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SENEGAL

SUPPORT FOR ACCELERATED GROWTH AND INCREASED COMPETITIVENESS

INITIATIVE FOR COTTON IMPROVEMENT IN SENEGAL
SEMI-ANNUAL REPORT: JANUARY - JUNE 2008

June 2008

This report was produced for review by the United States Agency for International Development (USAID). It was prepared by International Resources Group (IRG).

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Contract No. IQC No.685-I-00-06-00005-00
Task Order #1 CLIN 2:

June 2008

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ACRONYMS

ADT	Aissa Dione Tissu
AGS	Accelerated Growth Strategy
ANI	African Natural Ingredient
ATA	Aid to Artisans
ASEPEX	Agence Sénégalaise de Promotion des Exportations
ASNAPP	Agribusiness in Sustainable Natural African Plant Products
BAMTAARE	Base d'Appui aux Méthodes et Techniques pour l'Agriculture et les Autres activités Rurales
BDS	Business Development Services
CPT H	Centre de Promotion du Textile et de l'habillement
CINAFIL	Comité Interprofessionnel de la Filière Lait Local
CRS	Catholic Relief Services
DCE	Délégation de la Commission Européenne
DRDR	Direction Régionale du Développement Rural
ENDA /PRONAT	Environnement et Développement dans Tiers Monde / Protège la nature
ECOWAS	Economic Community of West African State
GADEC	Groupe d'Actions pour le Développement Economique
GIE	Groupement d'Intérêt Economique (Economic Interest Group)
GPC	Groupements de Producteurs de Coton
IRG	International Resources Group
ISRA	Institut Sénégalais de Recherche Agronomique
ITA	Institut de Technologie Alimentaire
LOL	Land O' Lakes
MDG	Millennium Development Goals
MIFTAH	Mutualiste Multifonctionnel Multisectoriel d'Impulsion de Formation Technologique et d'Actions Humanitaires
MOU	Memorandum of Understanding
MSU	Michigan State University

ONUUDI	Organisation des Nations Unies pour le Développement Industriel
FENPROSE	Fédération Nationale de Producteurs de Sésame
PO	Producers Organization
PPGL	Projet Petites et Grandes Laiteries
PROMOFIL	Promotion du Fil
SENECOMEX	Senegalaise de Commerce et d'Exportation
SODEFIEX	Société de Développement Fibres Textiles
SOTIBA	Société de Tissage de Blanchiment et d'Après
TOR	Terms of Reference
TISSAFRIC	Tissage Africaine
UNIDO	United Nations Industrial Development Organization
USA	United States of America
USAID	United States Agency for International Development
USAID EG	USAID Program for Economic Growth

INTRODUCTION

The Initiative for Cotton Improvement in Senegal was launched under the USAID Economic Growth (USAID EG) program, and implemented by its Business Development Services (BDS) component in January 2007,. A field office has been established in Tambacounda in August 2007 in order to facilitate the implementation of the activities in the cotton producing zones.

The activities to be implemented under this initiative focus on the following objectives:

- ✓ *The improvement and development of cotton production and the promotion of the value added cotton based products*
- ✓ *The diversification of the agricultural economy in the cotton producing zones in order to increase other sources of incomes for farmers.*

This report covers the activities of the two above indicated components, for the period of January 1st through June 30, 2008.

Cotton production and value added

This year, USAID EG initiated two programs in partnership with SODEFITEX the only enterprise working on cotton production and marketing in Senegal:

- Capacity building of cotton producers through a training on techniques and standards of organic and fair trade cotton production
- Fight against the contamination of the seed-cotton by Polypropylene (PP).

Under this first program, 433 farmers benefitted from training of trainers’ sessions on the cultivation techniques, and the norms and standards of the organic-fair trade cotton and fair trade cotton. These producers replicated the training received among the cotton producers in their respective villages.

The second program scheduled to start in August 2008 plans to build the capacities of the women’s groups involved in the harvest, and to help them get better organized in order to move forward for a better restructuring of their respective groups.

The agricultural season started this year at the correct time in the cotton producing zones with the rains enabling the sowings activities to start in these entire zones. However, some agricultural inputs such as fertilizers are still being distributed in some locations of the cotton producing zones.

It should be noted that since May 2008 the programme commenced also the implementation of new activities in the areas of artisanal textile and natural dye. USAID EG initiated a program on the processing of organic cotton into hand spun yarn by the GIE Yakaar Niani Wuly of Koussanar, particularly with the women of Maccanding who have a long tradition of hand spinning.

