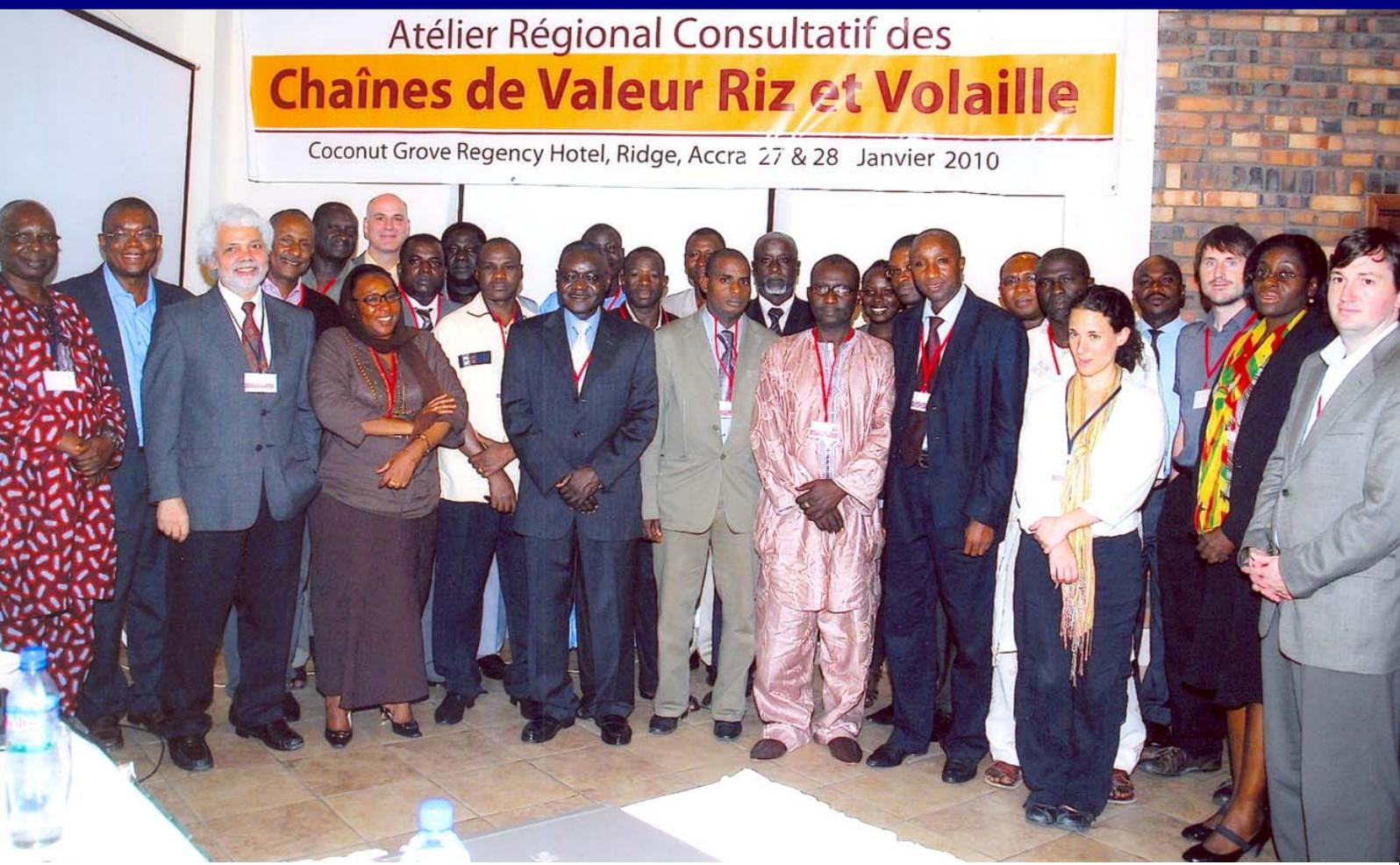




REPORT OF THE REGIONAL CONSULTATIVE WORKSHOP OF RICE VALUE CHAIN ACTORS ACCRA, 27-28 JANUARY 2010



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Global Cold Chain Alliance
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ACRONYMS

ACP	Afrique Caraïbes Pacifique
ADRAO	Association pour le Développement de la Riziculture en Afrique de l'Ouest
AFD	Agence Française de Développement
AGRA	Green Revolution in Africa
ATP	Agribusiness and Trade Promotion
CAAPD	Comprehensive African Agriculture Development Program
CAF	Coût Assurance Fret
CARD	Coalition for African Rice Development
CATHWEL	Catholic Well
CEDEAO	Communauté Economique des Etats de l'Afrique de l'Ouest
CFA	Communauté Française d'Afrique
CGP	Caisse Générale de Péréquation
CIC-B	Comité Interprofessionnel des Céréales du Burkina
CIDA	Canadian International Development Agency
CILSS	Comité Inter-Etats de Lutte contre la Sécheresse au Sahel
CIR-B	Comité Interprofessionnel du Riz du Burkina
CNRST	Centre National de Recherche Scientifique et Technologique
CRA	Chambre Régionale d'Agriculture
CRS	Catholic Relief Service
CSLP	Cadre Stratégique de Lutte Contre la Pauvreté
DGP SA	Direction Générale des Prévisions et des Statistiques Agricoles
DGPSP	Direction Générale de Promotion du Secteur Privé
DIMA	Direction des Intrants et de la Mécanisation Agricole
DOS	Document d'Orientation Stratégique
DRAHRH	Direction de l'Agriculture, de l'Hydraulique et des Ressources Halieutiques
DTA	Direction de la Technologie Alimentaire
E- ATP	Expanded – Agribusiness and Trade Promotion
FAARF	Fonds d'Appui aux Activités Rémunératrices des Femmes
FAO	Organisation des Nations Unies pour l'Alimentation et l'Agriculture
FIDA	Fonds International de Développement Agricole
FOB	Free on Board
GFSR	Global Food Security Response
GIPD	Gestion Intégrée des Prédateurs et Déprédateurs des cultures

