



AGRIBUSINESS AND TRADE PROMOTION (USAID ATP)

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Submitted to: Danielle Knueppel, COR
Agribusiness and Trade Promotion Project
USAID/WA
Accra, Ghana



Abt Associates Inc. ■ 4550 Montgomery Lane, Suite 800 North ■
Bethesda, Maryland 20814 ■ Tel: 301.347.5000 ■ Fax: 301.913.652.9061
■ www.abtassociates.com

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WORKSHOP REPORT: ADVOCACY TRAINING FOR VALUE CHAIN ACTORS

USAID AGRIBUSINESS AND TRADE PROMOTION (ATP) PROJECT

April 2012

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**USAID AGRIBUSINESS AND TRADE PROMOTION
(ATP) PROJECT**

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The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development (USAID) or the United States Government

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ACRONYMS

ATP	Agribusiness and Trade Promotion
AU	African Union
CAADP	Comprehensive Africa Agriculture Development Program
E-ATP	Expanded Agribusiness and Trade Promotion
ECOWAP	ECOWAS Agricultural Policy
ECOWAS	Economic Community of West African States
ETLS	ECOWAS Trade Liberalization Scheme
NAIP	National Agricultural Investment Program
NEPAD	New Partnership for Africa's Development
RAIP	Regional Agricultural Investment Program
SPS	Sanitary and phytosanitary
VAT	Value-added tax

I. INTRODUCTION

The United States Agency for International Development (USAID)-funded Agribusiness and Trade Promotion (ATP) and the Expanded Agribusiness and Trade Promotion (E-ATP) projects aim to increase the value and volume of intra-regional agricultural trade in six value chains (maize, onion–shallot, and ruminant livestock–red meat, poultry, rice, and millet–sorghum) by facilitating the improvement of the regional trade environment and the efficiency of business activities along the major commercial corridors linking Senegal, Mali, Burkina Faso, Côte d’Ivoire, Ghana, Togo, Benin, and Nigeria. The two projects are designed to contribute to achieving the 6 percent annual agricultural growth target set under the Comprehensive Africa Agriculture Development Program (CAADP) of the African Union’s (AU) New Partnership for Africa’s Development (NEPAD). ATP/E-ATP are intended to contribute to the implementation of the ECOWAS agricultural policy (ECOWAP) by focusing on improving the performance of these six West African value chains along their principal trade corridors linking the Sahelian production zones to the coastal consumer markets.

In support of the promotion of the smooth functioning of the ECOWAS trade liberalization scheme (ETLS) as a means for expanding intra-regional trade, the ATP and E-ATP projects facilitate activities aimed at the creation of a more favorable business environment through the elimination of all tariff and non-tariff barriers. This includes assisting the Economic Community of West African States (ECOWAS) with the improvement of the regional policy provisions and, secondly, enhancing the capacity of private sector actors to understand these policies and to demand full compliance by all concerned. It is in this context that the projects supported a practical training workshop on regional trade policies, which culminated in a high-level policy dialogue between representatives of regional professional associations and officials of the ECOWAS Commission and Parliament. This was, in effect, a combination of training in advocacy techniques and strategies and a practical application of this knowledge through a dialogue on regional trade policy between representatives of the private and public sectors. The training workshop, sponsored by the ATP and E-ATP projects, took place in Abuja from March 7–10, 2011 and involved a total of 18 participants who were executive members and other representatives of the professional associations of the six value chains (see Annex 1). ATP/E-ATP personnel facilitated the workshop activities.

The training workshop and the policy dialogue enabled the representatives of the value chain associations to increase their knowledge about the ECOWAS institutions and the regional integration policies and programs. The interactions between the two parties revealed different perceptions of the challenges to be overcome to achieve greater compliance with the regional trade and other policies. It became evident also that there is much reticence or little demonstration of commitment of ECOWAS member countries to the faithful implementation of the ETLS policies. The participants believed that part of this problem stemmed from the lack of coercive power of ECOWAS institutions over the countries, as well as the weak arrangements for monitoring the implementation of regional policies. It was noted, nonetheless, that ECOWAS was favorably disposed to collaborate with the professional associations in carrying out activities in the field to correct these deficiencies.

It should also be noted that the professional associations accepted the advice of ECOWAS officials to strive to be more dynamic in their efforts at engaging the national authorities in advocacy and policy dialogue. Proof of this was the seriousness and determination with which the four value chain associations embarked on the final exercise of identifying and planning activities as a follow-up of the four-day training session at Abuja. The mission enhanced the advocacy capacity of the professional associations and promoted collaboration between the professional associations and the ECOWAS

institutions. Subsequent measures taken by all the parties involved to strengthen this relationship would foster better advocacy and policy dialogue between the private sector operators and public agents at the national level.

2. WORKSHOP OBJECTIVES

The objectives of the training workshop and advocacy mission were as follows:

- Strengthen the capacity of the professional organizations of the six value chains supported by the ATP and E-ATP projects in the conduct of advocacy activities, including the drafting of “advocacy letters” with specific demands and the strategies for conducting dialogue with policy-makers on key regional agricultural trade policy issues
- Create an opportunity for the actors in the six value chains supported by the ATP and E-ATP projects to engage in direct advocacy at the ECOWAS Commission aimed at strengthening the monitoring of regional trading rules through the establishment of a policy watch system
- Provide a platform for value chain actors to interact with ECOWAS and, together, identify areas of collaboration toward the establishment of a policy watch system
- Increase the value chain actors’ and the general public’s knowledge of the policies, orientations, and regulations governing trade in basic agricultural products within the region.

3. WORKSHOP PROCEEDINGS

March 8 and 9 were devoted to a practical application of the advocacy techniques that were mastered on March 7; specifically, interactions on the ECOWAS regional agricultural trade policies between the representatives of the value chains and officials of Abuja-based ECOWAS institutions. The policy dialogue with the ECOWAS Commission started with a formal opening ceremony; it was chaired by the ECOWAS Vice President who gave a welcome address (see Annex 2). The meetings continued in plenary, with a break in the late morning for an audience granted by the ECOWAS Vice President in his office to the designated spokespersons of the value chain associations. The four value-chain advocacy letters finalized the day before were delivered to him during this meeting. The policy dialogue continued in the form of discussions around the identified key trade policy barriers with senior officials of technical departments like trade, transport, free movement of persons, and monitoring and evaluation. The participants went to the ECOWAS Parliament in the morning of March 9 for discussions similar to those at the Commission. An audience with the Commissioner for Trade and Customs on the afternoon of March 9 concluded the policy dialogue with the ECOWAS Commission. In sum, the sessions with the two ECOWAS institutions consisted of:

- Introductions between two parties—professional associations and ECOWAS departments
- Presentation of the grievances and expectations of the value chain professional associations
- Review of ECOWAS activities (current and programmed)
- Discussions about the low level of ETLs implementation and appropriate remedies

The second phase of the training workshop was run on March 10, and was devoted to an evaluation of the mission and the planning of follow-up action. The training session led to the following:

- Formulation of four plans of action based on the outcome of the policy dialogue
- Assessment of the extent to which participants' expectations were satisfied
- General evaluation of the mission
- Formulation of conclusions and recommendations

3.1 TRAINING WORKSHOP (PHASE I)

The mission started with the first phase of the training workshop on advocacy techniques on March 7. The workshop consisted of a series of training sessions, conducted as follows:

- An introductory segment which included opening remarks, self-introductions to establish the identity and profile of each participant, discussions leading to a common agreement on the objectives for both the training workshop and the policy-dialogue with the ECOWAS institutions, and identification of the interest and expectations of participants

- Identification of advocacy themes based on identified priority trade policy barriers
- A presentation of ECOWAS and its institutions
- Identification of key trade policy barriers and clear definition of advocacy themes
- The drafting of four advocacy letters (specific demands of the livestock–meat, poultry, onion–shallot and cereals value chains)
- Discussion and decision on the two-day program of policy dialogue with the ECOWAS institutions, including appropriate strategies for conducting the different levels of dialogue.

3.1.1 IDENTIFICATION OF ADVOCACY THEMES

A discussion led to consensus on the objectives for both the training workshop and the policy-dialogue visit to be undertaken to the ECOWAS institutions. Shared priorities included identification of key trade policy barriers and clear definition of advocacy themes that would form the basis for policy dialogue with the ECOWAS institutions.

3.1.2 PLANNING STRATEGIES FOR PRACTICAL POLICY DIALOGUE

This segment of the training workshop related to getting the participants involved in discussions on organizing activities around the issues identified to maximize the use of time during the practical interactions with ECOWAS. This led to decisions on drawing up a two-day program of policy dialogue with the ECOWAS Commission and Parliament. The exercise entailed a critical review of appropriate strategies to be employed for conducting policy dialogue on the selected topics for different audiences (top management and technical level interactions). It also involved the identification and designation of appropriate spokespersons, and assigning other team members to play supporting roles when the opportunity arose. The Work Program is attached as Annex 3 to this report.

3.1.3 Formulation of Advocacy Letters

The preliminary discussions on the best methods of conveying messages to the ECOWAS institutions and conducting a policy dialogue with them led to the decision to draft a document which would clearly lay out the concerns and demands of the value chain representatives. The document would serve as a point of reference and basis for focused discussions. Thus, the participants were introduced to various forms of communicating with the public decision-making authorities, including the use of such a document in the form of advocacy letters. After a presentation of the objective, form, and content of advocacy letters, four working groups were constituted around the value chains and the participants were guided through the process of drafting advocacy letters. The advocacy letters for each value chain are attached as Annex 4.A–D.

3.1.4 PRESENTATION OF ECOWAS AND ITS REGIONAL POLICIES

The training stressed the importance of having good knowledge of the party with whom the value chain associations wished to engage in policy dialogue and to obtain concessions; that is, gathering maximum information on the attributes of all those one wishes to deal with to be able to know how best to relate to them. In this regard, there was a succinct presentation of ECOWAS as an organization, including its objectives, its organs and institutional arrangements, its decision-making and other procedures, its different integration policies and programs, and its record of principal

achievements. The establishment of a regional common market was elaborated upon, with the concerns of the agricultural value chain operators as a good example of how the professional associations fit into the ECOWAS mechanism of harmonizing and improving economic and financial interactions across national boundaries. The presentation distinguished between the ECOWAS policy organs and the technical departments which initiate policy formulation and facilitate the implementation of regional policies such as the provisions of the free trade scheme. In their turn, the participants sought a clearer understanding of the means of interfacing with the ECOWAS institutions and gaining access to information at the national level or participating in the ETLS management processes.

3.2 POLICY DIALOGUE WITH ECOWAS INSTITUTIONS

3.2.1 POLICY DIALOGUE AT ECOWAS COMMISSION

The series of meetings with officials of the ECOWAS Commission on March 8 and 9 commenced with a formal opening ceremony. This session was chaired by the ECOWAS Vice President. In his opening statement, the Vice President expressed his appreciation for the visit of the value chain representatives and the support being given by USAID to the ECOWAS integration programs, including the assistance with the strengthening of the functioning of the ETLS. Later in the morning, the Vice President granted an audience to the heads of the value chain delegations who made brief statements on the main message of each of the four advocacy letters they submitted to him.



Madam Nene Djebi, President of ORO/AOC, presenting the onion/shallot advocacy letter to ECOWAS Vice President Jean de Dieu Somda [photo : ECOWAS]

The opening ceremony also included a statement by Bechir Rassas, the Deputy Chief of Party of ATP/E-ATP in which the mandates, programs, and achievements of the projects were briefly outlined, as well as the objectives of the mission of the value chain representatives to the Abuja-based ECOWAS institutions. The ceremony ended with a presentation of the members of the three delegations, namely value chain associations, ECOWAS Commission, and ATP/E-ATP.

The technical working session was conducted under the chairmanship of the Director of the ECOWAS Department for Free Movement of Persons and Tourism. The Director gave an introductory presentation on ECOWAS, addressing its mandate, institutional arrangements, and decision-making process, and the regional integration activities as approved by member countries in the current Community work program. On the key issue of free movement of persons, goods, and services within the West Africa region, the Director indicated that a complete set of policy instruments had been adopted, but acknowledged that the ECOWAS Commission and member countries were grappling with the challenge of improving compliance with the ECOWAS trade regulations. He welcomed the USAID initiative of empowering operators of the value chains and other ETLs stakeholders and expressed hope that there would be a frank and objective policy dialogue leading to concrete recommendations on solutions to the challenges confronting cross-border transactions.