TECHNICAL STAFF	<u>Initiative for Cotton Improvement in Senegal</u>
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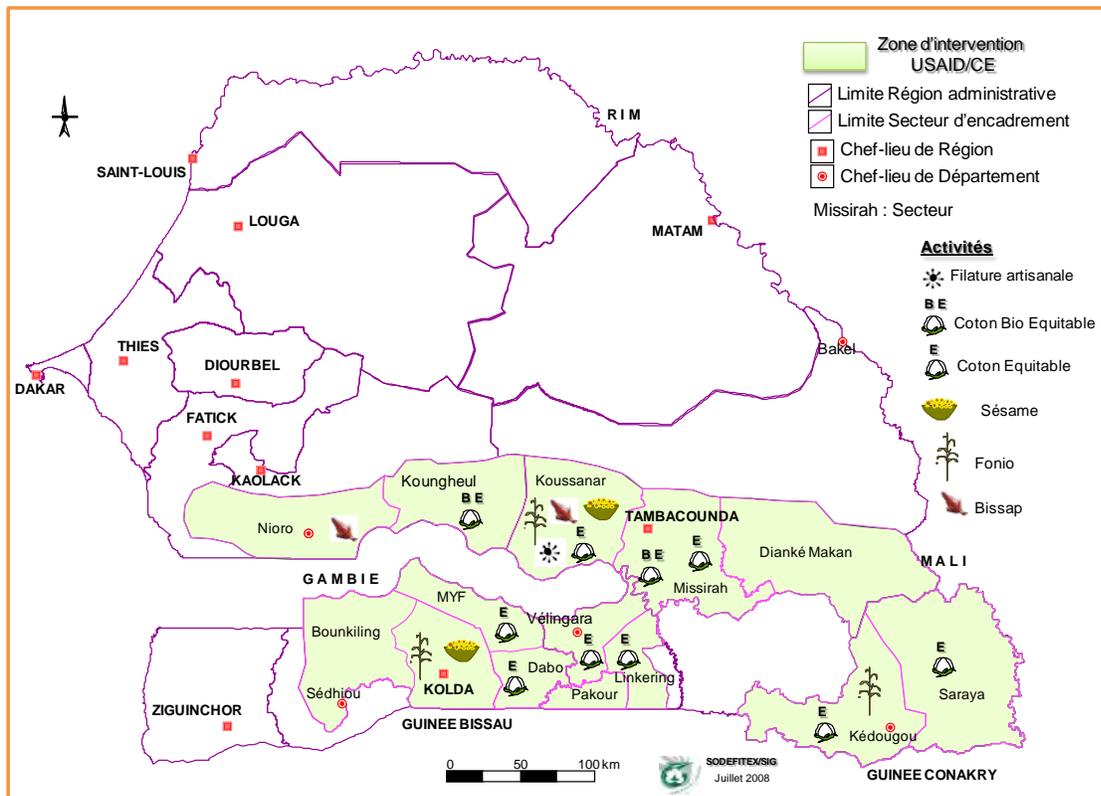
USAID EG and Aid To Artisan (ATA), have enabled the women of this village to be trained in techniques of carding and hand spinning using the traditional spinning wheel. In addition, this programme will benefit from two studies now being finalized: (i) the technical and financial feasibility study on organic cotton spinning with adapted equipments (spinning wheel, card ...), and the (ii) study on natural dyes. These studies will give different stakeholders a clear vision on the possibility to process in a profitable manner the organic cotton produced in the zone, and consequently to create a more important cotton value added industry in the cotton producing zones.

Diversification of the agricultural economy in the cotton producing zones,

The value chain analyses of the sesame, fonio and dairy sub sectors were conducted. In addition to providing the actors with planning tools, these value chains analyses give economic information which enable to identify the critical aspects, assess competitiveness as well as business opportunities associated with the production of these crops in the cotton producing zones. These studies were used as reference framework to gather the actors, and to initiate large discussions on the measures to be implemented in order to bring the systemic changes likely to improve the competitiveness of these sub sectors in the local and export markets. On each of these analyzed sub sectors, action plans were validated by the actors and their implementation will be facilitated by USAID EG.

In addition, programs for training in best practices of cultivation and for support to marketing of Bissap, fonio, and sesame) are on going.

Intervention zone and activities conducted under the Cotton Improvement in Senegal (Source: SODEFITEX)



I. COTTON PRODUCTION AND VALUE ADDED

I.1 ORGANIC-FAIR TRADE COTTON AND FAIR TRADE COTTON

I.1.1 ACTIVITIES IMPLEMENTED

The activities implemented during this semester related to:

- The development of a concept-paper on the program for improving and promoting high value added cotton: organic-fair trade cotton and fair trade cotton;
- The development of a concept paper on the program of fight against the contamination of Seed -cotton by the Polypropylene;
- The signature of a Memorandum of Understanding with SODEFITEX,, under the implementation of the above indicated programs;
- The production of manuals in French on the cultivation techniques of organic-fair trade cotton . These manuals are being translated in to local languages.
- The training of facilitators specialized in fair trade cotton, and of producers specialized in organic-fair trade cotton.

I.1.2 RESULTS

- **Two technical documents** in French, one for each type of crop, were developed and translated into Wolof and Manding. As soon as the Pular version is translated, these manuals will be printed by USAID EG and distributed to the producers.
- Fair trade cotton:
 - **Training of 29 facilitators (including 7 women)** in the cultivation of fair trade cotton.

After this training, these facilitators and future employees of producers' groups will be charged with advising the producers' leaders on the commitments they will make in the certification process. They will organize facilitation and sensitization sessions for the producers so that they can better master the fair trade standards and norms.

Expected results under the cotton value added programme

- 300 producers of organic-fair trade cotton trained
- 600 producers of fair trade cotton trained
- 30 facilitators specialized in fair trade cotton trained
- 2 technical manuals in French on the cultivation techniques of organic-fair trade cotton – and translated in local languages
- 800 technical manuals in local languages (400 per type of crop) disseminated 160 ha of organic-fair trade cotton cultivated
- A yield of 400 kg/ha of organic-fair trade cotton reached
- 64 000 kg of organic-fair trade cotton produced
- 1500 ha of fair trade cotton cultivated
- A yield of 1200 kg/ha of fair trade cotton reached
- 800 tons of fair trade cotton produced
- 92 F CFAF/kg premium per kilo of organic-fair trade cotton at farm gate price
- 52 F CFAF /kg premium per kilo of fair trade cotton on the farm gate price

- **Training of 217 technical trainers specialized in fair trade cotton.**

These technical trainers were trained in the techniques and standards of cultivation of organic cotton and fair trade cotton in the cotton zones of **Koussanar, Missirah, Vélingara, Linkéring, Médina Yoro Foula, Saraya, Kedougou, and Dabo.** They were charged with replicating this training among the producers selected under the fair trade program in the cotton producing zones.