IFPRI	International Food Policy Research Institute
INERA	Institut de l'Environnement et de Recherches Agricoles
IQM	Inspection de la Qualité et de la Métrologie
IRAT	Institut français de Recherche en Agronomie Tropicale
IRRI	International Rice Research Institute
JICA	Japan International Cooperation Agency
MAHRH	Ministère de l'Agriculture, de l'Hydraulique et des Ressources Halieutiques
MCC/MCA	Millennium Challenge Corporation/Millennium Challenge Agency
MOB	Maîtrise d'Ouvrage de Bagré
MTC	Mission Technique Chinoise
NEPAD	New Partnership for Africa's Development
NERICA	New Rice of Africa
OIG	Organisation Inter-Gouvernementale
OMC	Organisation Mondiale du Commerce
ONG	Organisation Non Gouvernementale
ONRIZ	Observatoire National de la Filière Riz du Burkina
OP	Organisations Paysannes
OPR	Organisations des Producteurs du Riz
OTF	Organisation des Transporteurs du Faso
PAFR	Plan d'Actions pour la Filière Riz
PAM	Programme Alimentaire Mondial
PAS	Programme d'Ajustement Structurel
PASA	Programme d'Ajustement du Secteur Agricole
PIB	Produit Intérieur Brut
PME	Petite et Moyenne Entreprise
PMI	Petite et Moyenne Industrie
PNGT	Programme National de Gestion des Terroirs
PSO	Plan Stratégique Opérationnel
PSSA	Programme Spécial pour la Sécurité Alimentaire
SIMAO	Société Industrielle et Meunière de l'Afrique de l'Ouest
SODEGRAIN	Société de Développement du Grain
SONACOR	Société Nationale de Collecte, de traitement et de Commercialisation du Riz
SONAGESS	Société Nationale de Gestion du Stock de Sécurité Alimentaire
SOPRIAL	Société de Production Industrielle et Agro Alimentaire
SOPROFA	Société pour la Promotion de la Filière Agricole
STCK	Société de Transport et de Commerce Kossouka

TCI	Taxe Conjoncturelle à l'Importation
TDP	Taxe Dégressive de Production
TEC	Tarif Extérieur Commun
TVA	Taxe sur Valeur Ajoutée
UCAVASO	Union des Coopératives Agricoles de la Vallée du Sourou
UEMOA	Union Économique et Monétaire Ouest Africaine
UGPR-B	Union des Groupements des Producteurs de Riz de Bagré
USAID	United States Agency for International Development
WARDA	West Africa Rice Development Association

I. INTRODUCTION

The Expanded-Agribusiness and Trade Promotion (E-ATP) project is a regional initiative financed by the government of the United States of America through the US Agency for International Development for three years (August 2009-October 2012). The project aims to develop the intra-regional trade of agricultural products in West Africa to support food security in the region. The project E-ATP focuses on rice, poultry and millet/sorghum value chains, and expands the scope of the existing ATP project, which focuses on maize, onion/shallot and livestock/meat value chains.

The E-ATP project organized a regional consultative workshop for actors involved in the rice value chain on January 27 and 28, 2010 at the Coconut Grove Hotel in Accra, Ghana. This workshop resulted from a series of regional studies on the rice value chain conducted by USAID/GFSR in Ghana, Liberia, Mali, Niger, Senegal and the E-ATP project in Burkina Faso. These studies were designed to evaluate the organization and performance of the rice value chain in West Africa, determine commercial flows and identify opportunities to reinforce the value chains. The workshop objective was to present and discuss the main results of the studies and facilitate the identification of priority actions in order to enhance the rice value chain.

The workshop was attended by twenty two (22) participants from six countries (Burkina Faso, Côte d'Ivoire, Ghana, Mali, Nigeria and Senegal). The participants represented professional associations, the private sector, research centers, public administrations, NGOs and support organizations.

The workshop was held concurrently with the regional consultative workshop of poultry value chain actors. There was a general opening ceremony for both workshops and then the participants separated into two groups to address issues in the respective value chains: rice and poultry.

2. OPENING CEREMONY

2.1 OPENING CEREMONY

The workshop opening ceremony started at 8.30 AM with the welcome address pronounced by Dr. Ismael Ouedraogo, Head of the E-ATP project. First of all, Dr. Ouedraogo reminded the participants of the importance of the topic they were going to address. He indicated that rice was being consumed more and more by the populations in both urban and rural areas. There are several and varied recipes relating to rice cooking. The white rice is usually consumed with tomato sauce, peanut sauce and vegetable sauce, etc. Rice is widely served in public places (schools, markets, street corners). In brief, rice has become today a strategic product for food security.

