoU), which ATP and CIC-B signed in September 2009. The initial PIVA scores highlighted three priority areas CIC-B should focus its institutional efforts on over the next 12 months: (i) development of human resources within the organization; (ii) improvement of programs and services offered to members; (iii) improvement of public relations and advocacy. ATP will support CIC-B, through technical assistance and grants to improve its organizational and institutional capacities. To measure performance improvements, ATP will conduct a progress PIVA with CIC-B in early FY11.

Technical capacity building of maize seed producers. From November 9 to 13, 2009, ATP organized a Training-of-Trainer course for 23 seed entrepreneurs from an innovative seed outgrower scheme in Burkina Faso (see text box below). Our WASA partner recommended trainers from the *Institut National de l'Environnement et de la Recherche Agricole* (INERA). The training covered (i) production of certified Open Pollinated Variety (OPV) and hybrid maize seeds; (ii) seed processing, storage management, marketing and promotion activities; (iii) cost/benefit analysis of seed production and marketing operations; and (iv) basic principles and techniques of training and facilitation. This upgrading of trainers' technical skills and knowledge will allow them to train other farmers. ATP also provided technical assistance and technical support to a private seed company, Agro-Productions, to strengthen the maize seed contract farming business model it developed in the Pô area of Burkina Faso.



Participants attending a training session on maize cross-breeding



Participants of the training course with their training certificates

The overall objective of these technical capacity building efforts is to transform the informal seed producing farmers into seed business groups that produce truthfully-labeled quality seeds, and to ensure seed testing and marketing for both OPV and hybrid varieties of diverse crops, including maize. ATP is supporting Agro-Productions as it believes that a solid private local seed sector is necessary to increase the use of improved maize seeds in Burkina Faso and the region, which is currently very low (9 percent in 2009 according to the government of Burkina Faso, which targets a use rate of 50 percent by 2015).

An out-grower business model to boost production and use of certified seeds

Agro-Productions, a private seed company led by a young agro-entrepreneur, Jonas Yago, has developed an innovative seed out-grower business model in southern Burkina Faso (Pô area). In October 2009, following ATP's advice, Agro-Productions signed contracts with seed producers from the *Fédération Provinciale des Producteurs Agricoles de la Sissili* (FEPPASI) and the Pô Seed Cooperative in order to boost the commercial production of seed through well-trained farmer seed business groups. Agro-Productions supplies out-growers under contract with inputs (foundation seeds, fertilizers, plastic bags for sun-drying of seeds, and bags for collecting seeds) and buys the seeds according to the terms of the contract.

The company stores the seeds in appropriate conditions for sale through its outlets.

The scheme is actually part of a public-private partnership that involves the following members: (i) the national agriculture research institute (INERA) is providing foundation seed for the production of certified seed, breeder seed for production of foundation and hybrid seed, and technical training and backstopping; (ii) the national seed service (*Service National des Semences – SNS*) is conducting field inspection in each seed production farm in the growing season, and laboratory analyses of seeds for seed certification; (iii) FEPPASI and the Seed Cooperative of Pô have offered 10 hectares of suitable land for seed production during the rainy season and the off-season (with a water irrigation system), ensured certified seed production with selected well-trained seed producers, and contributed to conducting field days and trainings for farmers on the performance of certified OPV and hybrid seed varieties; (iv) the AGRA seed program (under WASA) offered grant of US\$ 137,340 over 2009-2011 for improved cereal and cowpeas seed production; and (v) ATP is providing capacity building activities and linkages with other value chain stakeholders.

Stakeholders' workshop on the control of mycotoxin contamination in maize. As a follow-up to meetings in April 2009 (in Accra) and in September 2009 (in Accra and Abidjan) with Nestlé, which highlighted the challenge of controlling mycotoxin (and especially aflatoxin) contamination in maize produced in West Africa, ATP organized and facilitated a stakeholder workshop on this issue, on November 18-19, 2009, in Accra. The main goal of controlling mycotoxin contamination is to improve safeguarding of public health, with a special focus on food for children,



A good farm-level storage practice, enabling the control of aflatoxin in maize



An inappropriate farm-level maize storage practice, which can lead to high mycotoxin rates

and to open up new markets for maize producers with agro-processors, such as Premium Foods, Nestlé, MELS or Agro-Cipa. A total of 21 stakeholders (including 2 women) representing farmers, agro-processors, traders and researchers from 6 West African countries shared their experiences and discussed practical solutions to control mycotoxin contamination in maize. Proposed solutions emphasized production, post-harvest, handling, and management practices. Participants agreed on a detailed action plan built around the Nestlé interventions on aflatoxin control in the region. This action plan will be implemented with ATP's assistance through a partnerships with Nestlé, other agro-processors, and farmer organizations in the region.

4.2.3 LIVESTOCK/MEAT VALUE CHAIN

Cochran Fellowship Program on livestock herd management. ATP sponsored Timbila Sawadogo, an executive member of the regional and Burkinabé livestock organizations (COFENABVI and FEBEVIB), to attend the Cochran Fellowship Program on livestock herd management organized by USDA at Texas A&M University from September 28 to October 10, 2009. Along with 15 other participants from Burkina Faso, Mali, and Senegal, Mr. Sawadogo participated in field visits (including a tour of a slaughterhouse), interviews with lead firms and professional organizations, and presentations at Texas A&M. "I learned a lot about biosecurity in livestock management", said Mr. Sawadogo. He developed contacts with staff from Texas A&M who proposed to assist him in identifying suppliers of second-hand equipment, such as trucks for adapted to the transport of live animals and refrigerated trucks for that of meat.



Participants of the Cochran Fellowship Program visiting a farm



Participants were impressed by the sanitary conditions in US farms

Mr. Sawadogo hopes that USDA will follow up with the participants, and not just consider this as a one-time activity. ATP will help Mr. Sawadogo apply his new knowledge and skills in the development of the livestock value chain in Burkina Faso and in the region. Mr. Sawadogo is committed to advising members of COFENABVI and FEBEVIB and training farmers, including during training courses organized by ATP on cattle fattening.

Preparation of cascade trainings in cattle fattening and meat-cutting. In preparation for the cascade training program that will start in early 2010, ATP organized meetings with the *Fédération Bétail/Viande du Mali (FEBEVIM)* and the World Bank *Programme de Compétitivité et de Développement Agricole (PCDA)* in Mali, and with the *Fédération Bétail/Viande du Burkina Faso (FEBEVIB)* and the World Bank's PAFASP in Burkina Faso. The cascade training courses will focus on different modules related to cattle fattening in Burkina Faso, and cover both cattle fattening and meat-cutting techniques in Mali.

4.2.4 TRAINING COURSE ON CONTRACTUAL AGREEMENTS

During its 2008 regional maize value chain assessment, the project identified the low use of contractual agreements for business transactions and the poor enforcement of signed contracts as key constraints to the development of intra-regional agricultural trade. Thus, during the JAAL organized in Ouagadougou, and in preparation for the *Bourse céréalière internationale*, ATP organized (December 1, 2009) a training course on contractual agreements for agricultural products. A total of 118 participants (including 15 women) attended. The course focused on the importance of a signed contract and on key points to address in a contract dealing with intra-regional agricultural trade. In its forthcoming activities on business transactions, ATP will help its partners follow the course's recommendations and use the contract template and users' guide for "international commercial sale of perishable goods" developed by the International Trade Center. ATP supplemented this course by a workshop on access to finance (see Outcome 4 below).

4.2.5 ENVIRONMENTAL ISSUES

Most capacity building activities mentioned above received a Categorical Exclusion, except the introduction of the new onion seed variety and capacity building of maize seed producers, which were classified as Negative Determination with Conditions.

The introduction of the new OPV onion seed variety (PREMA 178) may have environmental impacts, such as decrease of biodiversity. In Burkina Faso, onion is mainly cultivated during the dry season, and very few onion varieties are adapted to the rainy season. Therefore, the new PREMA variety, which has been tested during the rainy season, does not compete with other onion varieties and actually does not decrease biodiversity. In addition, as observed during field days organized on PREMA plots, ATP partners followed best agricultural practices recommended by national programs on onion, though some practices (such as harvesting before maturity, use of urea, overwatering or

failing to properly cure bulbs following harvest) should be modified to increase the storage life of onion. ATP organized site visits and identified no environmental issue on the plots. This introduction of a new variety also complied with local regulations: the local representative of the seed supplier (East-West Alliance) followed procedures put in place for the introduction of conventional (non-GMO) OPV seed varieties. As a follow-up, ATP plans to develop a handbook, and eventually a video, on best practices to produce onions of high quality in compliance with environmental regulations.