- **Organic-fair trade cotton: 216 producers trainers specialized in organic cotton including 6 % of women** were trained in the techniques and standards of cultivation of organic-fair trade cotton in the cotton cultivation areas, particularly in Missirah and Kougueul. They in turn will train the organic-fair trade cotton producers in their respective villages.

I.2 ARTISANAL TEXTILE: PRODUCTS DEVELOPMENT WITH ORGANIC COTTON

I.2.1 ACTIVITIES IMPLEMENTED

- The spinning pilot program in Koussanar and the feasibility study on organic cotton spinning recommended by ATA started with:
 1. the introduction of adapted equipments: charka, spinning wheel in "Elizabeth" wood, drum card, cards, and Malian spinning wheel in metal;
 2. The comparative, performance and profitability testing conducted by Mrs. Aissa Dionne, consultant: quality of the yarn, time to spin, productivity of the different materials, etc ;
 3. The recruitment of a Malian trainer to train two women in the use of the equipment, and to transfer the organization mode of a spinning unit by a women's group;
 4. The recruitment of a facilitator to supervise the implementation of the spinning test in Koussanar and to facilitate the organization of a spinning unit;
- Support to the textile enterprises:

FIGHT AGAINST THE CONTAMINATION OF Seed-COTTON BY THE POLYPROPYLENE

USAID EG, in partnership with SODEFITEX, plans to launch in August a program to fight against the use of polypropylene during the harvest and transportation of the cotton seeds to the collection center

The effects of cotton contamination by using polypropylene (PP) bags.

This contamination will have several negative effects :

- The PP fibers go through the ginning stage and enter into the composition of the cotton fiber. During the dyeing, the dye does not adhere to the PP particles, which renders the coloring non homogeneous and consequently decreases the cotton market value.
- The blocking of the machines during the ginning;

The industrials of the textile sub sector prefer spending more and buy bales of Senegalese fibers marked L8 (less of contamination) or F8 (free of contamination) which cost more, but for a product of better quality. The certified cotton of L8 or F8 quality enables the producers to benefit from better sale prices in the form of drawback distributed by SODEFITEX during the hungry season period (August)

However, It should be noted, during the ginning, in order to have the industrial fiber of L8 or F8 quality, one must upstream have first choice cotton seeds free of all contaminations particularly of Polypropylene (PP).

It is in this context that USAID EG put in place this program of fight against the cotton contamination.

- ✓ Facilitation of TISSAFRIC and PROMOFIL to participate in the ECOWAS Trade Fair in Burkina Faso (support to ASEPEX)
- ✓ Finalization of the terms of reference (TORs) of the « Market study of the SOTIBA cloth used to make artisanal products positioned in the “African design”» ethnic market with ASEPEX ;
- ✓ Recruitment of a consultant to conduct the sub regional study on natural dye and to prepare the training workshop under the supervision of ATA.



Hand spinning, a tradition passed down from mother to daughter for generations.

I.2.2 RESULTS

- ✓ Introduction of equipments for the spinning pilot program in Koussanar and the handing over of the spinning equipment to the Fédération Yaakar Niani Wulli under the cotton spinning pilot program
- ✓ Training of 10 women in spinning with a spinning wheel by Mrs. Fane, a Malian trainer and president of a high-performance group in the spinning with a spinning wheel;
- ✓ Docey Lewis, Lead Technical Consultant, and Lauren Barkume, Aid to Artisans Coordinator, conducted a technical support field mission from June 18 to 30, 2008



Training of women during the pilot program of the feasibility study on cotton spinning with a spinning wheel in March 2008 in Maccanding/Koussanar/Tambacoundha

This mission took place after the studies on the spinning with adapted and high-performance equipments, and on natural dye of organic cotton.

In fact, under the products development and the facilitation to penetrate the US market by the Senegalese enterprises, ATA identified interesting opportunities with clients for the organic thread and high-end products made with organic cotton, and proposed the following:

- The setting up of a spinning pilot program with equipments which improve the quality of the produced yarn
- A feasibility study to assess the profitability of the organic cotton spinning with equipments recommended for the pilot program,
- A study on natural dye in West Africa to identify potential sources, and the organization of a workshop to present and share the availability of potential natural dyes.

These activities will:

- Contribute to building the capacities of organic cotton producers and women's groups in the cotton producing zones, that have a hand spinning culture, but also to enable the creation of value added for the benefit of the populations of these zones;
- Position organic cotton in the market of organic yarn market, high-end products of interior design and artisanal gifts.

✓ **WHEPSA : product development**

1. Training of WHEPSA girls in Kaolack in the making of dolls and artisanal gifts commodities (bags, fans) destined to export.
2. Facilitation of the linking with SOTIBA, which provided WHEPSA with an African design cloth in order to develop artisanal products.



ATA Training at WEPSA Kaolack –June 2008



Products Developed by ATA at WEPSA Kaolack –June 2008

✓ **Technical assistance in spinning to the women's group of Maccading**

- Training of the women of the Fédération Yaakar Niani Wulli (the federation groups 80 villages and has 2000 producers) for an optimal use of the equipments introduced to improve the yarn quality,
- Facilitation of the first order by an artisanal textile enterprise (Aissa Dionne, ADT),
- Support to the production organization.