Dr. Ouedraogo also noted that self sufficiency in animal protein constitutes a challenge for the sub region. West Africa has to raise poultry and produce eggs to feed its population. “As you know, the two subjects that we are going to address during these two days actually match up. With rice and chicken, one can come up with ‘yassa chicken’ as well as several related dishes such as the Senegalese Thiebou Djeune, Nigerian Djolof, and Ghanaian Fried rice, etc.” said Dr. Ouedraogo. Then he concluded his speech by thanking the participants for having answered the invitations and agreeing to participate. Mr. Robert Kagbo, representative of USAID/West Africa, indicated how this meeting was important for his institution because the success of E-ATP activities over the next three years will depend on the outcomes of these workshop sessions. That is why the two workshops (rice value chain and poultry value chain) which are being held concurrently constitute a major stake for the development of value chains and E-ATP’s objectives. Mr. Kagbo wished the participants success in their work and then declared the opening of the regional workshops of the rice and poultry value chains.

2.2 PRESENTATION BY THE CHIEF OF PARTY

Immediately after the opening ceremony, Dr. Ouedraogo introduced the E-ATP project to the participants (see annex 1). E-ATP is a project financed by USAID for three years (2009-2012) and is an expansion of the Agribusiness and Trade Promotion (ATP) project (2008-2012). ATP and E-ATP focus on six value chains which include rice, maize, poultry, livestock/meat, onions/shallots and millet/sorghum. The intervention area covers ECOWAS countries such as Benin, Burkina Faso, Côte d’Ivoire, Ghana, Mali, Nigeria, Senegal and Togo.

The E-ATP project aims to increase the value and volume of intra-regional agricultural trade in staple foods in West Africa to contribute to the food security in the region. The project’s main goals are to i) promote membership and compliance with good market principles, ii) improve the efficiency and coherence of value chains, iii) reduce road barriers, improve the handling and logistics of important value chain products, iv) lay a special emphasis on poultry farming and the threat of avian flu to human health.

After the presentation, there was a period for questions and answers.

The participants posed for a group photo during a short break after the presentation. Afterwards, the participants for the rice value chain workshop met in a separate space to begin their deliberations.

3. WORKSHOP PROCEEDINGS

3.1 PRESENTATION OF THE WORKSHOP APPROACH

After the participants were seated, the regional consultative workshop started with a presentation of the individual participants (see the participants' list in annex 2), the workshop programme (annex 3), the modus operandi, the objectives of the workshop and of the E-ATP project.

The workshop participants comprised members of the private sector professional organizations, the public sector), research centers, and projects financed by USAID also supporting actors in the rice value chain. Rules were agreed upon with regard to attendance and the use of mobile phones during the work sessions.

The workshop objectives were presented as follows:

1. Present the major findings of the regional analysis of the rice value chain
2. Identify changes to improve the competitiveness of locally produced rice
3. Identify activities that can bring about these changes
4. Present the types of support that the E-ATP project can provide to value chain actors

Afterward, the role of the E-ATP project was presented in detail. The project's chief aim is to increase the value and volume of intra-regional trade of agricultural products with a view to contributing to 6% annual agricultural growth as defined in the framework of the Comprehensive African Agriculture Development Programme (CAADP) of the New Partnership for Africa Development (NEPAD).

To achieve this goal, the E-ATP strategy aims to implement activities designed to :

1. Reduce barriers while providing direct support to ECOWAS and WAMU's actions.
2. Establish business relations by supporting professional organizations
3. Build advocacy capacities for the private sector
4. Promote initiatives which will improve the efficiency of regional value chains

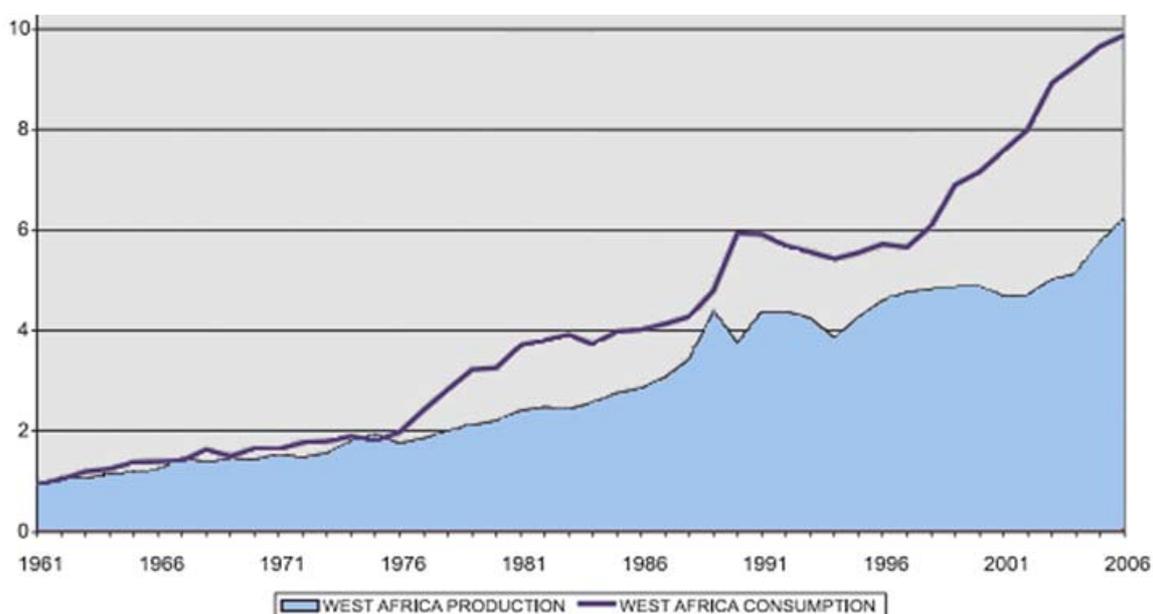
Some of the various intervention strategies of the E-ATP project include grants to build the capacities of professional organizations, technical assistance to actors, training sessions, market information and access to finance, business development tools, public-private partnerships, studies and analysis, and additional activities either implemented directly or through service providers (mainly consultants).