Participants at the ECOWAS Commission policy dialogue [photo: V. Tuor, ATP/E-ATP]

Each of the designated spokespersons of the inter-professional associations outlined the concerns of the value chains which were represented at the policy dialogue. The tariff and non-tariff barriers or related inadequacies hindering intra-regional trade which were also highlighted in the advocacy letters can be summed up as follows:

- Issuance and demand for documents no longer required for trade in agricultural goods such as certificate of origin under ECOWAS rule of A/PI/1/03 and transit logbook of the Inter-State Road Transit under ISRT-A/P4/5/82
- Disregard for mutual recognition of sanitary and phytosanitary (SPS) certificates, re-issuance of certificates at a fee, and collection of large quantities of samples for analyses which never take place
- Persistent use of different trade documentation instead of harmonized ECOWAS documents
- Seasonal cereal export restrictions by many countries and seasonal onion import restrictions by Senegal
- Prior authorization of livestock export (in Mali) and cereal export in many countries
- Existence of numerous illegal check-points along trade corridors where delays and extortion occur
- Payment of customs duties and taxes of equivalent effect such as value-added taxes (VAT), statistical taxes, processing fees, and transit and escort charges
- Lack of harmonized regional norms and standards for assured quality of products
- Inadequacy of facilities for the processing, transportation, and marketing of regional agricultural products
- Absence of a regional pro-pastoral regulation for promoting judicious use of regional resources for livestock development and trade
- Countries' failure to declare the eradication of avian influenza and lift of restrictions on poultry trade

There were critical reviews of the issues raised, during which the ECOWAS officials provided information on what was being done to address specific non-compliance challenges. The representatives of the value chains indicated the preparedness of their associations to work in partnership with ECOWAS institutions and national authorities to improve the business environment. More specifically, the ECOWAS institutions were urged to improve intra-regional trade transactions by adopting the following remedial measures:

1. Organization of public awareness and information campaigns by ECOWAS and individual countries for government agents (police, customs, gendarmes, agriculture, transport) and also civil society associations, with focus on promoting strict compliance with specific ETLs regulations such as exemption of agricultural products from all customs duties and taxes, transit procedures, and issuance of certificate of origin; and mutual recognition of SPS certificates and other harmonized documents.
2. A regional initiative aimed at the complete elimination of non-tariff barriers such as the practice of seasonal export restrictions on cereal and other agricultural goods, unnecessarily cumbersome border procedures, illegal road-blocks, and the harassment and extortion of traders and transporters.
3. Regional concerted action to assist countries to complete the process of declaring their territories free of avian influenza and lifting the ban on poultry trade.
4. Measures to strengthen and involve the inter-professional associations in the national committees established to facilitate regional transport and trade.
5. Acceleration of the harmonization and adoption of regional norms and standards for grains, and encouraging the effective application of seed certification regulations.
6. Facilitating the development of communal pastureland.

The ECOWAS officials welcomed these concrete proposals and provided information on some on-going regional initiatives aimed at addressing some of the problems raised by the value chain associations, such as a regional approach to product quality and norms, the administration of VAT, and financing of agricultural programs. Financing in particular is expected to get a big boost under the recently adopted national and regional agricultural investment programs (NAIPs and RAIPs).

3.2.2 POLICY DIALOGUE AT ECOWAS PARLIAMENT

The participants had a policy dialogue at the ECOWAS Parliament on the morning of March 9, 2011. Since the parliament was in recess, the dialogue was with the senior officials of the ECOWAS Parliament, led by the Secretary-General, Mr. Mohamed Diakite.

In her capacity as the spokesperson of the visiting team, Madam Alimata Kéita outlined in her introductory remarks the principal challenges facing them as operators in regional trade in agricultural products. She emphasized that the inter-professional associations are committed to a strong partnership with all stakeholders of the ECOWAS trade liberalization scheme, and that the visit was intended to enable the representatives to explore with ECOWAS institutions how best to improve ETLs implementation. The Secretary-General, complemented by other officials of the ECOWAS Parliament, gave a general presentation on the ECOWAS Parliament. The key points made during the presentation are as follows:

- The ECOWAS Parliament was established to support the ECOWAS Commission in the task of ensuring the implementation of the decisions already taken
- There are 105 ECOWAS Parliamentarians, each one being an elected member of the national assembly of his/her country of origin
- There are thirteen committees structured after the technical committees established under the ECOWAS treaty
- The third legislature of the ECOWAS Parliament is currently being constituted



Participants with Mr. Mohamed Diakite, Secretary-General of ECOWAS Parliament [photo: I. Djibrilla, ATP]

Concerning the trade barriers identified by the operators along the trade corridors, the ECOWAS officials stated that the institution was also aware and could confirm the observations of the professional organizations. The Secretary-General informed the visitors that missions had been conducted by the institution, composed of both parliamentarians and officials, to observe the trade corridors and border posts and ascertain the realities of the West African business environment. The last of such observation missions was sent to the Diboli border post at the Mali/Senegal border.

Emerging from the interactions between the two parties, the visitors gained the impression that the ECOWAS Parliament was disposed to:

- Maintain contacts with the inter-professional organizations for purposes of exchanging information
- Involve the inter-professional organizations in the next round of observation missions to the trade corridors and border posts
- Encourage members of the third legislature to be active allies and partners of the inter-professional organizations in the respective countries in seeking an improvement of the policy environment

The Secretary-General advised the participants to seek out their Parliamentarians and mobilize political support in the national assemblies in order for the Parliament to increase the national

authorities' commitment to compliance with ECOWAS integration policy regulations and obligations.

3.2.3 POLICY DIALOGUE WITH COMMISSIONER FOR TRADE, CUSTOMS, INDUSTRY AND FREE MOVEMENT OF PERSONS AND TOURISM

On the afternoon of March 9, the participants paid a courtesy call to Alhaji Mohamed B. Daramy, the ECOWAS Commissioner for Trade, Customs, Industry, and Free Movement of Persons and Tourism. There were introductory remarks, first by the Commissioner who made a presentation of the integration programs of his department and the associated challenges of regional integration; then by designated spokespersons of the visiting team who substantiated their presentations with personal experiences. Both parties deplored the persistence of tariff and non-tariff barriers along the international trade corridors.

The Honorable Commissioner outlined activities being undertaken by his department related to the improvement of the functioning of the ETLIS agenda. He highlighted the initiative of establishing information bureaus at strategic border-crossings as a means of providing relevant information to the business operators and to ensure the presence of ECOWAS-sponsored personnel to monitor the conduct of the different stakeholders. He indicated that the first information bureau was being created at the border between Benin and Nigeria along the Cotonou–Lagos land corridor. He observed that the professional associations and individual business operators do not make written complaints with precise information on incidence of non-compliance that they are victims of to enable his officials pursue the cases with certainty of success. He advised the operators to endeavor to support their respective inter-professional associations in a drive to build the technical capacity to conduct structured and visible activities, including advocacy campaigns at the government ministries of their respective countries, to help make cross-border transactions more fluid and less costly.