ATA Training on hand spinning at Kussanar –June 2008

- **Information and sharing workshop with the actors involved in organic cotton**

- A meeting was held on June 27, 2007 at the USAID EG office to share the ATA intervention strategy on the improvement of cotton value added with the following actors: USAID/SENEGAL, GTZ, ONUDI, CDE, RESENTEX, SODEFITEX, MINISTERE DU COMMERCE, LA KORA, ENDA, WATH, SOTIBA, CFPT Senegal / Japon...)
- Exhibit of and products developed by the partners with the support of ATA experts, as well as products of the USAID EG program partners;

- ✓ **Other activities:**

- Selection and definition of the tasks for a local facilitator to monitor the Koussanar pilot program;
- Supervision and review of consultants' reports: natural dye, spinning and gender;
- Coordination with Mariama Sylla, consultant, on the preparation of the workshop on natural dye scheduled for October .November , and review of the study on natural dye;
- Visit to SOTIBA, assessment of the African design potential, and preparation of the eventual participation of SOTIBA in the New York Gift Fair or that of Frankfurt;
- Monitoring with ASEPEX of the selection process of a consultant for the study on the traceability of the products development with the SOTIBA cloth.



ATA experts briefing at USAID CE -27th June 2008

- ✓ **Completion of a study on natural dye at the sub regional level**

The first results of this study revealed that:

- Initiatives were taken by ENDA and the Fédération Yakar Yani Wulli in Koussanar to promote the dyeing with the indigo in order to boost organic cotton.
- Yaye Camara, a 90- year old woman stills practices this technique passed down from generation to generation, and participated in the development of a variety of products for the pilot project of the organic-fair trade cotton platform initiated by ENDA PRONAT.
- The dyeing with cola nuts started in Thiès among a women's group with the support of the NGO AGRECOLE to boost organic products.
- Experiments on dyeing on the threads are being conducted at the Centre JCLTIS of Mbao
- The techniques used are almost the same as those used in Mali and Burkina



Techniques of textile dyeing with the cola nuts, Thiès, Sénégal

- with some variables at the level of plants used
- There is a real dynamics in Burkina Faso around the natural dye, and a network of trainers exists under the impulse of Helvetas Burkina to boost organic cotton.
 - ✓ Two artisanal textile enterprises, TISSAFRIC and PROMOFIL, were supported to participate in the ECOWAS Fair Trade in Burkina Faso (in support to ASEPEX)

II. DIVERSIFICATION OF THE AGRICULTURAL ECONOMY IN THE COTTON PRODUCING ZONES

II.1 SESAME

II.1.1 ACTIVITIES IMPLEMENTED

During these past six months, several actions have been initiated under the sesame sub sector including the finalization of the sesame value chain analysis.

- On January 29, 2008, USAID EG organized a workshop in Tambacounda to share the results of the sesame value chain analysis, with 60 actors and partners coming from all regions of the country. In addition to the recommendations specifically targeting the production development (seeds, training), the workshop enabled the implementation of the important recommendation to « set up a committee grouping the main organizations of producers /Industrials/Exporters».

The recommendations resulting from this meeting enabled to initiate activities targeting critical aspects of the sub sector:

- **Linking of producers with the main private enterprises to facilitate the sesame market:**

- between the Fédération Yakaar Niani Wulli and a private exporter (SENECOMEX) which joined in the signature of a sale contract of almost 8 tons of sesame seeds (organic) at a lucrative price of 300 CFAF/kg, compared with the prices applied in the markets in the same period i.e. 150-170 CFAF/kg.

This partnership will be pursued during the next agricultural season with an objective of 50 tons and a possibility for the exporters to pre-finance the producers;

- between the Producers' Association (MIFTAH) and the French industrial enterprise (ANI-African Natural Ingredient) which just settled down in Senegal (Khombole) for the



Meeting of the sesame sub sector partners in Tambacounda – January 29, 2008

signature of a similar contract in the cotton producing zones with a production objective between 400-800 tons.

- **Development and signatures of partnership contract to increase production**

These contracts concern the following structures:

- Fédération Yakaar Niani Wulli
- GADEC, ANI, PELLITAL

- **GADEC** : the partnership with GADEC relates to the following activities:

- The development of training modules and technical sheets on sesame production techniques for the trainers
- The production of a technical sheet on sesame production for the producers
- The training of a group of trainers of our partners in the sesame sub sector
- The training of trainers in the villages
- The monitoring and replication of the training among the producers

- **ANI** : the partnership with ANI relates to the following activities

- The participation in/ contribution to the training of trainers
- The training of villagers trained by the trainers
- The monitoring and replication of the training at the producers' level
- the availability for the producers of drying tarpaulins and sowing disks
- The supply of quality seeds in the form of credit
- The signature of a production / sale contract.



Training of trainers (SODEFITEX, ANCAR, GADEC, ANI, PELLITAL, etc.)
Tambacounda, June 24, 2008

- **PELLITAL**: Program for improving productivity and promoting sesame cultivation in the Pata zone, Region of Kolda,

Overall, this program aims at better positioning this crop in rural areas, specifically in order to:

- Improve sesame yields and consequently increase the incomes drawn from this crop
- Disseminate the best practices of sesame production
- Build, through trainings, the capacities of the service providers and producers particularly in the production of sesame.