3.2 PRESENTATION OF THE FINDINGS OF THE REGIONAL ANALYSIS OF THE RICE VALUE CHAIN

Mr. Olaf Kula, Agro Economist and Representative of ACDI/VOCA in West Africa, presented the major findings of the analysis of the regional rice value chain (see annex 4 for the presentation).

He first described the methodological approach of the analysis He then described the progressive gap between rice production and consumption in West Africa and the constraints to closing this gap.

GRAPHIC I : GAP BETWEEN RICE PRODUCTION AND CONSUMPTION IN WEST AFRICA



In order to solve the constraints raised, a strategy including four points was suggested:

1. Improve the competitiveness of the regional rice value chain in comparison with imported rice;
2. Increase small producers' productivity;
3. Promote investments in large scale production and in commercial processing
4. Increase regional commercial flows and knowledge sharing between actors.

The strategy would enable the following : I) strong and dynamic seed markets, ii) expanded and operational input markets, iii) investments for commercial processing units, iv) linkages between rice production and distinct markets in terms of rice varieties and quality, v) grouped sales of rice permitting producers easier access to commercial markets.

To conclude, Mr. Kula presented the following four themes to be addressed during the two-day workshop:

1. Seed supply (multiplication and distribution)

2. Other input supply (fertilizers and equipment)
3. Opportunities to compete with imported rice in national markets
4. Intra-regional trade (seeds and rice)

A period of questions and answers followed.

3.3 FORMING WORKING GROUPS

An electronic vote was conducted before forming groups. Based on their personal interest, participants chose one of the four themes presented earlier. The results of the electronic votes were then posted to show the basic framework for the formation of working groups. The results showed that the participants expressed their interest as follows: 13% for theme No 1 (seed supply), 26% for theme No 2 (input supply: fertilizers and equipment), 43% for theme 3 (market opportunities and links) and 17% for theme 4 (regional trade: seeds, rice, others). The facilitators then invited some volunteers to join groups that had fewer participants in order to balance the working groups. As a result, four work groups were organized to each address a specific theme.

Four stations were created for the working groups and each group joined a station. The group work was accomplished in three main sessions:

Session 1: The group identified necessary changes to make the rice value chain more competitive. The session occurred in three phases: identification of changes, group rotation between stations to comment and contribute on other group's results, the presentation of the results in a plenary session.

Session 2: The groups identified activities to be carried out in order to bring about the changes identified previously. Upon completion, the participants reviewed the other groups' results, which were posted on the conference room walls. Questions and comments were noted and discussed in plenary.

Session 3: The groups prioritized actions to be implemented with the E-ATP project's support during the next three years. The groups also made suggestions about mechanisms for sharing knowledge and information between value chain actors in the region. Group work results were presented and discussed in plenary.

4. WORKING GROUP RESULTS

4.1 SEED SUPPLY

Changes and activities to bring about changes

Changes	Activies	Actors
Increased, commercial production of certified seeds of improved varieties	<ul style="list-style-type: none"> Support seed companies (producers and distributors) with training and access to financing and equipment. Build capacities of research centers & private companies in production of base seed 	Government Research Centers Financial institutions E-ATP Actors Technical and financial partners Regional organizations Africa Rice Center
Better dissemination of information on seeds	<ul style="list-style-type: none"> Inform producers on the use of improved varieties of seeds Establish seed demonstration areas Build the capacity of seed distributors to develop markets in rural areas 	Seed companies Extension services Agricultural professional organizations Africa Rice Center
Better application of seed-related policies (national & regional)	<ul style="list-style-type: none"> Conduct advocacy campaigns Capacity building for National Seed Services 	Government E-ATP Regional organizations NGOs
Availability of appropriate seeds (that meet consumers needs)	<ul style="list-style-type: none"> Support Research and Development Facilitate research on seed varieties in accordance with market demand 	E-ATP Research Center Seed companies PTF NGOs Government Private sector

Other changes and observations to be taken into account:

- Disseminate potential new technologies such as the Intensive Rice production System (SRI) adapted to small producers
- Strengthen the capacity and performance of seed producers
- Encourage the creation of private laboratories for quality analysis
- Reinforce the involvement of the private sector in the seed sector by enforcing national laws relating to seed management
- Apply regional laws relating to the authorization of new seed varieties.
- Promote free trade and circulation of seeds throughout the sub region

- Facilitate access to finance for seed actors.