3.3 RESUMPTION OF TRAINING WORKSHOP (PHASE 2)

The training workshop resumed on March 10 to evaluate performance and results of the practical application of the knowledge acquired and strategies adopted toward a successful policy dialogue with the Abuja-based ECOWAS institutions. There were both plenary and working-group sessions that enabled the representatives of the value chain associations to discuss and draw conclusions and recommendations based on the preceding days' policy dialogues, to draft a follow-up Plan of Action per value chain, and to conduct an overall evaluation of the ECOWAS visit.

3.3.1 ACTION PLANS

The participants were divided into four working groups along the lines of the value chains represented. An outline of the plan of action was discussed and the final the agreed version was made available for the use of each value chain. At the end of the working session, a draft of a plan of action had been produced by each group, with the understanding that the plans would be refined and finalized for immediate implementation. (The four draft plans of action are reproduced in Annex 5.)

4. CONCLUSIONS AND RECOMMENDATIONS

After a review of the policy dialogue with the different ECOWAS officials, the participants declared themselves satisfied with the conduct and outcome of the training program and the policy dialogue. There was general satisfaction with the frankness of the ECOWAS officials, particularly their admission that much more could be done by the different stakeholders to make the ETLS function better and become more beneficial to both the business community and ordinary ECOWAS citizens. The participants noted the preparedness of ECOWAS to make the professional associations regional partners in the drive to accelerate the development of intra-regional trade.

Participants agreed that the demands and proposals in the advocacy letters submitted to the ECOWAS management constituted a set of recommended actions to be adopted by the ECOWAS Commission and that future interactions should be based on the contents of the four advocacy letters. The representatives of the professional associations also resolved to finalize the draft action plan that each value chain had produced at the end of the visits. The action plan were to provide the framework for helping the members of the respective associations derive maximum benefit from the ETLS arrangements and strengthen their participation in intra-regional trade. It was felt that the visit had provided a challenge to the representatives to improve the management and programs of the associations to become worthy partners in the regional integration process.

4.1 ASSESSING FULFILMENT OF PARTICIPANT EXPECTATIONS

There was a detailed discussion of various aspects of the policy dialogue and the training workshop as a whole in order to determine the degree of satisfaction of the expectations that the participants had expressed during the first phase of the workshop. The assessment of level of satisfaction was conducted with the aid of a form which each participant completed. Annex 6.A presents the results of the participants' responses regarding fulfillment of their expectations around the following five objectives:

1. Getting better knowledge of ECOWAS
2. Getting the value chain professional organizations known
3. Presenting our concerns in order to get inter-state trade improved
4. Establishing a Committee for Follow-up Actions on the application of ETLS provisions
5. Securing ECOWAS commitments vis-à-vis the concerns we presented

4.2 GENERAL EVALUATION

An evaluation form was given to each participant to enable them provide information on their individual assessment of the conduct and outcome of the training program. As can be seen from Annex 6.B attached to this report, the overall verdict was one of satisfaction, since the participants estimated that the mission was relevant and the results of the different interactions with the ECOWAS officials were positive. It was felt that the contacts established with these officials would

pave the way for future collaboration with the technical staff of the ECOWAS institutions. The participants agreed that the mission had improved their knowledge of the programs and procedures of the regional organization; they had also learned the limits of the power of ECOWAS in the area of enforcing regional rules and regulations. Several suggestions to improve future missions were also made.

ANNEX I: LIST OF PARTICIPANTS

Name	Place of Residence	Organization and Position	Contacts (Telephone & email)
Salam Ouedraogo	Ouahigouya, Burkina Faso	ONFO /BF 1st Vice-Président	[REDACTED]
Mumuni Issah	Accra, Ghana	PCOFTS Treasurer	[REDACTED]
Djébi Néné Marie	Abidjan, Côte d'Ivoire	COCO-OIGNON Interim President of ORO/AOC	[REDACTED]
Barbier René Alphonse	Bamako, Mali	COFENABVI 1st Vice President	[REDACTED]
Boni Roger	Abidjan, Côte d'Ivoire	COFENABVI AO Public Relations Secretary	[REDACTED]
Kina Adama	Fada N'Gourma, Burkina Faso	COFENABVI AO Member / Cattle Fattening-Livestock Trade	[REDACTED]
Kelly Aboubacrine	Sikasso, Mali	COFENABVI AO Mali representative	[REDACTED]
Kéita Alimata	Ouagadougou, Burkina Faso	UOFA Secretary General	[REDACTED]
Kama Idrissa	Dakar, Sénégal	UOFA Vice President	[REDACTED]
Sanou Soumaila	Bobo Dioulasso, Burkina Faso	CIC-B President	[REDACTED]
Abdoulaye Sissouma	Ségou, Mali	Faso Djigi Executive Secretary	[REDACTED]
Coulibaly Bineta	Dakar, Sénégal	La Vivrière ATCL – AAFEX Présidente directrice générale	[REDACTED]
Oubda Seydou	Ouagadougou, Burkina Faso	Ets VELEGDA B. MAMOUNATA Employee	[REDACTED]
Alhaji Kadri Nashiru	Tamale, Ghana	Apex Farmer Organization of Ghana (APFOG) President	[REDACTED]
Zerbo Amidou	Bobo Dioulasso, Burkina Faso	CIR-B Information Secretary	[REDACTED]
Yaméogo Jean Pierre	Koudougou, Burkina Faso	CIR-B Vice President	[REDACTED]
Adoube Gervais	Ouagadougou, Burkina Faso	Société Nord International PDG	[REDACTED]
Somda Jean de Dieu	Abuja, Nigéria	ECOWAS Commission Vice President	idsomda@ecowas.int
Daramy Mohamed B.	Abuja, Nigéria	ECOWAS Commission	[REDACTED]