This project with PELLITAL aims at implementing a sesame production and marketing campaign, and also under the diversification of cash crop. The program provides guidance to 24 villages in its intervention zone for the production and marketing of about 100 tons of sesame in partnership with private operators.

- **Setting up of a Joint-trade Committee of the sesame sub sector**

A national committee grouping the main actors of the sesame sub sector in Senegal was put in place under the aegis of the Ministry of Agriculture. USAID EG is a member of this committee and brings its technical support in the finalization of the basic document specifying the operational and contractual framework of the sesame joint-trade organization in Senegal.

- **Development of the terms of reference relating to the political incentives to be implemented to increase competitiveness in the Senegalese sesame sub sector**

Investigations will be conducted to assess the parameters which hamper the competitiveness of the sesame sub sector in Senegal. The high costs associated with export from the Dakar Harbor (compared with those of Banjul) have already been noted.

The terms of reference are being finalized compared in order to establish the priorities at the level of the political, economic, and financial parameters enabling to induce the sub sector competitiveness.

- **Identification of the main lines for a partnership with ANCAR and DTE**

DTE is a Chinese company established in Senegal and has the ambition to strongly support the sesame sub sector. DTE signed a partnership contract with ANCAR (Agence Nationale de Conseils Agricole et Rural). Under this partnership, USAID EG supported the training of ANCAR agricultural counselors during the training of trainers organized in Tambacounda for the USAID EG partners.

II.1.2 EXPECTED RESULTS

- **The partnership with the Fédération Yakaar Niani Wuli of Koussanar relates to the implementation of the following activities:**

- Production on 255 hectares of 100 tons of sesame for the export market, which will generate 18.7 million CFAF of incomes for the producers and the exports held by the federation will ensure the monitoring costs of the next season;
- Production on 5 hectares of 2 tons of certified seeds;
- Technical guidance of 760 producers;
- Application of the organic production rules according to the specifications of ECOCERT.

- **The following results are expected from the partnership with GADEC:**

- Development of a module and a technical sheet in French, Pular and Wolof for sesame production;
- Training of trainers for 20 trainers;
- Training and monitoring of 520 producers, 2 trainers of trainers and 15 villagers trained by the trainers;
- Production of 160 tons of sesame for the export market;

- Production of 18 tons of sesame;
- Facilitation of the marketing.
- **The following results are expected from the partnership with PELLITAL:**
 - Training and monitoring of 360 producers, 2 trainers of trainers and 5 villagers trained by the trainers;
 - Production of 72 tons of sesame for the export market;
 - Production of 4 tons of seeds;
 - Facilitation of the marketing.

II.2 BISSAP

II.2.1 ACTIVITIES IMPLEMENTED

● **Under the 2nd memorandum of Understanding between USAID EG and SODEFITEX/ BAMTAARE** for the development of Bissap cultivation in the regions of Kaolack and Fatik, the last deliverable (N°4) reporting on the 2007/2008 season was submitted in March 2008.

This partnership mainly concerned the training of producers, the marketing of good quality commercial Bissap, and the pursuit of a research and development program to improve productivity.

The final evaluation report reveals that this partnership was largely positive in terms of areas cultivated, marketing and incomes generated by the activity.

- **Training:** the targeted objective was to train 400 Bissap producers for the appropriate dissemination of the module on the best cultivation practices and harvest and post harvest techniques. Finally, 470 producers were trained or a rate of 117 %: precisely 228 were newly trained and 242 were in their second year of training. The women were heavily represented in the training sessions; there were 372 women or 79 % who generally exploit their plots under the groups, and 98 men (21%).

-**Ares cultivated:** an objective of 100 hectares was targeted. Finally, 120 hectares were cultivated.

-**Production:** the yields obtained were 236 kg per hectare. These yields were relatively correct considering the season pace but remained neatly lower than the performance of the preceding year due to the lack of mineral fertilization and tardy rainfalls. However, compared with the other crops, the producers were satisfied with the results obtained on Bissap, because after withdrawing the costs of inputs for Bissap for this current season, the profit margin was higher than that of several crops (sesame, cotton...)

-**Marketing:** during the 2006/2007 season, Bissap has been marketed in an individual manner due to the scattering demand, the non completion of the producers' structuring process, and the lack of dialogue between the different actors. In order to improve this situation, USAID EG, in

relationship with BAMTAARE and the FEBBI, supported the organization of a meeting between the different sub sector actors. This workshop took place on January 23, 2008 at the Centre Aline Sitoe of Kaolack, and grouped 34 producers, 7 representatives of export structures, 2 USAID experts, and the BAMTAARE Coordinator.

The overall objective of the meeting was to develop a « replicable » model of relationships between the different partners.

- The lessons learnt from the 2nd program can be summarized as follows:

-Bissap cultivation is expanding and conquering a more and more important place within the agricultural farming, and this alleviates the land constraints.

-The training impact is visible through the efforts devoted by the producers in the plots management and the crops general aspects.

The results of the two-year collaboration between USAID EG and SODEFITEX/BAMTAARE are very positive. This collaboration enabled to remove Bissap cultivation from the traditional farming methods and to progressively place it in the producers' crop rotation with the application of good cultural practices.

To consolidate these results, the pursuit of the program must take into account the following recommendations:

- To extend the producers' training to all the producers interested in Bissap cultivation
- To ensure the supply of good quality seeds by conducting a large scale seeds multiplication program
- To define the standard norms of commercial Bissap calices in relationship with the experts and exporters (color, moisture, size, cleanness, and acidity) so as to bring the producers to produce Bissap that is conform to the clients' requirements.
- To strengthen the producers' organizations (FEBI) so that they can control the destiny of the Bissap sub sector.