Priority actions

- Support seed companies and seed producers' organizations
- Build research institutions and seed companies' capacities to increase the availability of base seeds
- Inform producers and producer organizations on the use of seed varieties Build the capacity of seed distributors' to operate at the village level
- Conduct advocacy campaigns to raise the governments' awareness of seed issues
- Provide support to research and development of new seed varieties that correspond to market specifications

Experience and information sharing mechanisms

- Use the esoko platform (www.esoko.com)
- Organize workshops
- Organize exchange visits
- Organize agricultural fairs

4.2 INPUTS SUPPLY (FERTILIZERS, EQUIPMENT)

Changes and activities to bring about changes

Changes	Activities	Actors
Grouped input purchases (setting up purchase centers and cooperatives)	<ul style="list-style-type: none"> • Centralize the purchases (according to needs) • Place grouped bidding • Negotiations with financial institutions for input loans 	Cooperatives Financial institutions Professional organizations E-ATP B.I.D.C. etc.
Subsidize paddy production instead of inputs	<ul style="list-style-type: none"> • Conduct a feasibility study (subsidize paddy) 	Interprofessional organizations E-ATP representation
Involvement of actors in decision making processes in the rice value chain	<ul style="list-style-type: none"> • Conduct advocacy campaigns • Organize training sessions • Promote information dissemination • Support activities of farmers' organizations 	Interprofessional organizations Government E-ATP

Changes	Activities	Actors
Establish a guarantee fund for producers' purchasing centers	<ul style="list-style-type: none"> • Conduct the feasibility study • Establish a guarantee funds 	Farmers' organizations and Cooperatives E-ATP/consultants Interprofession
Establish mechanisms to monitor and control the quality of imported inputs	<ul style="list-style-type: none"> • Conduct advocacy campaigns 	Farmers' organizations E-ATP NGOs ECOWAS
Improved access to adapted equipment	<ul style="list-style-type: none"> • Conduct a study of available equipment and its performance • Conduct a feasibility study to identify new appropriate equipment 	Consultants E-ATP Interprofession
Subsidize and exemption from import taxes agricultural material	<ul style="list-style-type: none"> • Support advocacy campaigns 	Interprofession E-ATP NGOs ECOWAS
More local manufacturing of agricultural materials	<ul style="list-style-type: none"> • Determine a price for the best innovations • Organize fairs on agricultural machines 	Interprofession Guild chambers E-ATP NGOs

Other changes and observations to be taken into account:

- Subsidize inputs but not paddy
- Envisage the creation of input production units
- Promote adequate labeling and supply of chemical products
- Urge equipment manufacturers and distributors to supply the regional market
- Reinforce the regional networks of agro-dealers and input suppliers
- Apply regulations relating to importing inputs (WAMU, ECOWAS).

Priority activities

- Centralize the purchases of equipment and inputs
- Organize grouped bidding for inputs
- Establish a guarantee funds for the producers' purchase centers
- Feasibility study to identify appropriate equipment
- Conduct advocacy campaigns to endorse the regulations relating to importing inputs

- Conduct advocacy campaigns for the subsidy and exemption of agricultural equipment
- Organize fairs to expose agricultural machines.

4.3 MARKET OPPORTUNITIES

Changes and activities to bring about changes

Changes	Activities	Actors
Improve the quality of local rice adapted to consumers' needs while considering market segments (target market) and adapted technologies (production and processing)	• Identify consumers' preferences	Africa Rice Center NARS Universities, NGO Consumers' organizations
	• Establish a processing industry	Research center Processor Importers Distributors
Improve the image of local rice and its accessibility (visibility and availability) for consumers	• Develop and set up a generic promotion campaign (TV, fairs, local dishes)	Government Processors Consumers' organizations Restaurant owners/hotels Educational institutions
	• Institute and formalize labeling and certification	Government Professional organizations NGO
	• Appropriate distribution	Industrial dealers
	• Invest in producer organizations' technical capacity to improve the rice quality	Government PTF Private sector
	• Promote agricultural insurance	Government Private
Minimize the transaction costs of selling paddy through consolidated supply mechanisms	• Create data collection markets (storage, transport, logistics)	Private Government Technical and financial partners Farmers' organizations
Implement public policies to promote the local rice	• Regulate the market	Consumers private, traders
	• Create a regional consulting framework • Reinforce the national consulting frameworks	The chain actors (producers, processors, traders, State)
Reinforce links between the different actors and functions	• Promote contract farming between industries and other buyers and producers	Government NGO PTF Poultry farming chamber/Farmers' organizations SIM (Market Information System) Private sector

Other changes and observations to be taken into account:

- Promote and offer agricultural insurance opportunities
- Raise awareness of new and available technologies for seed and rice production, harvesting and processing
- Promote processing technologies (commercial mills instead of local rice mills)
- Establish a marketing fund for actors including producers (some participants did not agree with this change)
- Create or consolidate an information system on local and regional markets.

Priority activities

- Conduct research on processing industry
- Enhance market information systems
- Promote contract farming between processors (agro-industry) and producers' organizations
- Creation of paddy collection markets
- Local rice promotion programme

Experience and information sharing mechanisms

- Exchange visits/study trips
- Exchange platform
- Dissemination of success stories
- Create and use web sites
- Newspaper/bulletins
- Exhibitions, fairs, TV
- Scientific forums

4.4 REGIONAL TRADE (SEEDS, MILLED RICE, ETC)

Changes and activities to bring about changes

Changes	Activities	Actors
Creation of data base of seed varieties and quality and production zones	<ul style="list-style-type: none"> • Identify or create seed departments 	Research center Producers Public services
Better information dissemination on the availability of rice	<ul style="list-style-type: none"> • Disseminate information at all 	Mass médias Rice sector actors

production	levels of the rice value chain on a timely basis	
Reduce trade barriers by supporting regional trade regulations	<ul style="list-style-type: none"> • Harmonize rice production policies (seed regulation) • Apply tariff and non tariff policies 	Public services Regional institutions
Creation of a regional consulting framework for the sector's actors	<ul style="list-style-type: none"> • Organize regular meetings 	Value chain actors
Improving logistics	<ul style="list-style-type: none"> • Facilitate transportation flows • Modernize the agricultural material being used 	Institutions Transformateurs Services publics
Improving access to loans	<ul style="list-style-type: none"> • Develop micro loans 	Producteurs Traders Processors Inputs supply Carriers
Better participation of actors in regional rice fairs to better know the varieties recommended	<ul style="list-style-type: none"> • Consulting framework (Seek financing) 	Sector's actors