		Customs, Commerce, Free Movement and Industry Commission Commissioner	
Didigu Henrieta	Abuja, Nigéria	ECOWAS Commission Legal Department of the Legal Council Commission	
Adjogou Akou	Abuja, Nigéria	ECOWAS Commission M&E Unit Chief of Unit	adjogou@ecowas.int
Archibong Amanda	Abuja, Nigéria	ECOWAS Commission Customs Department Consultant	
Yaméogo Aïssata	Abuja, Nigéria	ECOWAS Commission Customs Department P.O	
Adou Koman S.	Abuja, Nigéria	ECOWAS Commission Commerce Department	
Sanoh N'Faly	Abuja, Nigéria	ECOWAS Commission Free Movement Department, Director	
Tiemtoré Salifou	Abuja, Nigéria	ECOWAS Commission Customs Department Interim Director	
Elumelu Tony L.	Abuja, Nigéria	ECOWAS Commission Free Movement Department, PO	
Tarr Benetta	Abuja, Nigéria	ECOWAS Commission Public Relations Principal Program Officer	btarr@ecowas.int
Diakité Mohamed	Abuja, Nigéria	ECOWAS Parliament Secretary General	
Azumah John	Abuja, Nigéria	ECOWAS Parliament Finance and Administration Director	
Traoré Moussa M'Pê Alfred	Abuja, Nigéria	ECOWAS Parliament Head of Parliamentary Affairs	
Asana Rukama	Abuja, Nigéria	ECOWAS Parliament Translator	
Adelekan Chinwe	Abuja, Nigéria	ECOWAS Parliament Library/Documentation	
Sotuminu Adesina	Abuja, Nigéria	ECOWAS Parliament Committee Clerk	
Dicko Oumarou A.	Abuja, Nigéria	ECOWAS Parliament Parliamentary Assistant (Peace and Security)	
Somé Bertin	Abuja, Nigéria	ECOWAS Parliament Parliamentary Assistant (Education, Gender, Health)	
Maliki Ashoke	Abuja, Nigéria	ECOWAS Parliament Transport Department Road Security Expert	
Rassas Béchir	Accra, Ghana	ATP/E-ATP DCOP	brassas@agribizafrica.org
Ofei Frank	Abuja, Nigéria	ATP/E-ATP Policy Advisor/ECOWAS liaison	fofei@agribizafrica.org +234 706 610 5733
Sidibé Seydou	Ouagadougou, Burkina	ATP	ssidibe@agribizafrica.org

	Faso	Livestock Value Chain Leader	+226 78 33 88 52
Wanzie Rose L.	Ouagadougou, Burkina Faso	ATP Maize Value Chain Leader	rwanzie@agribizafrica.org +226 78 35 80 52
Sanfo Mamadou	Ouagadougou, Burkina Faso	E-ATP Food Security and Millet/Sorghum Value Chain Leader	msanfo@agribizafrica.org +226 78 36 16 50
Zotoglo Kokou	Ouagadougou, Burkina Faso	E-ATP Rice Value Chain Leader	kzotoglo@agribizafrica.org
Djibrilla Issa	Ouagadougou, Burkina Faso	ATP Onion/Shallot Value Chain Leader	idjibrilla@agribizafrica.org +226 78 23 69 49
Tuor Venancious	Accra, Ghana	ATP/E-ATP Communication Specialist	vtuor@agribizafrica.org
Omoluabi Ometere	Accra, Ghana	USAID West Africa Trade Hub Business Environment coordinator	oomoluabi@watradehub.com
Ngo-Eyok Suzanne	Accra, Ghana	E-ATP Institutional Capacity Building Specialist	sngoeyok@agribizafrica.org
Kouakou Djè	Ouagadougou, Burkina Faso	E-ATP Poultry Value Chain Leader	dkouakou@agribizafrica.org +226 78 378 95 45
Adebayo Adegbenjo	Kano, Nigéria	ATP/E-ATP Finance and Administration	aadegbenjo@agribizafrica.org
Plunkett Daniel		ATP/E-ATP	ddjplunkett@gmail.com
Sombié Y. Jules	Ouagadougou, Burkina Faso	ATP Institutional Capacity Building Specialist	jsombie@agribizafrica.org +226 78 33 88 51

ANNEX 2: WELCOME STATEMENT BY ECOWAS COMMISSION VICE PRESIDENT

Esteemed Executive Members of Inter-Professional Associations

Honorable ECOWAS Commissioners

Distinguished Entrepreneurs of the Agribusiness Sector

Esteemed ATP/E-ATP Chief of Party

Dear Colleagues, ECOWAS Directors and Officials

Distinguished Invited Guests,

Esteemed Members of the Media

Ladies and Gentlemen

On behalf of the President of the ECOWAS Commission and on my own behalf, it is with real pleasure that I welcome our honored guests to Abuja and to the ECOWAS Commission. This is a good opportunity being offered the Commission and the other Community institutions to play host to the business community, our invaluable regional integration partners. I sincerely applaud the initiative of the inter-professional associations to come and interact with the ECOWAS institutions in our common search for more viable and sustainable ways of improving the rate of implementation of the regional policies and programs. These are measures adopted by West African heads of state as instruments for the integration and accelerated development of the regional economy; as West Africans, we owe it a duty to play our respective roles diligently to make this realistic dream of our founding fathers come true within our own life-time.

It is particularly heartening that the focus of the two-day interactive session is on the implementation of the ECOWAS trade liberalization scheme (ETLS). There is no denying the fact that compliance with the ETLS provisions has been unsatisfactory. And yet, the scheme is central to the regional integration process in many respects, and its success depends on and also affects the proper functioning of other integration programs. As practitioners, there is no doubt that you are painfully aware that intra-regional trade, which is your core business, is not limited to customs and trade issues only. In order to cover all the main areas and address the principal bottlenecks that you are likely to draw our attention to, the Commission has found it necessary to assemble for this visit technical departments like agriculture, customs, trade, immigration, transport, private sector, communication, and legal affairs. Furthermore, improved regional trade is a major objective we must achieve if the ECOWAS agricultural policy (ECOWAP) is to be successful. This is because enhanced intra-regional trade is a complementary component of the on-going efforts of the ECOWAS Agriculture Department towards the formulation and implementation of national and regional agricultural investment programs.

We welcome your visit because the Commission is in search for workable solutions; the remedies we have been applying in the past have not been effective enough to make a significant impact on the

functioning of the scheme. I wish to assure you that it is the duty of this Commission to work towards full compliance with regional rules and procedures by both private and public agents. You constitute an important group which we are keen to cultivate as strong allies and partners in our drive toward the realization of West Africa as a truly free trade area. We intend listening attentively to your experiences and the wise counsel you are most likely going to proffer.

I wish to encourage you to take full advantage of this visit to conduct a very free and frank dialogue with officials of not only the Commission, but also the ECOWAS Parliament and the Community Court of Justice; you live the realities of the West African business environment on a daily basis, you view the world from a certain perspective, and your appreciation of the regional rules needs to be shared with us. It is by so doing that we can build working relations and evolve the partnership required for the successful operation of the ECOWAS trade regime. We are conscious of the stimulus that a functional free trade regime would have on agribusiness and the regional economy as a whole. And it is only when we have built a firm economic base that we can hope to enter the international scene and succeed, whether we are talking about an economic partnership with the European Union, as beneficiaries of the AGOA initiative, or as equal partners in a global endeavor like the WTO trade negotiations.