- **Partnership with the Fédération *Yakaar Niani Wuli* for the production of organic Bissap**

The supported activities will specifically target the following:

- Training of trainers in the cultivation techniques and seeds multiplication with BAAMTARE;
- ECOCERT Inspection for the certification of the organic Bissap plots;
- Training of trainers in Bissap harvest and drying techniques with BAAMTARE.

- **Workshop of information sharing of the Bissap sub sectors partners organized in Dakar on February 7, 2008.**

This facilitation workshop aimed at encouraging a dialogue between the actors in order to define the strategies and structural reforms to be implemented for the development of this high potential sub sector. To do this and to pursue the discussions initiated in 2007, USAID EG organized on February 7, 2008, a workshop of information sharing between the Bissap sub sector actors. This workshop was centered on the following objectives:



The February 7, 2008 Workshop

- To promote the investment opportunities in the processing (development of new products) to better boost the potential of Bissap;
- To share experiences of the different Bissap programs particularly NSPA, BAMTAARE and ASNAPP and to draw perspectives;
- To facilitate the development of partnership between the Bissap sub sector actors by the organization of a mini-exhibit;
- To reconstitute the results of the US market study on Bissap products.

- **Partnership program with the FEBBI.**

The decision to initiate this partnership resulted from the recommendations indicated above, and derived from the lessons learned through the partnership with BAMTAARE as cited above:

- **There is a need to consolidate the FEBBI** by supporting the extension of its basis to ensure FEBBI a transition towards sustainable professional organization ..

- **There is a need to integrate the Region of Diourbel** in the bissap program now implemented by the FEBBI. More than 1000 producers already identified, manifested their adherence to the program and wish to be trained in the bissap production techniques.

It is around these major lines that a partnership with the FEBBI was established in June 2008, with the following objectives:

- The training of the Diourbel Region producers in the best cultivation techniques, and in harvest and post harvest techniques;
- An institutional support enabling the technical/managerial capacity building of the FEBBI.

II.2.2 EXPECTED RESULTS

- **Partnership with the FEBBI :** the following results are expected from this partnership:
 - Building of the FEBBI institutional and managerial capacities;
 - Capacity building of the FEBBI to be able to provide services to its members;

- Training of 30 trainers;
 - Training of 200 new producers;
 - Production of 600 tons of bissap ;
 - Development of partnership between the FEBBI and exporters particularly 3S and SETEXPHARM ;
 - Production of seeds, of *koor* in particular, by the leader producers identified by the FEBBI.
- **Partnership with the Fédération *Yakaar Niani Wuli* of Koussanar** : the following results are expected from this partnership:
 - The federation plans to cultivate 52 hectares with 600 producers to produce 5 tons of bissap and 400 kg of seeds (over 2 hectares)
 - The sale of 5 tons of bissap will generate 2.75 million CFAF for the producers and the profits held by the federation will cover the monitoring costs of the next season.

II.3 FONIO

II.3.1 ACTIVITIES IMPLEMENTED

- **The finalization of the fonio value chain analysis** identified the strategic activities to be consolidated or to diversify those initiated in 2007.
- **Among the activities consolidated during the first semester of 2008, the following can be retained:**
 - **The facilitation of tarpaulins purchase for the GIE KOBA CLUB** of Kédougou to improve the processed fonio quality;
 - **The evaluation of the 2007 program of fonio production** and the improvement of the marketing with the Fédération Yaakar Niani wulli of Koussanar ;
 - **The finalization of the training program** on the production of organic fonio with the Fédération Yakaar Niani Wulli of Koussanar.
- **During the activities planned and which implementation started during this first semester of 2008, the following can be cited:**
 - **Training of producers in the Kédougou zone:** training modules were conducted for trainers selected among the producers' groups which contracted with the GIE Koba Club of Kédougou. The targeted objective was to significantly improve the quality of the gross fonio bought by this GIE at the level of some contractual producers: 120 farmers trained were concerned by this training.



Meeting of the fonio sub sector actors in Tambacounda, May 26, 2008

- **The production of seeds in partnership with ISRA /Kolda:** this program relates to variety testing and seeds multiplication

Regarding the variety improvement component, ISRA has progressively put in place since 2003 a collection of 60 local varieties (yawko, mora, rane, maoko, essentially originating from Kédougou, Kolda and Kaolack, and 3 varieties introduced and coming from Burkina Faso (CV 477) and Mali (Pont de boré and Pont de madougou).

The objective of this variety testing was to conduct with the producers of the Kolda zone, variety performance tests particularly on the local and imported varieties for a better characterization in order to disseminate them at a large scale during the next seasons.



Fonio: Training of women in sowing techniques in Ethiolo. June 25, 2008

Regarding the seeds multiplication component, ISRA will be supported to purchase and multiply a stock of seeds which will be distributed for multiplication among producers selected in the Kolda zone.

- **Facilitation of the linking of the processors with the traders/exporters for the marketing:**

This important activity aims at improving the processing techniques of GIEs of women processors for a better marketing of fonio. The strategy of this activity scheduled for August-September 2008, is to put in place a program aimed at resolving a critical aspect of the availability of a quality offer for export, identified in the fonio sub sector.

Specifically, the targeted objective is to:

- Build the technical capacities of the women processors of fonio;
- To create prospects for the production of the GIE of the concerned women processors;
- To enable a private operator to get a regular supply of quality fonio at the local level.