Facilitating access to and promoting conventional (non-genetically modified organism) maize seed varieties may also have environmental impacts, such as decrease of biodiversity. As part of its environmental monitoring, ATP reviewed training materials developed by trainers of the national agricultural research institute (INERA), recommended by WASA. These training materials promote best practices (as outlined on www.encapafrica.org and by the national seed service in Burkina Faso), such as respecting recommended distances (minimum 200 m for OPV varieties and 300 m for hybrid varieties) between a seed-production field and surrounding maize fields, respecting the recommended crop density (usually 50,000 plants/ha), using recommended doses of manure as fertilizer, accepting audits and lab controls from the seed service, or being registered as a seed producer.

No major environmental issue was observed by ATP and its partners during the quarter under review, for any of these activities.

4.3 BUILDING LINKAGES AND SUPPORTING TRANSACTIONS

During the quarter under review, ATP facilitated transactions between Burkina Faso, Côte d'Ivoire and Ghana, and business linkages through its network of market facilitators in Ghana, Côte d'Ivoire and Benin.

4.3.1 MARKET FACILITATOR NETWORK

Market facilitators contribute to the monitoring of trade flow data into Ghana, Côte d'Ivoire and Benin. Near the end of this quarter, ATP undertook a comprehensive review of the operations of market facilitators to date in Accra, Abidjan and Cotonou with an eye toward sharpening their focus and raising their profile. Market facilitators' operations will be even more tightly integrated with other activities in value chain development, MIS, and M&E. However, they will be given leeway to facilitate business transactions in intra-regional agricultural trade in the project's value chains.

4.3.2 OPERATION TABASKI

In November 21-28, 2009, ATP supported the Burkina Faso – Ghana Opération Tabaski. This activity took place in Ashaiman near Tema, and consisted of a week-long exhibition and sale of sheep exported from Burkina Faso. In preparation for the Tabaski (*Eid al-Adha*) Muslim feast (see text box below), ATP assisted the livestock apex organization, COFENABVI, at the regional level, the FEBEVIB of Burkina Faso, and the Livestock Breeders and Traders Association of Ghana, in organizing the shipment of 1,500 sheep from Burkina Faso to Ghana.

Tabaski

Known as the “Feast of Sacrifice” and observed as a public holiday in the region, Tabaski is the most festive and important holiday of the year for Muslims. On this day, celebrants slaughter sheep to commemorate the biblical story of Prophet Ibrahim (Abraham), who was on the verge of sacrificing his son to obey God’s command when God interceded by substituting a ram in place of the child.

Tabaski offers a great opportunity to trade sheep among West African countries. Customers appreciate Sahelian sheep (with a strong preference for non-castrated rams of white color) due to their quality (weight and quality of meat). Each year Burkina Faso exports thousands of sheep to Côte d’Ivoire for the Tabaski feast (over 75,000 sheep were exported for the 2009 Tabaski, according to COFENABVI), but for the first time, the livestock interprofessional organization (FEBEVIB) organized the export of sheep to Ghana.

The main objective of the 2009 *Opération Tabaski* was to facilitate the establishment of trade linkages among livestock value chain actors in Burkina Faso and Ghana, and to initiate a regular supply of small ruminants to Ghana. Specifically, *Opération Tabaski* aims at promoting the commercialization of quality and price competitive livestock from Burkina Faso to Ghana, contributing to the professionalism of the two countries’ livestock value chain actors, and initiating the establishment of a platform for interactions between Burkina Faso livestock sellers and Ghanaian buyers.



Publicity of the Operation Tabaski in Accra



Exhibition and launch of the sale in presence of the media



Exhibition and trade area for sheep



Burkinabé seller and Ghanaian buyer negotiating a sheep

Within one week, 8 trucks transported 1,500 sheep from 3 main livestock markets in Burkina Faso (Ouagadougou, Pouytenga, and Djibo) from 35 exporters. FEBEVIB ensured the coordination and environmental compliance during all steps of loading, transport, offloading and sale of the animals. Sheep fell into 3 quality categories: category 1 for sheep of more than 55 kg (511 animals, sold at FCFA 60,000, about \$139/head on average), category 2 for sheep between 40 and 55 kg (575 animals, sold at FCFA 85,000, about \$189/head on average), and category 3 for sheep between 30 and 35 kg (414 animals, sold at FCFA 40,000, about \$89/head on average). All sheep were sold before Tabaski, mainly through the Livestock Breeders and Traders Association of Ghana.

The average shipping cost per animal was FCFA 12,279, about \$27/head, including costs of transportation, veterinary care, feeding, and waste management during the export phase. ATP and PAFASP shared these costs with FEBEVIB. *Opération Tabaski* was highly profitable for Burkinabé livestock exporters: total sales amounted to FCFA 135,425,000 (about \$300,944), and net revenue of FCFA 19,081,500 (about \$42,403), for a net margin of 14 percent (FCFA 12,721, about \$28/head). ATP also monitored transport barriers during shipment (see Outcome 1).

4.3.3 BUSINESS LINKAGES IN THE ONION/SHALLOT VALUE CHAIN

From October to December 2009, ATP made considerable progress to support business linkages in the onion/shallot value chain.

- **A prize for the new PREMA 178 onion variety.** ATP sponsored 5 ORO/BF members, who tested the new PREMA 178 onion variety, to attend the JAAL trade fair in Ouagadougou from November 27 to December 6, 2009. They exhibited 10 kg of PREMA onion, distributed technical leaflets at their booth and informed all visitors on the existence of this new rainy season onion variety. The JAAL event culminated with the award of a series of prizes to fair exhibitors. The jury awarded a FCFA 500,000 (about \$1,111) prize for innovation in vegetable and fruit production to ATP-sponsored *Association des Exportateurs d'Oignon du Burkina Faso* (AEOB) and *Groupement des Jeunes Maraîchers de Darigma* (GJMD) for the PREMA onion variety exhibited during the JAAL. This prize provides a strong incentive to ORO/BF and its members to scale-up the introduction of PREMA 178 and promote new onion production technologies for the rainy season.



ATP-sponsored PREMA onion and IICEM-sponsored Malian shallot at the JAAL



ATP-sponsored PREMA onion producers with prize for innovation at the JAAL

- **A prize for the Malian processed shallot.** In close partnership with USAID Mali/IICEM project, ATP sponsored two women shallot processors and one shallot trader from the Dogon country in Mali to exhibit fresh and processed shallot during JAAL in Ouagadougou. They exhibited and sold some of the 230 kg of fresh shallot, 250 kg of *échalote écrasée séchée* (crushed dried shallot), 28 kg of *échalote en boule* (dried shallot balls), and 19 kg of *échalote séchée en tranches* (dried sliced shallot) in 500 g packs they had brought to JAAL. Sales generated a revenue of FCFA 349 850 (about \$800) for Malian exhibitors. They handed out leaflets on shallot, but were surprised at discovering that most Burkinabé consumers did not know what a

shallot is (which the Burkinabé call small onions). There was however a high interest from Burkinabé onion value chain stakeholders in technologies used by shallot actors to process shallots, which might be adapted to onion processing. At the end of JAAL, the jury awarded a FCFA 750,000 (about \$1,667) prize for innovation in vegetable and fruit processing to the ATP- and IICEM-sponsored *Fédération de Producteurs et Transformateurs du Pays Dogon* for their dried sliced shallots exhibited during the trade fair.

- **Business linkages for onions from Burkina Faso and shallots from Mali.** During JAAL, the ATP- and IICEM-sponsored exhibitor Drissa Nantoumé from Mopti, Mali, signed a contract with Yacouba Ouattara, a Burkinabé trader, to export 25 tons of dried crushed shallots by July 2010, for a total amount of FCFA 20 million (about \$44,444). The importer intends to sell 5 tons in small packs for supermarkets in Ouagadougou, while the remaining 20 tons will be retailed through market traders. In addition, the ATP-sponsored *Association des Exportateurs d'Oignon du Burkina Faso* (AEOB) negotiated with an Ivorian trader, Sahi Sogbé, who is a member of the *Coopérative des Commerçants d'Oignon* (Coco-oignon) of Côte d'Ivoire, to supply them with 12 tons of onion by December 24, 2009 (realized in January 2010), for FCFA 6 million (about \$13,333), and with a potential for over 100 tons (worth FCFA 50 million (about \$111,111) in January.

Many other business contacts were initiated during JAAL, and are expected to result in contracts and business transactions during the next few months. For example, a Burkinabé importer, Issa Kirakoye, plans to visit shallot processors and traders in Mopti, Mali, to develop a business partnership, and is interested in doing a test to import 1 ton of dried shallots in January 2010. Traders from Benin and even from France also developed contacts with Malian and Burkinabe exhibitors.