Other changes and observations to be taken into account:

- Establish a relevant budget to promote local rice production
- Enhance the application of ECOWAS commercial protocols
- Establish regional quality standards
- Disseminate market information that includes prices Create a regional seed stock
- Harmonize and apply agricultural policies of ECOWAS countries

Priority activities

- Identify seed producers
- Harmonize agricultural policies
- Disseminate information
- Promote the modernization of agricultural material
- Develop micro loans
- Organize regular meetings

Experience and information sharing mechanisms

- Networking
- Creation of a consultative framework
- Creation of a specific web site for the rice sector
- Information system for the rice value chain

5. CLOSING CEREMONY

The closing ceremony started with the workshop evaluation followed by two speeches.

5.1 WORKSHOP EVALUATION

Each participant had the opportunity to answer the following questions anonymously.

1. What did you like the most?
2. What could have been improved?
3. Comments and suggestions

The main results of the evaluation are included in annex 5. The E-ATP project will take these results into consideration when organizing future workshops.

5.2 CHIEF OF PARTY'S REMARKS

Dr. Ouedraogo, Chief of Party of the E-ATP project expressed his gratitude to the participants for their active participation. He greatly appreciated the enthusiasm and friendliness that prevailed during the exchanges, which shows the increasing interest of the two value chains in the efforts to establish food security in the region. He concluded by underlining that the results obtained will enable the project to design action plans in the rice and poultry value chains. The E-ATP project will use this plan to support the actors with a view to enhancing value chains, increasing the volume and value of intra-regional trade and contributing to food security in the region.

5.3 REMARKS BY USAID/WA

Dr. Michael Wyzan, representative of USAID / West Africa, gave the closing speech of the meeting. He reminded participants that these workshops were very useful for the project. He insisted on the region's potential to meet the enormous opportunities of the two value chains. He stated lastly that we hope to improve the competitiveness of the value chains through the actors' own commitment and determination.

ANNEX I: E-ATP OVERVIEW

E-ATP: An Overview

USAID E-ATP

What is E-ATP?

- Expanded Agribusiness and Trade Promotion (E-ATP) program
- USAID-funded over three years : August 2009-2012
- Expands the mandate of Agribusiness and Trade Promotion (ATP) program, 2008-20012
- Together, E-ATP/ATP will have an expanded coverage: more products, more countries, more activities, more beneficiaries and partners, and ultimately more impact

USAID E-ATP

E-ATP Objective

Increase the value and volume of intra-regional agricultural trade **in staple food products** in West Africa in support of the President's **Global Food Security Response (GFSR)**

USAID E-ATP

E-ATP Expected Outcomes

- Significant reduction of the incidence of physical and policy-related barriers to intra-regional trade
- Enhanced linkages among value chain participants
- More effective advocacy in support of a conducive business environment for increased trade
- Improved efficiency of trade transactions and regional market access
- Enhanced capacity of poultry and animal sector health to reduce the risk of AI outbreaks

USAID E-ATP

E-ATP Value Chains



Rice Millet/Sorghum Poultry

USAID E-ATP

Trade Corridors



 **E-ATP**

E-ATP Components

- Promoting Adherence to Sound Market-Based Principles
- Improving Efficiency & Coherence of Value Chains
- Reducing Barriers in Transport, Handling and Logistics in Key Value Chains
- Addressing Emerging Livestock & Human Health Threat from Avian Influenza

 **E-ATP**

1. Promoting Adherence to Sound Market-based Principles

- Build policy advocacy plan and “policy watch” system
- Build medium-term plan for private sector stakeholders to
 - Improve understanding of regional trade policies, regulations and rules
 - Defend their rights in moving food products within West Africa

 **E-ATP**

2. Improving Efficiency & Coherence of Value Chains

- Validate value chain assessments and develop value chain action plans
- Facilitate strong, sustainable horizontal and vertical linkages
- Strengthen the capacity of regional apex organizations
- Leverage ATP MIS System to Support E-ATP Commodities
- Build and disseminate replicable business models to drive trade

 **E-ATP**

3. Reducing Barriers in Transport, Handling & Logistics in Key Value Chains

- Conduct Assessment of Transport, Handling & Logistics to improve Movement of Selected Commodities from Deficit to Surplus Areas
- Reduce freight transport costs through improving value chain logistics
- Support private sector awareness-building on regulatory & policy issues
- Support advocacy on regulatory and policy issues

 **E-ATP**

4. Addressing Emerging Livestock & Human Health Threat from Avian Influenza

- Build capacity of poultry producers & producer organizations to reduce AI outbreaks
- Develop & disseminate models for public-private cooperation in AI control

 **E-ATP**

Value Chain Upgrading Process

- VC assessment & action plan development
- Facilitate market linkages
- Strengthen the capacity of regional apex organizations
- Build and disseminate replicable business models to drive trade

USAID E-ATP

Avian Influenza

- Capitalize on existing regional national activities
- Complement with 'good practices' guide
- Disseminate practices through
 - apex organizations
 - lead firms