Permit me to conclude by paying tribute to an unobtrusive but effective development partner; I am referring here to USAID which I am reliably informed is generously sponsoring this important dialogue between ECOWAS institutions and the regional agribusiness community. In my personal interactions with the consultants it has made available to the Commission, I have come to appreciate the commitment of USAID to the regional search for lasting solutions to the challenges of food security and poverty alleviation. Other ECOWAS Commissioners are similarly impressed with the USAID contributions. It is our wish to build a stronger partnership and we shall follow through with the sound proposals the consultants are making in the agricultural trade and related fields. I see this visit contributing to the strengthening of this partnership.

Personally, I am very much interested in the outcome of this two-day dialogue, a dialogue on the challenging issue of making ECOWAS policies a positive and dynamic factor in the everyday life of the West African business community. I therefore urge both parties to make maximum use of the opportunity we have created. If we succeed, our experienced entrepreneurs, who have invested heavily in and are very committed to West African integration, will leave Abuja in the full knowledge that they have allies and partners in the ECOWAS institutions. We, for our part, shall be armed with new ideas and proposals for tackling the challenge of making the regional free trade regime to function smoothly and effectively.

Ladies and gentlemen, members of the media,

Once again, you are all welcome to the ECOWAS Commission. I wish you very fruitful deliberations.

It is on this note, full of expectation, that I declare open the two-day interactive session between this vibrant set of West African agribusiness entrepreneurs and the Abuja-based ECOWAS institutions.

I thank you all for the kind attention.

ANNEX 3: WORK PROGRAM

Date	Activity	Person-in-charge
Monday, March 7, 2011	Training Workshop Session (Phase I)	
09.30	<ul style="list-style-type: none"> ▲ Welcome statement by ATP/E-ATP ▲ Self-introduction of participants ▲ Objectives of workshop and visit to ECOWAS Expectation of VC participants 	Bechir Rassas Jules Sombie Jules Sombie
10.00	<ul style="list-style-type: none"> ▲ Presentation of ECOWAS (the organization and its regional trade policies) 	Frank Ofei
11.15	<i>Coffee Break</i>	ECOWAS
11.30	<ul style="list-style-type: none"> ▲ Introduction to advocacy techniques ▲ Drafting session of VC advocacy letters: Working group per value chain 	Dan Plunkett: Livestock Suzanne: Poultry Jules: Onion Frank: Cereal
12.45	<i>Lunch</i>	ECOWAS
14.00	<ul style="list-style-type: none"> ▲ Planning the program for ECOWAS visit 	Bechir and Frank
15.45	<i>Coffee Break</i>	ECOWAS
16.00	<ul style="list-style-type: none"> ▲ Planning strategies for presentation of key messages 	Bechir, Jules and Suzanne
17.00	<i>End of Training Workshop (Phase I)</i>	ECOWAS
Tuesday, March 8, 2011	Practical Application: Policy Dialogue with ECOWAS Commission Officials	
10.30	<ul style="list-style-type: none"> ▲ Welcome statement by ECOWAS ▲ Statement by ATP/E-ATP ▲ Presentation of delegations 	ECOWAS Vice President Bechir Rassas Frank Ofei
11.00	<ul style="list-style-type: none"> ▲ Dialogue on regional trade policy ▲ Presentation of contents of VC Advocacy Letters ▲ General discussion 	ECOWAS Directors and VC Participants
12.30	<i>Coffee Break</i>	ECOWAS
12.30	<ul style="list-style-type: none"> ▲ Courtesy call on ECOWAS Vice President by heads of VC delegations 	ECOWAS and Frank Ofei
13.00	<i>Lunch</i>	ECOWAS
14.30	Working Sessions with ECOWAS departments	
	<ul style="list-style-type: none"> ▲ Policy dialogue with various ECOWAS technical departments: Trade/Customs, Transport, Free Movement of Persons and Tourism, Agriculture and Environment, Private Sector, Legal Affairs, External Relations 	ECOWAS Directors, Bechir and Frank
17.00	<i>End of Policy Dialogue Session (Commission)</i>	ECOWAS
Wednesday, March 9, 2011	Morning Session	
10.00	Policy Dialogue Visit to ECOWAS Parliament	Secretary-General and Frank Ofei

13.00	Lunch	ECOWAS
	Afternoon Plenary Session	
14.30	Courtesy call on Commissioner for Trade, Customs, Industry, Free Movement and Tourism	Hon. Mohamed B Daramy Frank Ofei
Thursday, March 10, 2011	Resumption of Training Workshop Session (Phase 2)	
9.00	▲ Conclusions and recommendations from policy dialogue with ECOWAS Institutions	Dan, Jules, and Suzanne
11.00	<i>Coffee Break</i>	ECOWAS
11.15	▲ Drafting session: Action plan per value chain ▲ Evaluation of the ECOWAS visit	Jules and Suzanne
14.00	Lunch	ECOWAS
15.30	Afternoon—Departures: Kano (cereals), and Lagos (livestock/meat)	ECOWAS

ANNEX 4: ADVOCACY LETTERS

ANNEX 4.A: ADVOCACY LETTER OF LIVESTOCK/MEAT VALUE CHAIN ON COMPLIANCE WITH THE ECOWAS TRADE LIBERALIZATION SCHEME

Abuja, le 08 mars 2011

N/Réf : 2011/08/PCA/br

Objet : Plaidoyer de la COFENABVI-AO pour le respect du schéma de libre échange de la CEDEAO

A son Excellence James Victor Gbeho, Président de la Commission de la CEDEAO, Yakubu Gowon Crescent, Abuja, Nigéria

Excellence Monsieur le Président,

La Confédération des Fédérations Nationales de la Filière Bétail / Viande de l'Afrique de l'Ouest (COFENABVI) représentée par son 1er Vice Président, son Secrétaire chargé des relations avec les relations extérieures ; le représentant de la COFENABVI au Mali ; le Vice Président de la Fédération de la Filière Bétail Viande du Burkina, souhaite présenter à votre bienveillante attention les préoccupations des acteurs de la chaîne de valeurs bétail / viande par rapport à la non-application du schéma de libre échange de la CEDEAO.

La COFENABVI, créée le 27 décembre 2004 à Bamako, est un organe de représentation des organisations professionnelles nationales du secteur bétail et viande. Elle regroupe les fédérations nationales des pays suivants : Bénin, Burkina Faso, Côte d'Ivoire, Guinée Bissau, Mali, Niger, Sénégal et Togo.

Depuis la tenue à Lomé (Togo) les 28 et 29 juin 2010 de son Assemblée Générale ordinaire, la Confédération est ouverte à tous les Etats de l'Afrique de l'Ouest et se nomme désormais Confédération des Fédérations Nationales de la Filière Bétail / Viande des pays de l'Afrique de l'Ouest – COFENABVI-AO. Son objectif essentiel est de promouvoir la Filière Bétail et Viande par la valorisation des ressources animales et une meilleure organisation des circuits commerciaux. Elle est la principale organisation de dimension régionale qui s'occupe des questions commerciales du bétail et de la viande dans l'espace CEDEAO.