- **Business linkages between onion producers and agro-input suppliers.** On December 10, 2010, ATP organized a workshop to help value chain actors prepare for the next onion rainy cropping season. A total of 14 associations, banks and agro-input suppliers attended and discussed the steps to follow to get quality agro-inputs on time and in the appropriate quantity for the next rainy season. After an in-depth discussion on the cropping calendar (Figure 1), participants came to a common understanding about the input procurement calendar: in order to harvest off-season onions between October and December, when onion prices are at their peak, seeds and fertilizers have to be ordered in January-February for delivery by the end of April, before rains start in May. Participants discussed the necessity to apply the required specific fertilizer (NPK 12-4-28) instead of that formulated for cotton (NPK 15-15-15). Seed suppliers discussed the main technical features and prices of the rainy season onion seed varieties (PREMA 178 and ALIZE) and their quantity and modalities of supply, and provided technical leaflets and advice. A total of 1,500 kg (worth FCFA 45 million, about \$100,000) of PREMA and ALIZE seeds were ordered. The *Banque Régionale de Solidarité* (BRS) presented the modalities of accessing input credit. All participants greatly appreciated the workshop as it allowed them to anticipate and plan well in advance the procurement of agro-inputs for the next cropping season. It also showed all participants the importance of coordination among farmers, agro-input suppliers and financial institutions.

FIGURE I. CALENDAR OF THE ONION RAINY CROPPING SEASON IN BURKINA FASO

Month	J	F	M	A	M	J	J	A	S	O	N	D
Stage:												
Agro-input order and delivery	■	■	■	■								
Nursery					■	■						
Transplanting						■	■	■	■			
Harvest and sale										■	■	■

4.3.4 BUSINESS TRANSACTIONS IN THE MAIZE VALUE CHAIN

Inspired and informed by the training course on contractual agreements facilitated by ATP during JAAL (see above), participants to JAAL developed business relations and formalized intra-regional trade transactions with ATP’s assistance:

- ATP facilitated a business relationship between 3H (a distributor of processed products in Côte d’Ivoire), MELS (a maize agro-processor in Burkina Faso), and UCOVISA (a 20,000-member farmer cooperative in northern Côte d’Ivoire). The objective of this multi-partite linkage was establish the regular supply and trade of high quality maize and maize-based products in Burkina Faso and Côte d’Ivoire. In December, 3H signed a partnership agreement with MELS to distribute MELS products in Côte d’Ivoire, and agreed on modalities to ship one full container of maize processed products by rail from Ouagadougou to Abidjan. In addition, MELS and UCOVISA agreed to develop the partnership initiated in 2009 with ATP’s assistance, to increase the supply of maize by UCOVISA to MELS.
- With support from ATP, Agro-Cipa, a cereal processor located in Bobo-Dioulasso, Burkina Faso, signed a procurement contract with UCOVISA, for the purchase of 500 tons of yellow maize, worth FCFA 55 million (about \$122,222) FOB Korogho, Côte d’Ivoire.
- ATP facilitated a contract for UCOVISA to supply FEPPASI with 280 tons of yellow maize, worth FCFA 30.8 million (about \$68,333) FOB Korogho, Côte d’Ivoire.
- ATP also facilitated initial contacts between animal feed processors in Côte d’Ivoire and UCOVISA, and will assist UCOVISA in its negotiations in early 2010.

4.3.5 ENVIRONMENTAL ISSUES

Attendance at trade events and facilitation of business linkages and transactions, which do not involve agro-inputs, has no significant adverse effect on the environment, and thus received a Categorical Exclusion.

Cross-border livestock trade has the potential for adverse environmental impacts, and thus Operation Tabaski received a Negative Determination with Conditions under the Initial Environmental Examination. The main potential adverse effects are related to solid waste pollution (which may increase water pollution, disease transmission, and bad odors), and noise pollution.

As part of the screening process related to shipment arrival in Ghana, the following mitigation measures were recommended to the Livestock Traders’ Association of Ghana:

- Keep sheep in a secure and secluded area away from residential dwellings; follow adequate environmental management techniques, including legal and appropriate common sense practices to safely collect and dispose of waste to minimize pollution; and provide appropriate care and management to sheep (e.g., providing clean water, shelter, and veterinary care) to reduce the risk of diseases.

ATP's DCoP conducted an unannounced site audit of the Ashaiman exhibition and sale point, on November 26 (i.e., 2 days before the Tabaski feast). Sheep were parked in secure and secluded areas on a farm outside town, over 50 m away from the farm ponds. Veterinary care (anti-stress drug) was administered to every sheep upon arrival. Animals benefited from excellent conditions, including shade provided by tree and shelter, space to move around, clean water and feed (see pictures above). The farm and the animals were very clean; waste was collected 2 to 3 times a day and sold as manure. The DCoP noticed neither odors nor noise pollution. He found the conditions at the Ashaiman exhibition and sale point excellent from both an animal well-being perspective and an environmental standpoint.

For rounding up and loading up animals in Burkina Faso, the responsible party FEBEVIB (also instructed to follow best practices as outlined in their grant agreement) received the following recommendations:

- Follow adequate environmental management techniques during the rounding up process, including legal and appropriate common sense practices to safely dispose of waste and minimize pollution; provide appropriate care and management to sheep (e.g., clean water and shelter) to reduce the risk of diseases. Rounding up of animals should take as little time as possible. During this operation, keep the sheep in a secure and secluded area away from residential dwellings. Overgrazing should be avoided and enough feed provided.

The following recommendations were made to transporters:

- Follow adequate environmental management techniques during transportation, including legal and appropriate common sense practices to safely dispose of waste and minimize pollution; provide appropriate care and management to animals (e.g., clean water, adequate feed, and appropriate veterinary care) to reduce the risk of diseases.

Before loading animals onto trucks, the FEBEVIB organizing committee raised awareness among its members about environment-friendly practices during loading, transport and offloading operations. Loading took place at livestock markets in Burkina Faso under good conditions; offloading, mainly at the exhibition and sale farm at Ashaiman, or directly at the livestock markets in Ghana. Trucks were specially outfitted for transporting sheep in good conditions: FEBEVIB (i) outfitted trucks with a second wooden floor, (ii) added straw on the floors for comfort and to facilitate disposal of waste, (iii) stored feed and water in the corners to allow easy distribution by shepherds whenever needed during the shipment, and (iv) covered the trucks with a tarpaulin to provide sheep with shade. FEBEVIB monitored and reported these mitigation measures into its technical grant report. ATP considered these measures satisfactory and did not observe any environmental concerns during the loading, transport and offloading operations.

The supply of seeds and fertilizers for onion production may also have adverse environmental impacts, and thus received a Negative Determination with Conditions. During the quarter under review, ATP facilitated business linkages between onion producers and agro-input suppliers in preparation for the next rainy cropping season. Through a participative meeting, ATP helped producers and input suppliers coordinate their efforts and plan the required quantity and types of inputs they will need for the next season. This activity contributed to reducing the risk of late orders, delays in the use of seeds and fertilizers, and use of non-adapted inputs. Lack of coordination among actors leads to poor agricultural practices, such as late sowing in the season, overwatering due to late planting, use of cotton fertilizers in absence of onion fertilizers, etc. In April/May 2010,

ATP will visit sites to ascertain that that best practices related to seed procurement and planting are indeed being implemented.

5. OUTCOME 3: MORE EFFECTIVE ADVOCACY BY REGIONAL PRIVATE SECTOR AND OTHER NON-GOVERNMENTAL ACTORS FOR REGIONAL AND NATIONAL POLICIES IN SUPPORT OF A CONDUCTIVE ENVIRONMENT FOR INCREASED REGIONAL AGRICULTURAL TRADE

ATP addresses this outcome mainly through **Component 3: Capacity Building for Private Sector Advocacy**, as well as Component 2, discussed earlier. ATP's strategy for building capacity for private sector advocacy is based on three pillars: (i) organizational strengthening of key partner organizations (addressed under Component 2), (ii) empowerment and capacity building of partner organizations in the elaboration of an advocacy strategy and action plan, and (iii) creation of advocacy platforms that act as pressure groups to implement advocacy activities at both national and regional levels. During the quarter under review, ATP assisted cereal and livestock stakeholders in implementing their advocacy plan through key events and an innovative Behavior Change approach.

Advocacy campaign during the *Journées Agro-Alimentaires (JAAL)*. ATP assisted the nascent regional cereal network in conducting an advocacy campaign during JAAL that took place in Ouagadougou from November 27 to December 6, 2009. JAAL represents a key event for cereal stakeholders to voice their message for free trade in grains throughout West Africa. Under CIC-B's leadership, and with ATP's support, 17 cereal actors representing 10 different professional cereal organizations from Benin, Burkina Faso, Côte d'Ivoire, Mali, and Togo implemented 3 main advocacy activities:

1. **Advocacy booth:** Cereal stakeholders organized a booth within the exhibition area. They displayed posters, handed out position papers, and created awareness among visitors with whom they discussed the importance of a cereals free trade area in West Africa. The minister in charge of agriculture in Burkina Faso and many other officials visited the booth.
2. **Meetings with regional economic communities and NGOs:** Representatives of the regional cereal network organized formal meetings with UEMOA, CILSS, and Oxfam International. After a brief presentation of the nascent regional cereal network, participants explained and discussed the importance of the free movement of grains (mainly maize) in the region to ensure food security and agribusiness development. Participants were much encouraged by these new potential allies. UEMOA and CILSS welcomed the new advocacy dynamics and offered their assistance. UEMOA also indicated that the nascent regional cereal network could become the UEMOA contact organization for all matters related to cereal value chains at the regional level. There is room for an interprofessional organization,

such as CIC-B, at the *Comité Consultatif Régional des Filières Agricoles*. Oxfam invited the cereal network to send an official request for assistance.