USAID E-ATP

Addressing Emerging Livestock & Human Health Threat from Avian Influenza

- Build capacity of poultry producers & producer organizations to reduce AI outbreaks
- Develop & disseminate models for public-private cooperation in AI control

USAID E-ATP

E-ATP's Contribution to Food Security

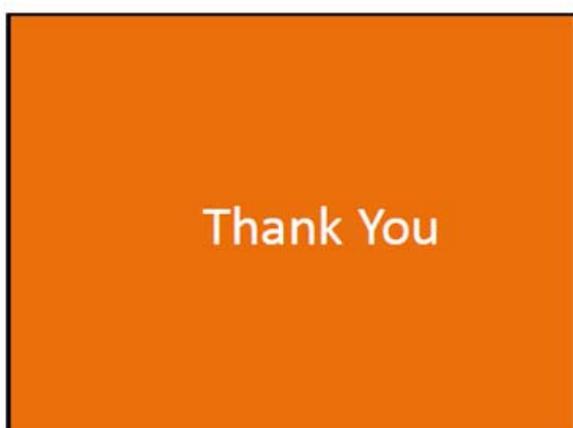
- Value chains for staple food crops
- Intra-regional trade (reduced transport & policy barriers)
 - Better connect areas of surplus and deficit
- MIS system (improve market knowledge; document FS achievements)



USAID E-ATP

Building on ATP Achievements

- Expand ATP value chain coverage
- Use similar approach to VC upgrading
- Leverage ATP systems
 - Trade and road harassment data collection systems
 - MIS partnership
 - Market facilitation
 - Grant program
- Build on ATP experience & lessons learned



ANNEX 2: LIST OF PARTICIPANTS

Country	name	surname	Organisation	Email	Tel.
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ANNEX 3: WORKSHOP PROGRAMME

mercredi / Wednesday 27

08 :00 – 08 :30	Enregistrement des participants (salle Ridge Arena)	Registration of participants (Ridge Arena conference room)
08 :30 – 08 :45	Mot de bienvenue et ouverture	Welcome and opening
08 :45 – 09 :15	Introduction du projet	Introduction of the project
09 :15 – 09 :35	Pause et photo de groupe	Break and group picture
09 :35 – 10 :15	Présentation des participants et objectifs de l'atelier	Introduction of participants and workshop objectives
10 :15 – 10 :35	Pause café	Coffee break
10 :35 – 11 :15	Conclusions majeures de l'évaluation régionale de la filière	Key findings of the regional value chain assessment
11:15 – 12:30	Travail de groupe, session n°1	Group work session no. 1
12 :30 – 14 :00	Déjeuner	Lunch
14 :00 – 16 :15	Travail de groupe, session n°1 (suite) et restitution en plénière	Group work session no. 1 continued and plenary debriefing
16:15 – 16:35	Pause café	Coffee break
16 :35 – 17 :00	Clôture du jour	Closing of the day

jeudi / Thursday 28

08 :30 – 09 :25	Outils d'appui du projet (salle Ridge Arena)	Tools of project assistance (Ridge Arena conference room)
09:25 – 10:45	Travail de groupe, session n°2	Group work session no.2
10:45 – 11:00	Pause café	Coffee break
11:00 – 12:30	Travail de groupe, session n°2 (suite) et restitution en plénière	Group work session no.2 continued and plenary debriefing
12 :30 – 14 :00	Déjeuner	Lunch
14 :00 – 16 :00	Travail de groupe, session n°3 et restitution en plénière	Group work session no. 3 and plenary debriefing
16:00 – 16:15	Pause café	Coffee break
16:15 – 16:45	Clôture	Closing

ANNEX 4: PRESENTATION OF THE MAJOR FINDINGS ON THE REGIONAL RICE VALUE CHAIN ASSESSMENT

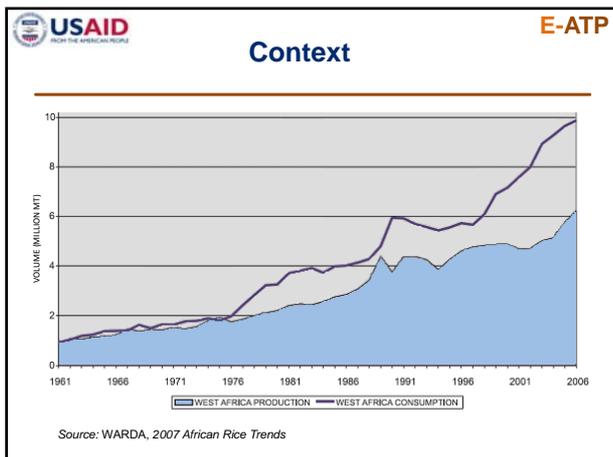
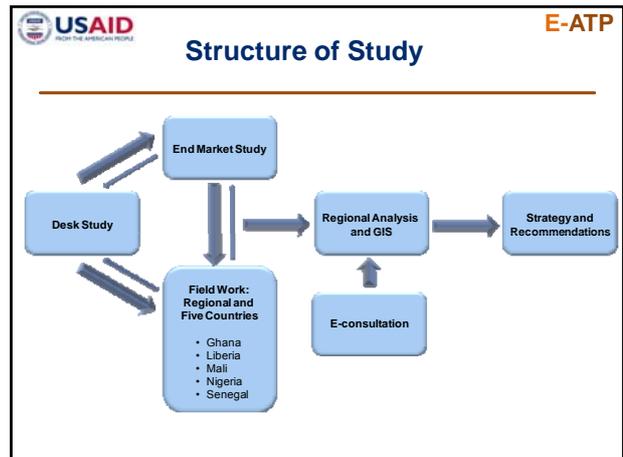
USAID
FROM THE AMERICAN PEOPLE