Les entraves liées à la non application, par les états membres, du schéma de libre échange de la CEDEAO, et les conflits issus de la transhumance transfrontalière constituent les principales difficultés rencontrées par nos membres. Plus précisément, nous pouvons citer:

- les nombreux barrages routiers avec des collectes de taxes illégales grevant la fluidité des transactions
- les difficultés liées au manque d'harmonisation et d'interprétation des textes au niveau régional

- la lourdeur des procédures administratives et l'exigence de certains documents non-indispensables, notamment l'autorisation préalable des gouverneurs à l'exportation du bétail au Mali
- la non-reconnaissance du certificat vétérinaire d'un pays à l'autre
- les difficultés liées à l'insuffisance des infrastructures de commercialisation, de transport, et de transformation
- le manque de politique régionale pro-pastorale permettant une exploitation judicieuse des ressources naturelles
- Les conséquences de ces différentes contraintes ont un poids non-négligeable sur le développement du secteur de l'élevage dans la région et entraînent :
 - la réduction de la compétitivité de nos produits vis-à-vis de ceux extra-communautaires
 - l'absence de marché régional opérationnel dans la sous-région
 - la réduction de la contribution de nos membres à la sécurité alimentaire des populations (premier droit de l'homme et enjeu majeur de la politique agricole régionale, ECOWAP)
 - la réduction du disponible exploitable pendant une bonne partie de l'année réduisant les flux commerciaux des pays producteurs vers les pays consommateurs et renchérissant le prix au consommateur

Au vu de tout ce qui précède, nous sollicitons auprès de votre haute bienveillance votre appui pour :

1. ***L'organisation d'une campagne d'information et de sensibilisation à l'endroit des services publics (police, douane, gendarmerie, agriculture, transport) et des associations de la société civile des différents pays membres de la ECOWAS sur les dispositions du schéma de libre échange, notamment la non exigence du certificat d'origine, des droits de douane, de taxes de statistiques et de transit.***
2. ***L'intégration de la COFENABVI AO au comité régional de la ECOWAS et de ses fédérations nationales dans les comités nationales.***
3. ***L'appui de la ECOWAS au renforcement des capacités organisationnelles et de gestion de la COFENABVI en vue d'en faire une organisation faîtière plus efficace dans la sous-région ouest africaine.***
4. ***Le financement des aménagements pastoraux communautaires.***

Veuillez agréer, Monsieur Le Président, l'expression de notre considération distinguée

Le Président de la COFENABVI-AO

P/O

Le 1er Vice Président

ANNEX 4.B ADVOCACY LETTER OF CEREALS (MAIZE, MILLET/SORGHUM, AND RICE) VALUE CHAINS ON COMPLIANCE WITH THE ECOWAS TRADE LIBERALIZATION SCHEME

Monsieur SANOU Soumaïla

Président de CIC-B

11 BP 1837 Ouagadougou 11, Burkina Faso
Téléphone : +226 505011 / 78821139
E-mail : cicb@fasonet.bf

Abuja, le 08 mars 2011

Excellence Monsieur le Président de la
Commission de la CEDEAO

Abuja, Nigéria

Objet : Plaidoyer du Réseau des Professionnels Céréaliers de l'Afrique de l'Ouest pour le libre échange au niveau sous régional

Son Excellence Monsieur le Président,

Le Réseau des Professionnels Céréaliers de l'Afrique de l'Ouest représentant les chaînes de valeurs cérésières vient par la présente porter à votre attention les préoccupations des acteurs de nos chaînes de valeurs par rapport à la non application du Schéma de libre échange de la CEDEAO, votre auguste institution.

Notre organisation à vocation régionale qui a été créée en juin 2009 à Ouagadougou joue un rôle de leader dans la mise en place d'une faîtière des interprofessions du maïs, mil, sorgho et riz de la région. En prélude à la création de la structure permanente, le Comité Inter professionnel des Céréales du Burkina Faso (CIC-B) a été choisi pour représenter les chaînes de valeurs sus-citées dans l'espace CEDEAO.

Les contraintes liées au commerce régional des céréales rencontrées par nos membres tous les jours sont entre autres :

1. Les restrictions saisonnières ou les interdictions momentanées des exportations de céréales des pays de la région
2. Les paiements indus de sommes d'argent aux agents de sécurité aux frontières et aux postes de contrôle routier
3. La non application des textes portant harmonisation des règles régissant le contrôle de qualité, le certification et la commercialisation des semences de céréales (maïs, mil, sorgho et riz)
4. Le manque de normes et standards pour les graines des céréales dans l'espace CEDEAO.

Les conséquences de ces contraintes :

- Pénalisent la compétitivité de nos produits vis-à-vis des produits extra-communautaires. Il est plus facile d'importer des produits céréaliers de l'Europe, de l'Asie, de l'Amérique que de les transporter d'un pays membre de notre espace économique à l'autre.
- Limitent considérablement nos efforts de professionnalisation. Ces paiements indus sont des manques à gagner que nous aurions pu investir dans la modernisation de nos outils de production.
- Constituent des obstacles sérieux à la mise en place et au fonctionnement d'un marché sous régional.
- Réduisent la contribution de nos braves membres à la sécurité alimentaire des populations, le premier droit de l'homme et l'enjeu majeur d'ECOWAP.

Au vu de tout ce qui précède, nous sollicitons votre aide pour réaliser les actions suivantes :

1. L'organisation de campagnes d'information et de sensibilisation à l'endroit des services publics (police, douane, gendarmerie, agriculture, transport) et des associations de la société civile des différents pays membres de la ECOWAS sur les dispositions du schéma de libre échange (élimination des restrictions saisonnières, non application des droits de douane, non application de taxes de statistiques et de transit) ;
2. L'opérationnalisation des comités nationaux de suivi de l'application des directives de la ECOWAS (revue de la composition pour intégrer les organisations professionnelles agricoles, établissement d'un mécanisme pour assurer un feedback efficace entre les acteurs et la commission de la CEDEAO) ;
3. La suppression de la pratique des Etats d'imposer des restrictions saisonnières et les interdictions d'exportation ;
4. L'actualisation et l'application des lois semencières dans l'espace ECOWAS pour que la certification des semences dans un pays soit reconnue par les autres pays et que l'industrie semencière soit libéralisée surtout au plan commercial ;
5. L'accélération du processus de développement des normes et standards régionaux pour les céréales.