3. **Press conference:** On Friday December 4, CIC-B, assisted by ATP, held a press conference that brought together over 40 cereal stakeholders and journalists. The message dealt with free trade of cereals among the ECOWAS countries, focusing particularly on: (i) trade barriers at border crossings; (ii) transport challenges for cereal products; and (iii) quality issues related to regional trade. The message also stressed the need for a cereal inter-professional body at the regional level to facilitate coordination among all cereal value chain stakeholders. Articles were published in newspapers (such as *L'Observateur Paalga* and *Sidwaya*), reports aired on TV (including the regional *Africable TV*), and programs broadcast on radios.



Press conference of cereal stakeholders for free trade of grains in the region

In addition to advocacy activities, the ATP-sponsored cereal stakeholders organized 5 side meetings to strengthen their collaboration. JAAL also offered a great opportunity to facilitate institutional and business linkages among cereal stakeholders at the regional level.

Maize regional advocacy plan. Though the regional advocacy plan was finalized in September 2009, the cereal stakeholders proposed further amendments during the work sessions they had at JAAL. ATP welcomed stakeholders' initiative to make their advocacy plan a dynamic document to be updated on a regular basis. In December, ATP provided CIC-B with feedback on proposed changes, and helped CIC-B include them into a final updated document.

Livestock/meat regional advocacy plan. During the quarter under review, ATP assisted COFENABVI in improving its regional advocacy plan to address key constraints related to the free trade in live animals within the region. ATP offered feedback on the first draft of the plan and agreed to assist COFENABVI in finalizing the document in side meetings during the planned ATP-sponsored regional workshop on COFENABVI's institutional development, which will gather all executive members from the regional organization.

Agricultural Behavior Change – an innovative approach for advocacy in the livestock value chain. Though COFENABVI has not yet finalized its regional advocacy plan, it decided to start implementing some targeted advocacy activities. Malian livestock value chain actors face many trade barriers, including a required livestock export authorization from Governors of Regions in Mali. This was designed as a non-tariff barrier to limit exports of cattle during a period of perceived meat shortages and higher prices in Malian urban cities, but public agents are now imposing unofficial charges of FCFA 7,500 to 15,000 (about \$17 to \$33) per head of cattle, depending on the region. ATP discussed strategies with COFENABVI and FEBEVIM to tackle this barrier, and introduced the Agricultural Behavior Change (AgBC) approach developed by Abt Associates (see text box). During a mission to Mali in December 2009, an AgBC specialist, the livestock value chain leader and the

policy advisors met with Malian authorities (ministries of Livestock and Fisheries, Trade and Investments, and Finance, as well as national and regional departments related to animal resources), FEBEVIM and USAID/Mali. This served as ground work for the forthcoming AgBC campaign to eliminate the export authorization by Governors.

ATP Applies Agricultural Behavior Change (AgBC) Principles to Strengthen the Livestock Value Chain in Mali

ATP conducted an assessment in December 2009 to determine how theories and techniques to promote behavior change could be used to reduce tariff and non-tariff barriers to livestock trade between Mali and its neighboring countries, thus enhancing food security and increasing economic growth. Policy priorities include: 1) eliminating Mali's Regional Governor's Export Authorization requirement, 2) promoting cross-border respect of veterinary certificates issued in the exporting country, 3) reducing VAT and other fees on Mali's livestock exports to Senegal, and 4) reducing transit taxes on Mali's livestock exports to Burkina Faso and Ghana.

Most Malian stakeholders consulted endorsed the idea of lifting the Regional Governor's Export Authorization, given that this was intended to be a temporary measure to cope with a food shortage in 2007. The primary AgBC strategy recommendation focuses on policy and media advocacy directed toward the five ministries that instituted the requirement originally. As part of their advocacy activities, professional associations such as FEBEVIM and COFENABVI will pursue this policy change with ATP support, using a variety of communication channels and persuasive messages that incentivize the ministries and provide public recognition and rewards for taking action. Once this is accomplished, ATP will work with Malian counterparts to apply AgBC strategies and approaches to address the remaining livestock policy priorities.

Advocacy in the onion/shallot value chain. During the quarter under review, ATP made changes in some of its advocacy activities in the onion/shallot value chain after USAID directed the project to stop activities in Niger. Although ATP continues to monitor road harassment in Burkina and Ghana, the project is now focusing its value chain development work on Burkina Faso, as second onion exporting country in the region, and in Mali, as the main exporter of shallot. The ATP onion value chain leader and capacity building specialist organized meetings with Burkinabe onion value chain stakeholders to clarify the roles and representativeness of the numerous apex bodies that claim to represent the onion stakeholders in Burkina Faso. They also organized a meeting with the World Bank/PAFASP project that supports some of these apex bodies to discuss coordination and synergies in their support for institutional development and advocacy for onion actors. ATP and PAFASP agreed to facilitate the collaboration between the two main interprofessional organizations, "Noyau Oignon" (a newly-created, still informal organization, touting itself as the "kernel" of the value chain) and ORO/BF (the national chapter of the regional organization, ORO/AOC). ATP will encourage this collaboration by providing these organizations with technical assistance to develop a common advocacy strategy and plan of action.

Environmental Issues

All activities undertaken under Component 3 during the quarter under review were classified as Categorical Exclusion. The ATP technical team and the project partners did not face any specific environmental challenge.

6. OUTCOME 4: IMPROVED EFFICIENCY OF TRADE TRANSACTIONS AND REGIONAL MARKET ACCESS

6.1 MARKET INFORMATION SYSTEM

6.1.1 PARTNERSHIP IN MIS

ATP has been working since inception with Esoko, a private company, to form a regional, private-sector, Internet and cell phone-based market information system providing such information. The project has established a partnership with four independent market information networks to provider contents to the Esoko platform, which can be accessed by project-supported users. ATP is working closely with E-ATP to extend the availability of the Esoko network to more countries in the region to facilitate intra-regional trade.

Esoko, however, has reported unanticipated difficulties in the transitioning from Tradenet.biz to Esoko Networks, as it tried to add more services and sophistication to the new platform, while retaining some backward compatibility with the old one. As a result, uploading information onto the platform was severely curtailed for most of the quarter under review. (Market enumerators did record data in Excel software, but the platform could not tabulate and analyze the information as timely as before.) ATP is monitoring the situation closely to ensure that service resumes in full the next quarter.

As part of its assistance to public market information systems, ATP worked with ECOWAS, Esoko, RESIMAO, and IFDC to establish a partnership that will provide market information to all 15 ECOWAS member states. Ecobiz, ATP, RESIMAO (with assistance from ECOWAS), and IFDC will combine to provide content to the platform. ATP facilitated direct contact between Esoko and RESIMAO, which have avoided each other since the start of the MISTOWA project in September 2005.

6.1.2 ATP MIS ACTIVITIES

During the period under review, ATP carried out the following activities:

Training of partners

This is part of ATP's on-going effort to ensure that its MIS partners use the same data collection instruments to provide accurate and comparable data. ATP trained a total of 45 MIS supervisors in Burkina Faso, Mali and Côte d'Ivoire. The project also facilitated the training of enumerators from Afrique Verte Burkina (APROSSA).

Facilitation of bids and offers

ATP's MIS specialist contributed to the success of the JAAL and *bourse céréalière* through presentation of the MIS platform, particularly the posting of bids/offers on the platform. In collaboration with Esoko, ATP provided a practical demonstration of Esoko's services and received positive feedback from participants.

6.1.3 DIFFICULTIES AND CHALLENGES

All MIS partners now have access to the new platform. However, because of Esoko's difficulties, market information was collected in Excel and later reported onto the platform, thus limiting its usability. There were too many gaps in the data set for the project to compute indicators of performance.

ATP held several working sessions with Esoko, which reiterated its commitment to providing good quality service. For the period during which Esoko experienced its difficulties, both parties agreed that no payment should be made to Esoko.

6.2 MOBILIZATION OF ADDITIONAL FINANCE THROUGH ACCESS TO CREDIT AND THE DEVELOPMENT CREDIT AUTHORITY (DCA)

ATP's strategy to mobilizing finance for agribusiness and intra-regional trade in its target value chains is based on a four-pronged approach: (i) developing and implementing a Development Credit Authority (DCA) guarantee program; (ii) assisting value chain actors to access finance by improving their capacities to develop bankable business plans and apply for loans; (iii) facilitating the transfer of funds related to trade within value chains; and (iv) strengthening the capacities of selected financial service providers to evaluate creditworthiness and risks associated with lending to agribusinesses.