II.3.2 EXPECTED RESULTS

- **Partnership with the Federation Yakaar Niani Wulli**
 - Production of 15 tons of certified organic fonio by the Koussanar Federation.
- **Partnership with the GIE Koba Club**
 - Improvement of the processed fonio quality by the GIE Koba Club of Kédougou with the acquisition of tarpaulins (this GIE was awarded the First Price of the President of the Republic during the "Quinzaine de la Femme 2008").

- **Producers' training in the Kédougou zone**

The planned trainings will enable to have as an impact a good mastery of the techniques of production, harvest and post harvest in order to improve the fonio quality.

- **Partnership with ISRA**
 - Variety sorting and identification of the best varieties which will be selected for experiments in the farmers plots;
 - Better knowledge of the local vegetative material, as well as that coming from Mali and Guinea;
 - Training of producers (30 farmers or 10 for each of the 3 Departments) and technical monitoring;
 - Availability of seeds at the level of the Kolda producers (12 tons) and in other locations of the country (Kédougou) ;
 - Facilitation of the insertion of the private producers into the seeds multiplication activities.
- **Training of the GIEs of women fonio processors**
 - Development of a technical sheet illustrated on the processing techniques;
 - Training of 85 women processors representing 5 groups;
 - Linking GIEs of women processors with exporters;
 - Notable increase of the quantities of processed and sold fonio;
 - Incentives to the production of gross fonio by the producers of the concerned zones;
 - Signature of marketing/export contracts.

II.4 DAIRY

II.4.1 ACTIVITIES IMPLEMENTED

- Organization of the dairy sub sector partners in Senegal to share and validate the results of the value chain analysis.
- Validation of three pilot programs (in the Fleuve Valley and the cotton producing zones). These programs essentially target the increase of the herds' productivity, the improvement of the quality of the raw milk and the collection systems in the production zones (SODEFITEX, private individuals).



Milk sellers in the Tambacounda zone



Dairy workshop

II.4.2 RESULTS

- Completion of the value chain analysis of dairy and dairy products by Land O' Lakes with the support of three Senegalese experts;
- Intervention plan for the development of the dairy sub sector validated by the actors and partners;
- Submission by Land O' Lakes of a technical and financial proposal for the effective implementation of strategic interventions recommended by the value chain analysis.

III.5 GENDER

A study is on going to assess the training needs and constraints of women entrepreneurs evolving in the bissap, fonio and artisanal textile sub sectors which traditionally are areas of activities specific to women.

Between other expectations, the study will:

- Assess the constraints which limit the economic profits that the women draw from the bissap, artisanal textile and fonio sub sectors,
- Assess the training needs of women engaged in activities at the level of production, post-harvest, marketing, etc....
- Define specific support programs to promote women in these sectors and consequently to encourage their capacities to contract with partners in the areas of production and marketing.



Focus-group in Kaolack

The study started with a field trip in six regions (Thiès, Kaolack, Louga, Tamba, Kédougou and Kolda) for a period of twenty five (25) days. In each of these regions, a representative enough sampling of women's groups, and engaged women's associations involved as entrepreneurs, was undertaken. Thus, 27 focus-groups were held with women's groups, federations, GIEs and associations. 65 women entrepreneurs and leaders of community-based organizations, as well as men 23 leaders (village Chiefs, facilitators, rural counselors), were interviewed.

The data collected are being processed and analyzed for the development of the report in which an innovative program of technical capacity building adapted to the needs of the identified women, will be developed. After reviewing the first report, a restitution workshop will be organized with the entire partners concerned by this study in order to validate the content of the report.

III.6 NEWSLETTER

Newsletter N°3 is available in two versions (French and French)

Newsletter N°4 on the activities of the Initiative for Cotton Improvement in Senegal is being printed. The Newsletter will be centered on the following topics:

- Cotton production and value added;
- Organic cotton spinning;

- Natural dye in Senegal and the sub region;
- Diversification of the agricultural economy in the cotton producing zones: bissap, sesame, and fonio;
- Training needs assessment of women in the cotton producing zones.

III.7 CPTH

- Participation of USAID EG in meetings of the cluster group on textile and garments of the Accelerated Growth Strategy for the creation of the Centre de Promotion du Textile et de l'Habillement - Center for Textile and Garments Promotion ;
- In partnership with ONUDI, USAID EG contracted with the firm Gherzy, specialized in the textile sector, to conduct the feasibility study and to propose modalities for the implementation of the CPTH. Mr. Bernard Cerciat, an expert of Gherzy visited Senegal in January 2008 under this study;
- The cluster group on textile and garments recommended the recruitment of a facilitator for the creation of the CPTH. The recruitment process of this facilitator is on going.
- The restitution meeting by the ATA consultants on the artisanal spinning organized in Dakar on June 2007 enabled the different participants to stress the importance of a coordination of the CPTH actors in order to better plan the activities and interventions in this respect.

III.8 RADIO PROGRAM

USAID EG, in partnership with Sud FM, developed a nation-wide radio broadcast program to promote sesame, bissap and mangoes. A series of 12 radio broadcasts will be aired during the period of June through December 2008. These radio broadcasts will rely on the technical expertise of the resource persons coming from our entire partners intervening in these sub sectors.