E-ATP

Expanded Agribusiness and Trade Promotion

Analyses of Rice Value Chains in West Africa

Ce projet est financé par le Gouvernement des Etats-Unis via l'Agence des Etats-Unis pour le Développement International



- USAID**
FROM THE AMERICAN PEOPLE
- E-ATP**
- Constraints: Production, Post-Harvest**
- Weak seed markets/distribution systems
 - Weak links between varieties demanded and varieties produced
 - Underdeveloped input provider and service delivery networks for fertilizer, equipment and technical assistance
 - Fertilizer and equipment subsidies that crowd out the private sector
 - Minimal mechanization to reduce production costs and post harvest losses

- USAID**
FROM THE AMERICAN PEOPLE
- E-ATP**
- Constraints: Processing and Marketing**
- Poor and inadequate milling facilities
 - Weak standards for domestically produced rice
 - Weak financial services for agriculture
 - Weak transfer of market signals from consumer to producer

- USAID**
FROM THE AMERICAN PEOPLE
- E-ATP**
- Constraints: Policy Environment**
- Seed research multiplication policies disconnected from consumer demand
 - Unclear land rights limits access to credit and provides a disincentive to investment
 - Inadequate irrigation infrastructure for more commercial (larger scale) production
 - Weak power and transport infrastructure that reduces efficiency and increases costs
 - Informal and formal barriers to regional trade flows



Proposed Strategy

E-ATP

- Increase west Africa regional rice value chain competitiveness
- Increase productivity of small holder rice production
- Increase investment in larger commercial rice production
- Increase regional trade and learning



Increase Value Chain Competitiveness to Compete with Imports

E-ATP

- Strengthen seed markets
- Strengthen input/equipment/service markets
- Integrate domestic/regional production into commercial market channels (variety and milling quality)
- Increase investment in commercial scale mills
- Improve product aggregation for commercial channels



Increase Productivity of Subsistence Staple Food Production

E-ATP

- Introduce improved technologies through an incremental and partially subsidized approach
- Use non-distortive approaches to link small scale farmers with commercial input distribution system
- Coordinate with public and private sector to strengthen incentives for upgrading



Increase Regional Trade and Information Flows

E-ATP

- Identify regional variation in consumer preference
- Reduce/ harmonize trade barriers
- Harmonize taxation
- Harmonize grades and standards
- Establish forum for shared learning



Implications of Strategy: How do we achieve?

E-ATP

- Strong and vibrant seed markets
- Broad and deep input markets
- Increased investment in commercial scale mills
- Moving local/region production into commercial market channels (variety and milling quality)
- Improve product aggregation for commercial channels



QUESTIONS?

E-ATP



4 Themes

E-ATP

- Supply of seeds (multiplication and distribution)
- Supply of other inputs (e.g. fertilizers and equipment)
- Market opportunities (import competition, national)
- Intra regional trade (seeds, milled rice, other)

ANNEX 5: MAIN RESULTS OF THE WORKSHOP EVALUATION

What did you like the most?

1. The way in which you would like to encourage local rice production in Africa
2. Punctuality in conducting the sessions
3. Group work and exchanging ideas with actors from other neighboring countries.
4. The originality of the proceedings
5. The meeting was well organized. The organizers themselves actively participated in the activities and give appropriate instructions at each step. Good structural organization.
6. The participatory methodology used in conducting the workshop. It urged all the participants to work efficiently. On the whole, the workshop was successful.
7. The themes addressed in the workshop in an enthusiastic and friendly environment
8. Exchanging and sharing experiences
9. The sharing of experiences
10. The identification of problems that hamper local rice competitiveness
11. Working in groups and in plenary sessions was very interesting but not very practical for the results
12. All!

What could have been improved?

1. You could have more English speakers in the groups. It seems that there are more French speakers. There should be more English material
2. The welcome at the airport and hotel
3. Documentation. Provide the preparatory documents in time to enable the participants to be better prepared for the tasks assigned
4. Logistics
5. Communication between the facilitators and the participants
6. Timing. Deadline for feedback without studying the themes

7. Sharing of experiences by country
8. Field visits to producers and processors. Organize exchange trips
9. Improve group work instructions and participation
10. Establish a file on the workshop content
11. Allowances for per diem
12. Increase the number of participants
13. Short time for the group work
14. Communication through the internet prior to the workshop.

Additional comments and suggestions

1. More university students in Agribusiness should be invited to attend such workshops
2. This kind of workshop should be often organized to teach people why they should eat African rice
3. Organize a meeting on rice drying
4. Organize a meeting on processing (mini rice processing unit), Labeling and quality
5. Organize a meeting on new technologies such as hybrid rice
6. Distribute the final report
7. The different steps of the work plan development are excellent
8. Promote and implement the action plan
9. Establish focal points in the different countries where E-ATP works
10. Such a seminar should be held on a regular basis to meet the actors needs
11. Enhance capacities including productive capacities
12. Focus also on networking apart from workshops. Promote exchange visits between private actors who express common collaboration interests.
13. Allow for more time to conclude activities
14. Encourage E-ATP