Development Credit Authority. In October 2009, ATP contacted financial institutions, including the regional banks Union Bank for Africa (UBA) and BRS that have showed an interest in the DCA approach. Through meetings and contacts, ATP's finance mobilization advisor introduced UBA and BRS Holdings to USAID's Office of Development Credit (ODC) and USAID/WA, discussed the way forward to establish conditions for the initiation of a DCA in FY10, and initiated a DCA implementation timeline for both ATP and E-ATP projects. This document proposes steps, roles, responsibilities and a timeframe to establish a DCA in FY10. ATP will work with USAID to finalize the DCA timetable by the end of next quarter.

Facilitation of access to credit. ATP organized a series of activities and meetings to assist agribusinesses to access finance by identifying potential financial partner institutions and financial products adapted to the needs of value chain actors, and by improving the capacity of agribusinesses to present clear and accurate financial information to financial institutions, develop bankable business plans and apply for loans.

- **Identification of potential financial partners.** UBA and BRS were invited to the ATP workplan presentation in October 2009, and the project is continuing discussions about their possible financial services to ATP partners. ATP also visited with many other financial institutions between October and December, including Ghana Commercial Bank, BRS Burkina Faso, the *Société Financière de Garantie Interbancaire du Burkina Faso* (SOFIGIB), the *Association Professionnelle des Institutions de Microfinance du Burkina Faso* (APIM-BF), the *Union Technique d'Exécution* (UTE) of the national microfinance strategy (Burkina Faso), the *Union Régionale des Coopératives d'Épargne et de Crédit du Nazinon* (URC Nazinon – located in a cattle fattening area in Burkina Faso, which exports livestock to Ghana, Nigeria and other coastal countries). The objective of these meetings was (i) to introduce ATP; (ii) to get acquainted with the financial products proposed by each institution; and (iii) to identify possibilities of collaboration to facilitate access to credit for ATP's partners in the maize, onion/shallot and livestock/meat value chains.
- **Initiation of a loan scheme for onion producers in Burkina Faso.** In the onion value chain, ATP developed a financing scheme with BRS Burkina Faso and SOFIGIB, to facilitate access to credit for the *Société de Coopératives Maraîchères du Débé* (SOCAMAD), which produces and exports onions to Côte d'Ivoire. The project assisted SOCAMAD in the development of its business plan, and then in its negotiations with BRS. Due to the late delivery of SOCAMAD's

business plan vis-a-vis the onion season, ATP decided to postpone its support until the next cropping season, and to look at providing similar support to other groups of onion producers in Burkina Faso.

- **Facilitation of access to credit for maize producers in Côte d'Ivoire.** In December 2009, ATP facilitated the access to credit for UCOVISA in Côte d'Ivoire. The project provided technical assistance to UCOVISA in negotiating a maize export deal with a buyer in Burkina Faso and also on negotiating a line of credit for production and collection of maize to be exported with Bridge Bank Côte d'Ivoire. During the next quarter, ATP will identify potential financial institutions partners, and help UCOVISA negotiate other financing and broaden their financial partnership.
- **Training course on access to finance.** In addition to the training course ATP organized on contractual agreements, ATP facilitated, through STTA, a training course on access to finance for target value chain actors. The introductory course has already produced some results, including partnerships and business relationships established between MELS and 3H on the one hand, and UCOVISA and FEPPASI on the other hand (see Outcome 2 above). Value chain actors have showed great interest in an advanced course with case studies of successful access to finance in their countries (in particular, Côte d'Ivoire and Mali). Such case studies will include lessons learned in the region, e.g., from WATH's and BRS/Mali's works.

Facilitation of transfer of funds. ATP investigated several fund transfer systems that will be able to help improve the transfer of money within the region. The project met with INOVA Payments Systems, a private company that plans to develop electronic payments and transfers via SMS in all UEMOA countries by the end of 2010. INOVA also plans to be connected to VISA and MASTERCARD switches (debit card schemes). ATP will look for ways to assist INOVA to extend mobile transfer services to value chain actors. ATP also contacted VISA Inc. Europe Middle East Africa, located in Morocco, to discuss possibilities of collaboration in West Africa, and investigated MTN's money transfer system.

Environmental Issues

Access to finance activities can have potential impacts on the environment, and received a Negative Determination with Conditions. Desktop studies, meetings and capacity building activities held during the quarter under review have however no significant environmental adverse affect, so the project did not face any environmental issue. Once access to credit (including through the DCA) and transfer of funds activities are formalized with partners, ATP will ensure mitigation and monitoring measures are inserted into contractual agreements and MoUs.

6.3 MOBILIZATION OF ADDITIONAL FINANCE THROUGH WAREHOUSE RECEIPTS

In September 2009 ATP organized consultations with Ghanaian legal counsel on the different options to establish a regulatory company that would manage the Ghana Warehouse Receipt Program (GWRP). Local lawyers, in agreement with the GWRP steering committee, proposed the establishment of a not-for-profit private company limited by guarantee. As a follow-up to this recommendation, during the quarter under review, ATP had contacts with the GWRP steering committee that fine-tuned roles and operations of the company and agreed to hire a full staff member who would facilitate the creation of the company at an acceptable speed.

ATP assisted the GWRP steering committee in recruiting a MBA graduate for the manager position of the private regulatory company to be established. The GWRP task force selected Emmanuel Mante, who has knowledge in commodity warehousing receipting systems (including business registration procedures and supervisory responsibility over stakeholder institutions) and of advocacy issues within the grain industry in Ghana. The new manager is expected to start work in the next quarter. Once the regulatory company gets registered, as recommended by the ATP Legal Adviser,

the GWRP and ATP will sign a MoU to facilitate the implementation of grant activities and speed up the warehouse pilot scheme to ensure it is up and running for the 2010 cropping season.

The USAID Ghana / ADVANCE project has equally committed to supporting the GWRP by providing a MBA volunteer to assist in the program. The project may also cover costs related to the newly hired manager for its first few months of activities.

Environmental Issues

The facilitation activities to set up a warehouse receipt program in Ghana have no significant impact on the environment and received a Categorical Exclusion. Once warehouse scheme set in place, increased storage and use of pesticides/fumigation may have adverse environmental impacts. ATP will address these issues before the activities go under way by late FY10.

6.4 MOBILIZATION OF ADDITIONAL FINANCE THROUGH LEVERAGE

Public Private Partnerships. In FY09, ATP identified lead firms as potential candidates to develop Public-Private Partnerships (PPPs) with ATP. These lead firms include Premium Foods Ltd and Nestlé in the maize value chain, and the *Société Ivoirienne de Promotion de Supermarchés* (PROSUMA) in the livestock/meat value chain. In November 2009, ATP met with each of these companies to fine-tune modalities of the partnerships.

- **PPP with Nestlé.** Aflatoxin contamination in maize was identified as a critical issue facing the maize value chain from both a commercial and food safety standpoint. While Nestle had initiated a farmer training program in Ghana and Côte d'Ivoire to address the problem (driven by their local purchase program), they indicated they would be interested in working out a PPP with ATP that would expand their program to more farmers in the region. It was agreed that prior to developing a MoU and implementing a PPP, ATP and Nestle would organize a stakeholder meeting to examine the nature of the aflatoxin problem. This workshop took place in Accra on October 18-19, 2009 (see Outcome 2), and led to several meetings between Nestlé, ATP and USAID/WA. ATP drafted a MoU template that is being reviewed by Nestlé managers in Switzerland. ATP is confident that the MoU can be signed in time to start joint activities during the next maize cropping season.
- **PPP with Premium Foods Ltd.** The Premium Foods Ltd PPP evolved from the work of ATP in planning a warehouse receipt pilot program for Ghana. Premium Foods Ltd was identified as an innovative firm that was expanding its processing operations and needed to source maize from regions outside of Ghana. Premium has a unique approach in producer group organization of interest to ATP (see text box). Premium Foods sought partnerships with non-Ghanaian producer associations such as UCOVISA in Côte d'Ivoire and FEPPASI in Burkina Faso. In November 2009, ATP visited these farmer organizations to help develop the MoU between ATP and Premium Foods. The project has drafted a MoU, based on the GDA MoU template provided by USAID/WA. The MoU is currently under review by all parties and will be signed during the next quarter.