The overall objective of this training and information program is to improve, through the radio, the productivity of the target sub sectors and consequently their competitiveness to export. Specifically, this program will:

- Promote the crop management sequences of production and planting;
- Promote the techniques to improve quality (harvest and post harvest techniques) of the products to bring value added to the actors;
- Promote the production techniques of organic cotton and fair trade cotton to access the niche markets;
- Inform and sensitize the actors on the quality norms and on the traceability system for the agricultural products;
- Inform the actors on the market trends to enable them to better meet the consumers' needs;
- Discuss the stakes and perspectives of these 3 sub sectors.

IV. ACTIVITIES TO BE IMPLEMENTED OR ON GOING

IV.1 ACTIVITIES PLANNED UNDER THE COTTON VALUE ADDED COMPONENT

- Monitoring and replication of the trainings in the cultivation techniques of organic-fair trade cotton and fair trade cotton;
- Implementation of the program of fight against the contamination of cotton seeds by the Polypropylene ;
- Translation and printing of the technical manuals now in French into local languages (Wolof, Pular et Manding) ;
- Monitoring of the spinning unit activities in partnership with the Fédération Yakaar Niani Wulli of Koussanar ;
- Finalization of the report of the feasibility study on the spinning of organic cotton with the spinning wheel;
- Finalization of the ATA report on the training of women spinners of Maccading ;
- Finalization of the study and preparation of the training workshop on natural dye after the sub regional study;
- Development of Newsletter N°4.

IV.2 ACTIVITIES PLANNED IN THE DIVERSIFICATION COMPONENT IN THE COTTON PRODUCING ZONES

Sesame

- Monitoring of the partnership programs activities with the sub sector actors (GADEC, ANI, PELLITAL, etc.) for the training of trainers of farmers trainers;
- Development and validation of the technical guide on sesame cultivation which will be used for the training of trainers and producers;
- Evaluation and validation of the deliverables submitted by the different partners;
- Facilitation of the linking with private partners (ANI, SENECOMEX, etc.) for sesame production (seeds and marketing) ;
- Development of a program of activities with SENECOMEX, a sesame exporter;

- Validation of the terms of reference on the political incentives to be implemented in order to increase the competitiveness of the Senegalese sesame sub sector. During the next months, these terms of reference will be reviewed by targeting the priorities at the level of the political, economic, and financial parameters. Consultants will also be identified for the launching of the studies before the end of the year.

Fonio

- Monitoring of preparatory activities for the start up of the season of organic fonio of the Fédération Yakaar Niani Wulli
 - Census of beneficiary farmers, putting in place of the seeds;
 - Monitoring of the trainings of producers-trainers in the Department of Kédougou;
 - Review of the trainings report.
- Monitoring and replication of the trainings
- Activities of facilitation of the marketing – linking with the exporters
 - Start up of the activities at the end of August/ beginning of September, period during which the fonio production could be available at the producers level;
 - Pursuit of contacts with the identified partner in order to conduct the trainings as well as the linking for the establishment of contracts with the GIEs of women processors.
- Production of seeds in partnership with ISRA /Kolda
 - Launching of the variety testing component ;
 - Monitoring of the seeds multiplication program.

Bissap

- Monitoring of the FEBBI activities;
- Partnership with the Fédération Yakaar Niani Wuli for the production of organic bissap;
 - Monitoring of the trainings of 200 trainers In the production techniques;
 - Monitoring of the producers involved in the program covering 52 hectares;
- Study tours and experience exchanges between producers within the country and in the sub region.

Dairy

- Following the submission by Land O' Lakes of a technical and financial proposal, the activities for the implementation of strategic interventions recommended in the value chain analysis could start, after approval by IRG and USAID.

Gender

- Review, finalization and validation of the gender study report;
- Organization of the workshop on the gender problematic in the supported sub sectors.

ANNEXES: LIST OF DOCUMENTS PRODUCED DURING THE REPORTING PERIOD

- Technical training manual for the organic cotton producers
- Technical training manual for the fair trade cotton producers
- Sesame value chain analysis
- Dairy value chain analysis
- Report of the facilitator for the pilot program on the spinning of organic cotton with adapted equipments at Maccading
- Report of the trainer in spinning wheel
- Report of the ATA consultants in Senegal
- Report of the consultant in natural dye
- Report of the gender consultant
- BAMTAARE report
- News letter No 3
- Reports of supervision missions of the different pilot programs (bissap, dairy, fonio, sesame, artisanal textile, etc.)
- Different action plans for the sesame sub sector
- Training module for the trainers in sesame

LIST OF PARTNERS AND CONSULTANTS

Partners:

- SODEFITEX
- ENDA PRONAT
- SENECOMEX
- FEDERATION YAAKAR NIANI WULLI
- GIE KOBA CLUB of Kédougou
- BAMTAARE
- GADEC
- PELLITAL
- ISRA

Consultants:

- Mrs. Docey Lewis, ATA consultant in product development
- Mr. Paul Xavier, Land o' Lakes consultant in value chain analysis
- Dr. Diao Bocar and Dr. Diaw Aruna, national consultants in dairy value chain analysis
- Mr. Ousmane Guèye, national consultant in fonio value chain analysis
- Mr. Sidy Guèye Niang, national consultant in sesame value chain analysis
- Ms. Mariama Sylla , national consultant for the study on natural dye and workshop facilitator
- Ms. Aissa Dione, national consultant for the feasibility study on spinning of organic cotton
- Laure Brun, facilitator for the pilot program with the Fdération Yakaar Niani Wulli of Koussanar
- Mrs. Djenaba FANE, trainer in spinning with the spinning wheel
- Mrs. Bouso Fall, consultant for the gender study
- Mr. Mamadou Ba, facilitator for the training of fonio producers in Kédougou

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