Premium Foods' Unique Out-Grower Scheme

Premium Foods' innovative and successful scheme, being used for over a decade now, is not based on contract farming, but rather on a network of individual entrepreneurs that the company has selected, trained, and initially financially supported to play three key roles: (i) farm leaders, disseminating good agronomic practices to a group of farmers; (ii) independent farm services suppliers, providing input, custom work (soil preparation, harvesting), and at times credit to farmers; and (iii) quality-conscious grain collectors for the company. Some of these individuals have now created full-fledged businesses partnering with Premium

- **PPP with PROSUMA.** PROSUMA is keenly interested in identifying ongoing supply arrangements for high quality meat to meet its requirements for roughly 150 tons of beef and 50 tons of lamb annually. PROSUMA is particularly interested in purchasing chilled meat from the abattoir in Ouagadougou, Burkina Faso, based upon the availability of efficient refrigerated rail transport (via SITARAIL). PROSUMA has specified its interest in receiving shipments of two refrigerated containers of chilled meat per month, roughly ten to twelve tons per shipment. The bulk of its purchases would be beef hindquarters from castrated males, or finished cows with a minimum carcass weight of 44 kilograms. However, PROSUMA is not solely interested in high quality beef, as it currently imports a significant quantity of low-grade frozen beef from India. The company would prefer to meet its needs from sub-regional suppliers, but would insist upon strict quality control. The company's requirements are rigorous, seeking to meet European standards of hygiene and quality. One of its principal challenges so far has been obtaining consistent supply to meet its quality needs and pricing requests. PROSUMA has high pricing and profitability targets for its products, which are currently above what Sahelian suppliers can offer. It is, however, PROSUMA's hope to be able to establish target pricing with Sahelian suppliers for sustained purchasing operations.

In November/December 2009, ATP organized four meetings with PROSUMA, focused mainly on PROSUMA's pricing needs and current purchasing arrangements. ATP developed several documents to support the discussions, including (i) a brief presentation of the ATP project; (ii) a value proposition noting the prospective value and areas of possible technical focus of any prospective collaboration; and (iii) a detailed price analysis for Sahelian chilled beef from Burkina Faso. The price analysis included two scenarios, based on the dynamic of seasonal price fluctuations at Pouytenga market, a major livestock collection and dispatch market located a short-distance from Ouagadougou.

Monsieur Lannes, the meat and livestock buyer at PROSUMA, sees the value of a prospective collaboration, but is, himself, having difficulty focusing on a long-term strategy for ongoing purchases directly from Sahelian markets. ATP has presented him with a value proposition that illustrates the types of technical assistance that ATP can provide to PROSUMA. PROSUMA, however, has been slow in internalizing this collaboration. ATP is pursuing its contacts with the firm in order to fine-tune the collaboration modalities, and remains confident that the partnership with PROSUMA will become a reality. Meanwhile, the project is identifying other PPP candidates in the livestock/meat value chain.

Environmental Issues

PPPs can have variable environmental impacts, depending on the activities covered by the partnership. Meetings that ATP organized with potential PPP candidates during the quarter under review have however no adverse effect and the project did not face any environmental issue. In the MoUs that are developed with its partners, ATP is introducing environmental language to ensure

mitigation and monitoring measures are taken into account in the partnership whenever deemed necessary.

6.5 MOBILIZATION OF ADDITIONAL FINANCE THROUGH LEVERAGE

Due diligence/grant pre-award assessment for new grantees

As part of ensuring effective and efficient management of grant funds, ATP conducted due diligence/grant pre-award assessments for the *Fédérations Nationales des Industries de l'Agro-Alimentaire et de Transformation du Burkina* (FIAB) of Burkina Faso and the *Association des Acheteurs des Produits Locaux de Sikasso* (APLS) of Mali to ascertain their financial management capacity prior to being awarded ATP grants. The results of the assessment indicated that these two potential grantees had the necessary capacity requisite to play mutual beneficial role in the implementation of ATP interventions.

This led to a successful execution of a grant agreement between FIAB and ATP. The grant agreement with APLS would be concluded early in the second quarter.

Grants awarded and funding levels

During the period under review, ATP awarded two (2) grants totaling FCFA 13,037,500 (about \$28,972). A grant of FCFA 8,187,500 (about \$18,194) was to the *Fédération Nationale de la Filière Bétail/Viande du Burkina Faso* - FEBEVIB (a national chapter of COFENABVI) to facilitate the establishment of business linkages between producers of livestock products in Burkina Faso and consumers in Ghana through the sale of sheep for Tabaski festivities. The second grant of FCFA 4,850,000 (about \$10,778) was awarded to the *Fédérations Nationales des Industries de l'Agro-Alimentaire et de Transformation du Burkina* - FIAB to support activities geared toward creating publicity of JAAL events; projecting ATP and FIAB in a favorable light in West Africa and beyond; and sharing of market information and opportunities to various market operators, including ATP value chain actors.

Orientation/Training of Grantees

Two individuals from APLS, the Administrative Secretary and the Treasurer, with direct responsibility for the management of ATP grants, were trained in ATP grants management and reporting requirements. .

7. ENVIRONMENT

7.1 COMPLIANCE WITH LOCAL AND USAID REGULATIONS

Complying with environmental regulations is important for the sustainability of the project's achievements, and ATP is committed to be compliant with environmental regulations of both USAID/WA and host countries in which project activities are implemented.

In October and November 2009, ATP gathered local environmental regulations from Benin, Burkina Faso, Ghana, Mali, Niger, Nigeria, and Togo. Reading, understanding and following all these diverse regulations remains a real challenge for a project that has no staff fully focused on environmental issues. Therefore ATP is using the compiled regulations as guidelines on a case by case basis, and especially when the project plans to implement in one of these country an activity that received as a Negative Determination with Conditions.

In November and December 2009, ATP developed a Pesticide Evaluation Report and Safe Use Action Plan (PERSUAP) focused on IPM training activities planned in cereal and onion/shallot value chains. The project expects that its approval in February 2010 and will ensure its recommendations are implemented and monitored by project staff and partners whenever IPM training is conducted.

7.2 STATUS OF MITIGATION AND MONITORING

ATP prepared Environmental Review Forms (ERFs) for every professional service agreement the project signed. Moreover, during the process of grant development, ATP conducted a pre-award review, which included due diligence of the partner and a screening (through an ERF) of joint activities proposed in the grant. In order to conduct the due diligence of the partner, the project developed a checklist, which includes environmental considerations, such as the existence of environmental procedures and documentation, awareness/training of the staff on environmental issues, and implementation of mitigation measures.

When ERFs identified activities as "very low risk" and judged that they would receive a Categorical Exclusion under the applicable Initial Environmental Evaluation (IEE) – the one applicable to the entire portfolio of USAID/West Africa's Agriculture and Natural Resource Office (ANRO) – they were kept on file by ATP. When the activities were identified as having a potential impact on the environment, then the ERF was submitted to USAID for approval.

Specific mitigation and monitoring measures implemented activity by activity are indicated in each technical section of this quarterly report. As mentioned above, during the quarter under review ATP organized a site visit (environmental audit) to the exhibition and sale point of the *Opération Tabaski*, in Ghana, and observed that all mitigation measures proposed in the contractual agreements were being implemented.

Overall, ATP did not observe or learn second-hand of any specific environmental issue requiring mitigation measures in its activities implemented during the October-December 2009 quarter.

8. CROSS-CUTTING AREAS

8.1 COMMUNICATIONS STRATEGY

All major activities undertaken during the quarter under review received ample coverage across the region from the project itself and in partners' platforms, making the project better known across the region.

8.2 RELATIONSHIP BUILDING WITH STAKEHOLDERS

The project strengthened its existing relationships with stakeholders and built new ones for more extensive coverage of project activities in the region. For instance, ATP firmed up its good working relationship with the regional TV network, Africable; and initiated collaborative work with a private TV network in Burkina Faso (Canal 3), popular private and public radio stations (Ouaga FM, Savanne FM, Radio Salankoloto, Radio Paghayiri, and RTB Radio) in Burkina Faso), and the representative of *Radio France Internationale* (RFI) in Burkina Faso.

Through joint activities, ATP also strengthened its relationships with projects (such as the World Bank-funded PAFASP in Burkina Faso), and organizations (CIC-B in Burkina Faso, which is leading the efforts to establish a regional cereal network; FIAB, organizer of the regional trade fair, JAAL; and the *Ghana Livestock Breeders and Traders Association*, a partners in the Operation Tabaski)—all with a strong focus on intra-regional trade.

The project has committed to collaborating more closely, and started with an invitation to bilateral missions to participate in the preparation of its work plan. It will strive to deepen this collaboration throughout its years ahead.

8.3 MEDIA COVERAGE

ATP continues to have favorable media coverage in the region as a result of its good relationship with media outlets. For example, the aflatoxin workshop and the Operation Tabaski event in Ghana received coverage from three national television networks, three radio stations, and three key newspapers. Similarly, the regional JAAL event in Ouagadougou received great coverage from three TV stations (regional, national public, and national private TV networks) and three newspapers. As discussed earlier, the project will continue to strengthen its relationships with these and additional media outlets to raise its visibility at the national and regional levels. .

8.4 PRODUCTION AND PUBLICITY

Production of communications materials to provide publicity for the project increased in the quarter. These include brochures and fact sheets to stakeholders and the general public during all field visits and project events; posters and banners carrying project information on specific project activities; and the second edition of the project's newsletter (*Trade Catalyst*) was produced in English and French. The project also produced press releases and materials for newspaper reports and articles,



Front

Back

The project reported two success stories this quarter: the first Operation Tabaski in Ghana and the regional JAAL event in Burkina Faso.

As part of ATP's communications strategy, the project also produced during this quarter its initial Monthly Highlights series to inform USAID and project's stakeholders about project's key activities in a summarily but timely manner.

8.5 DOCUMENTATION

The project documented its own and outside information related to the project (press releases, news stories, newspaper articles, etc.), using among other means, press clippings and CDs and DVDs to archive project's events and activities. The project will later use this and other material to produce short videos to publicize its results on the ground.

8.6 ATP WEBSITE

The project launched its website (www.agribizafrica.org) in the quarter to give more visibility to the project. The website complements other channels of communications and ATP will use it to showcase the project and its activities to the general public in the region and beyond.



Because of the project's conscious efforts to deepen its relations with the media, numerous independent media organizations carried news stories and articles on ATP on their websites.

Independent websites Provide Ample Coverage to ATP's Activities In the Region

Advocacy Workshop for Cereals (Maize)

www.senego.com/burkina-faso (31st December, 2009)

Les Professionnels Céréaliers Plaident une interprofession Regionale

Capacity Building for Le Comité interprofessionnel des céréales du Burkina (CICB

DEVELOPPEMENT AGRICOLE EN AFRIQUE DE L'OUEST: une autoévaluation pour mieux avancer

(Le Pays 11/11/2009)

http://africatime.netdivision.fr/rwanda/nouv_pana.asp?no_nouvelle=489385&no_categorie=3

Journées agroalimentaire

Les professionnels céréaliers plaident pour une interprofession régionale

L'Observateur Paalga > N° 7539 DU JEUDI 31 DECEMBRE 2009

<http://www.lobservateur.bf/spip.php?article13101>

Journées agroalimentaire - Les professionnels céréaliers plaident pour une interprofession régionale

<http://fr.allafrica.com/stories/200912310206.html>

9. MANAGEMENT

9.1 TEAMBUILDING

ATP held teambuilding and workplanning workshops in Akosombo and Accra from October 5 to 14. The overall purpose of the workshops was to help the project get FY10 off to a positive and efficient start, to build a team spirit, and work on project strategic direction and workplan. Specifically, the workshop outcomes were:

1. Shared and updated understanding of the project objectives, scope, and outcomes;
2. Clarification of the roles, responsibilities, and lines of authority among the project team;
3. Improved relationships and communication among team;
4. Increased commitment and ownership by all participants and senior management in supporting the project;
5. Agreements on key aspects of how the project will be managed;
6. Preparation of draft work plan for the fiscal year 2010.

9.2 TRAVEL

The table below lists travel made between October and December 2009 and their purpose.

	Date of Travel	Countries	Travelers	Purpose
1	2/10/09 – 24/10/09	Ghana	ATP Staff and Subcontractors	Participate in the teambuilding and workplanning workshops; and, for some, present workplan to stakeholders.
2	03/10/09 - 17/10/09	Ghana Burkina Faso	Brooke Hopper	Participate in the teambuilding and workplanning workshops in Ghana, and assist with E-ATP start up activities in Burkina Faso.
3	18/10/09 - 24/10/09	Burkina Faso	Christian Amedo Bernardin Gatete	Establish baselines and conduct training for enumerators on trade data collection procedures.
4	1/11/09 - 25/11/09	Burkina Faso, Côte d'Ivoire Ghana	Charlie Stathacos	Support the project's efforts to formalize public-private partnerships with Premium Foods and Nestlé Ltd.
5	10/11/9 - 13/11/09	Nigeria	Frank Ofei	Attend the ECOWAS International Conference on ECOWAP.
6	8/11/09 - 12/11/09	Mali	Olivier Kabre Garcia Honvoh, Laura Drewett	Train in-country MIS managers to collect and disseminate market information via the new Esoko network platform.
7	14/11/09 - 21/11/09	Mali	Bernardin Gatete Christian Amedo	Conduct pre-award assessment and orientation/training of APLS (Local Products Sellers Association) on ATP grants management and reporting tools.
8	15/11/09 - 22/11/09	Ghana	Rose Wanzie	Facilitate a stakeholder awareness workshop in collaboration with Nestle Ghana on Aflatoxin.

9	20/11/09 - 25/11/09	Ghana	Seydou Sidibe	Assist with livestock trade for the Operation Tabaski organized by COFENABVI and AGRISERV in partnership with ATP and PAFASP.
10	29/11/09 - 11/12/09	Mali	Gael O'Sullivan	Design a strategic behavior change campaign for the livestock value chain to address trade policy issues pertaining to government-imposed export tax in Mali.
11	22/11/09 - 7/12/09	Burkina Faso	Felix Deyegbe Olivier Kabre Garcia Honvoh Ismael Ouedraogo Suzanne Ngo-Eyok	Assist with organizing and participate in JAAL regional event.
12	22/11/09 - 25/11/09	Ghana	Raphael Vogelsperger	Participate in the teambuilding and workplanning workshops; and, present WP to stakeholders.
13	25/11/09 - 03/12/09	Côte d'Ivoire Burkina Faso	Nick Kulibaba	Follow up and secure potential partnerships for the livestock value chain.
14	25/11/09 - 1/12/09	Côte d'Ivoire	Seydou Sidibe	Support conclusion of a Memorandum of Understanding between ATP and PROSUMA.
15	1/12/09 - 13/12/09	Mali	Seydou Sidibe	Assist with designing a strategic behavior change campaign in order to improve inter regional livestock trade compliance.
16	5/12/09 - 16/12/09	Mali Burkina Faso	Frank Ofei Daniel Plunkett	Examine border practices and crossing between Sikaso (Mali) and Dioulasso and meet with CILSS, UEMOA, CIC-B and Project Staff.
17	10/12/09 - 21/12/09	Burkina Faso	Stephen D'Alessandro	Conduct a study on technologies and practices for onion storage, and make recommendations on the development of a manual

9.3 PROGRESS REPORT AND OTHER CONTRACTUAL DOCUMENTS

ATP presented its FY10 workplan to USAID and regional stakeholders, on October 15. Subsequently, the management team was invited to present it at USAID on November 24, and submitted it to the COTR on December 18.

ATP submitted its FY09 annual report, on November 2; and COTR approved it, following minor ATP revisions in response to his comments, on December 13.

The project management team discussed with COTR and RCO the possibility of merging ATP and E-ATP to promote strong collaboration and streamlined implementation and reporting processes. Areas where the project requested fusion were:

1. Project Names: Abt Associates proposed that the two task orders be known as the Agribusiness & Trade Promotion (ATP) Project, as ATP is an established brand within the region, and referring to both ATP and E-ATP may bring confusion to regional stakeholders.
2. Deliverables: Abt Associates also proposed to submit combined annual workplans, progress reports, and final reports. However, ATP and E-ATP reports and WPs would include separate financial reports/pipeline analysis and PMPs/Indicators.

3. Personnel: Abt Associates also requested that approved rates for personnel and consultants under ATP automatically apply to the same personnel and consultants under E-ATP, and vice-versa.

Abt Associates continues to wait for an official response by the COTR and RCO on merging the two projects and how the three specific issues noted above will be addressed.

9.4 AGREEMENTS

ATP entered into agreements with the following organizations:

	Period of Performance	Organization	Amount	Purpose
1	5/10/09 – 5/10/12	ANYAN	FCFA 20,360,000	Contract Mamadou Boubacar Djaouga through ANYAN to serve as ATP Market Facilitator in Benin.
2	9/11/09 – 13/09/09	INERA	FCFA 2,000,000	Provide support for data collection on intra-regional livestock and meat trade flows
3	9/11/09 – 31/12/10	AGRISERV	GHC 15,000	Assist with making trade/sales profitable between Ghanaian market dealers and Burkinabe livestock traders during Tabaski festivities.
4	11/11/09 – 30/11/09	COFENABVI/ FEBEVIB	FCFA 8,187,500	Establish business linkages between producers of livestock products in Burkina Faso and consumers in Ghana through the sale of sheep for Tabaski festivities.
5	19/11/09 – 18/12/09	FIAB	FCFA 4,850,000	Organize JAAL in Ouagadougou and publicize key activities of ATP and FIAB during the event.
6	2/12/09 – 7/12/09	Cabinet Yirvouya	FCFA 150,000	Prepare and facilitate a workshop on Trade contracting for ATP value chain actors participating in the Ouagadougou JAAL.
7	2/12/09 – 7/12/09	Cabinet Lessokon	FCFA 150,000	Prepare and facilitate a workshop on access to finance for ATP and EATP value chain actors participating in the Ouagadougou JAAL.

10. PIPELINE ANALYSIS

CONTRACT BUDGET CATEGORY	BUDGET AMOUNT	ACCRUED EXPENDITURES TO 12/31/09	REMAINING BALANCE
DIRECT LABOR (including Fringe)	3,627,240	905,094	1,206,824
OTHER DIRECT COSTS	3,035,178	1,749,248	1,285,930
SUBCONTRACTS , CONSULTANTS, GOVERNMENT PROPERTY, GRANTS	7,509,641	2,042,471	5,467,170
INDIRECT COSTS	1,705,903	1,487,779	1,733,446
FIXED FEE	1,032,068	398,978	633,090
TOTAL	16,910,030	6,583,569	10,326,461
PIPELINE ANALYSIS			
FUNDED AMOUNT (OBLIGATION)			10,333,536
TOTAL BUDGET			16,910,030
LESS ACCRUED EXPENSES THROUGH 12/31/09			6,583,569
OBLIGATION BALANCE ON 12/31/09			3,749,967
BUDGET BALANCE ON 12/31/09			10,326,461
MONTHLY AVERAGE BURN RATE			329,178
PIPELINE MONTH OBLIGATION AT CURRENT MONTHLY BURN RATE			11
PIPELINE MONTH BUDGET AT CURRENT MONTHLY BURN RATE			31
PROJECTED MONTHLY BURN RATE FOR NEXT QUARTER			330,000
PIPELINE MONTH OBLIGATION AT PROJECTED MONTHLY BURN RATE			11
PIPELINE MONTH BUDGET AT PROJECTED MONTHLY BURN RATE			31

II. PERFORMANCE INDICATOR REPORTING

II.1 INTRODUCTION

During the quarter under review, ATP completed the network of trade organizations/partners through which the project collects trade data. ATP finalized relations with two Malian associations to promote intra-regional trade and document this trade along major trade/transport corridors: (i) the *Association des Vendeurs des Produits Locaux de Sikasso* (APLS) is active in the Mali-Côte d'Ivoire maize trade and has a good grasp of this marketing channel; (ii) the *Association des Cerealiers de Kayes* (ACK) is active in the Mali-Senegal and Mali-Mauritania maize trade. Cereals move along trunk roads linking Mali to Senegal through the Diboli border town, or by boat along the River Senegal during the rainy season.

ATP no longer collects onion trade data within Niger, but rather through (i) onion trader associations under GAPTO, which coordinates collection of data on onion imports into Ghana, and (ii) ORO/AOC, our regional partner to record exports of onions from Burkina Faso (Niger too??) and imports of onion into Côte d'Ivoire, Togo and Benin.

II.2 ONION VALUE CHAIN

From October to December 2009, coastal countries imported a total of 11,694 tons of onions valued at about \$8.0 million (See Table 2 below).

TABLE 2: VOLUME AND VALUE OF ONION IMPORTS BY COUNTRY, OCT-DEC 2009

Country	Volume (tons)	Value (USD Million)
Ghana	8,448	5.99
Côte d'Ivoire	1,844	0.97
Benin	728	0.52
Togo	673	0.49
Total	11,694	7.97

Ghana recorded the highest volume and value, followed by Côte d'Ivoire, Benin and Togo. Compared with the same period in FY 09 (during which exporters were reeling from increased road harassment stemming from the introduction of the axle load limit), the total import volume through marketing channels in the four countries was 3,711 tons, valued at \$2.23 million. The over 200 percent increase in volume over the FY09 is due, in part, to the fact that road harassment issues which were previously a major concern to the traders have now been reduced to a level that enable truckers to make several trips in a month, according to the ATP Market Facilitator in Ghana.

TABLE 3: MONTHLY ONION IMPORTS BY COUNTRY, OCT-DEC 2009 (TONS)

MONTH	COUNTRY			
	Ghana	Côte d'Ivoire	Benin	Togo
October	2412	50	214	243
November	2445	111	201	192
December	3591	1683	314	238
TOTAL	8448	1844	729	673

11.3 LIVESTOCK RUMINANT VALUE CHAIN

The project collects export data from Mali and Burkina Faso to coastal countries through COFENABVI. In Ghana, it collects import data through the Ghana Cattle Traders Association, which excludes the exports captured by COFENABVI, because the latter organization operates only in Francophone countries thus far. No data are collected within Niger.

During the quarter under review, livestock trade flowing through these three marketing channels totaled 122,737 heads of cattle, valued at about \$75.26 million (FOB). The number of sheep and goats traded was 303,432, valued at about \$32.0 million. The total value of trade of livestock/ruminant in the first quarter of FY 10 was \$107.26 million.

Compared with the same period last year, there was a slight decrease in the number of head of cattle traded of about 5 percent (i.e., 129,109 in FY09 and 122,737 in FY10). The value of trade, however, appreciated by about 42 percent (from \$52.85 million in FY09 to \$75.26 million in FY10), most likely because of an increase in the quality of the traded animals, to which ATP contributed in part through its emphasis on cattle fattening and animal care in general. As for sheep and goats, exports increased significantly from 199,552 in FY09 to 303,432 in FY10, an increase of 52 percent, while the value of trade recorded a 172 percent increase. Overall, total trade value in the first quarter of FY10 increased by 66 percent over FY09. ATP contributed to this increased trade through its trade facilitation efforts, including its Operation Tabaski trade fair in Ghana.

TABLE 4: VOLUME AND VALUE OF RUMINANT LIVESTOCK TRADE, OCT-DEC 2009

MONTH	COUNTRY						
	GHANA	MALI		BURKINA FASO		Total Cattle	Total Sheep/Goats
	Cattle	Cattle	Sheep/Goats	Cattle	Sheep/Goats		
Oct (heads)	9,260	22,563	32,676	11,579	7,350	43,402	40,026
Nov (heads)	11,456	12,509	154,367	12,491	47,060	36,456	201,427
Dec (heads)	10,056	15,337	19,153	17,486	42,826	42,879	61,979
Total (heads)	30,772	50,409	206,196	41,556	97,236	122,737	303,432
Value (US\$)	17,088,483	21,581,545	21,207,009	36,595,903	10,797,823	75,265,931	32,004,832
Total FoB Value (US\$)						107,270,763	

11.4 MAIZE VALUE CHAIN

As indicated earlier, ATP has firmed up its relationship with partners in trade data collection through its partnership with Mali's APLS and ACK. In Burkina Faso, ATP completed the training of CIC-B to collect trade data from all major players, not just CIC-B members. For example, ATP has successfully linked maize processors in Burkina Faso with maize suppliers in Ghana and Côte d'Ivoire, but some of this import volume of maize shipped into Burkina Faso was previously not captured by CIC-B.

ATP has undertaken to revise its maize trade data to reflect its increased coverage of that trade. The M&E Specialist visited APLS in Sikasso in November 2009 to train enumerators on data collection procedures and estimation of the baseline (which runs from October 2007 to the time of the training).

TABLE 5: MAIZE EXPORT VOLUME AND VALUE BY MARKETING CHANNELS IN FIRST QUARTER OF FY10

Marketing Channel	Volume (tons)	Value (\$)
Techiman (Ghana) from Burkina	1,031	249,470
Ejura (Ghana) from Burkina	195	57,124
CICB (Burkina Faso) from Ghana & RCI	7,571	1,625,953
APLS (Mali) to Côte d'Ivoire	2,827	583,590
Kayes (Mali) to Senegal & Mauritania	1,440	45,202
Total	13,064	2,561,339

Based on the new information provided by these marketing channels, the baseline from October 2007 to September 2008 and the trade data from October 2008 – September 2009 were computed to determine the overall performance of the project in FY09. Table 6 below shows the revised table of project achievement in FY 09.

TABLE 6: REVISED TABLE OF THE EVOLUTION OF THE EXPORT VALUE OF INTRA-REGIONAL TRADE BY VALUE CHAIN

Value Chains	Baseline (Oct 07-Sept 08) US\$ million	Trade data (Oct 08-Sept 09) US\$ million	Percentage Increase
Maize	7.46	19.15	156.7
Livestock	197.9	205.11	3.6
Onion	29.2	30.19	3.4
Total Trade	234.56	254.45	8.5

TABLE 7: REVISED CONTRIBUTION OF VALUE CHAINS TO INCREASED INTRA-REGIONAL TRADE

Value chains	Percentage Increase FY09 over FY08	Trade Weight in FY08	Percentage Contribution to Total Trade Increase
Maize	156.70	3.18	5.0
Livestock	3.64	84.37	3.1
Onion	3.39	12.45	0.4
Total Trade	8.48	100.00	8.48

With these revisions, total trade for FY09 was \$254.45 million compared with the initial FY09 value of US\$239.71 million. The re-computed result for FY09 was 8.48 percent instead of 5 percent as previously reported. The 5 percent target set for FY09 has therefore been exceeded.

As shown in Table 7, maize is the fastest growing traded commodity in the region. In spite of its smallest trade weight in FY08 (below 4 percent and below onion's 12.5 percent), it achieved the highest contribution to total trade. There is clearly a great potential in maize intra-regional trade.