Veillez agréer, Monsieur le Président, l'expression de notre considération distinguée.

Le Président du CIC-B
SANOOU Soumaïla

ANNEX 4.C ADVOCACY LETTER OF ONION/SHALLOT VALUE CHAIN ON COMPLIANCE WITH THE ECOWAS TRADE LIBERALIZATION SCHEME

Observatoire Régional de l'Oignon de l'Afrique de l'Ouest et du Centre (ORO/AOC)

01BP3968 Abidjan 01, Côte d'Ivoire,

E-mail : oroaoc@yahoo.fr cocoognions@yahoo.fr, Tél : +225 07 59 38 38, Site web:
www.oro.observatoires.org

Arrêté N° 378/MI/D/DGAPJ/DLP du 13 septembre 2006

Abuja, le 08 mars 2011

Madame Néné Marie Djébi,

Présidente d'ORO/AOC par intérim

Objet : Plaidoyer de l'Observatoire Régional

de l'Oignon de l'Afrique de l'Ouest

et du Centre (ORO/AOC) pour le

respect du schéma de libre échange

de la CEDEAO

A

Son Excellence James Victor Gbeho

Président de la Commission de la CEDEAO

Yakubu Gowon Crescent, Abuja, Nigéria

L'Observatoire Régional de l'Oignon de l'Afrique de l'Ouest et du Centre (ORO/AOC) représenté par la première vice-présidente (Côte d'Ivoire), du deuxième vice-président (Burkina Faso) et du secrétaire Général (Ghana), vient solliciter par la présente, la prise en compte de toutes les dispositions nécessaires pour un scrupuleux respect du schéma de libre circulation. Mis en place en mars 2005 par la conférence des ministres de l'Agriculture de l'Afrique de l'Ouest et du Centre (CMA/AOC), ORO/AOC couvre 20 pays avec son siège à Niamey au Niger. Il a pour objet de contribuer à la promotion de la filière oignon/échalote en Afrique de l'ouest et du Centre.

Les entraves liées à la non application, par les Etats, du schéma de libre échange de la ECOWAS constituent les principales difficultés rencontrées par les membres de la dite organisation. Parmi ces difficultés, nous pouvons citer:

- *L'émission et l'exigence de documents qui ne sont plus nécessaires pour la circulation de produits du cru: certificat d'origine (A/P111/03) et carnet transit routier inter état (TRIE-A/P4/5/82)*
- *La non reconnaissance du certificat phytosanitaire d'un pays à l'autre ayant pour conséquence le prélèvement d'échantillons en quantité exagérée sans qu'aucune analyse ne soit faite*
- *Les frais illicites demandés par les autorités*
- *Le paiement de droits de douane*
- *Les restrictions saisonnières d'importation par certain pays (Sénégal)*

Ces difficultés se traduisent par des pertes de temps et de produit. La périssabilité du produit accroît la vulnérabilité de nos membres face aux diverses pressions. Les différents rapports de l'Observatoire des Pratiques Anormales (OPA) de l'UEMOA illustrent la situation vécue sur les principaux corridors du commerce des produits agricoles dans la région. ORO/AOC se tient à la disposition de la Commission de la ECOWAS pour approfondir ces points et partager avec elle les documents en sa possession reflétant les barrières au commerce de l'oignon/échalote dans l'espace CEDEAO.

Pour pallier à ces difficultés citées ci-avant, nous proposons quelques solutions :

La dynamisation des comités nationaux de suivi de l'application effective des directives de la ECOWAS par l'implication des organisations professionnelles agricoles dont ORO/AOC. Cela pourrait renforcer le suivi de la mise en œuvre du schéma de libres échanges dans les pays.

Au vu de tout ce qui précède, nous sollicitons auprès de votre haute bienveillance:

1. ***L'organisation de campagne d'information et de sensibilisation par la ECOWAS à l'endroit des services publics (police, douane, gendarmerie, agriculture, transport) et des associations de la société civile des différents pays membres de la ECOWAS sur les dispositions du schéma de libre échange (non exigence du certificat d'origine, non application des droits de douane, non application de taxes de statistiques et de transit ...)*** ;
2. ***L'intégration d'ORO/AOC dans le comité régional de suivi du schéma de libre échange de la CEDEAO.***

Vu les énormes potentialités que regorge la région de l'Afrique de l'Ouest, l'application effective de la libre circulation des personnes et des biens permettrait un accroissement sensible de la production d'oignon / échalote et contribuerait à la réduction progressive des importations (plus de 60 milliards de FCFA/an) hors espace CEDEAO.

Veillez agréer, votre Excellence, l'expression de notre considération distinguée

Madame Néné Marie Djébi,

Présidente d'ORO/AOC par intérim

ANNEX 4.D ADVOCACY LETTER OF POULTRY VALUE CHAIN ON COMPLIANCE WITH THE ECOWAS TRADE LIBERALIZATION SCHEME

A son Excellence le Président de la Commission de la CEDEAO,

Yakubu Gowon Crescent, Abuja, Nigéria

Objet : Plaidoyer de l'Union des Organisations de la Filière Avicole (UOFA) pour le respect du schéma de libre échange dans l'espace CEDEAO

Excellence Monsieur le Président,

L'Union des Organisations de la Filière Avicole (UOFA) par la présente soumet à votre haute bienveillante attention ses préoccupations pour une meilleure application du Schéma de libre échange dans l'espace CEDEAO.

Excellence monsieur le Président, notre union régionale, l'UOFA, composée par les organisations interprofessionnelles nationales membres (Burkina Faso, Côte d'Ivoire, Ghana, Guinée Bissau, Mali, Niger, Sénégal et Togo) a été mise en place en octobre 2006 et son siège social est à Ouagadougou. Un processus d'élargissement est en cours afin d'intégrer tous les autres pays de la CEDEAO.

Excellence monsieur le Président, les préoccupations des acteurs de la chaîne de valeurs volaille sont liées à la non application par les Etats du Schéma de libre échange dans l'espace CEDEAO, à savoir:

- La non application des textes communautaires sur le schéma de libre échange de la ECOWAS : Paiement de la TVA sur les produits avicoles d'origine intracommunautaire, non harmonisation des taxes.
- Le paiement de frais illicites aux autorités des postes frontalières et sur les contrôles routiers
- La lenteur pour les pays atteints de la grippe aviaire à se déclarer pays indemne entraînant le maintien des interdictions d'importations et d'exportations de produits avicoles dans l'espace CEDEAO.

Les conséquences de ces contraintes sont :

- Les pertes de temps et de produits : les volailles vivantes (poussins d'un jour et poulets prêts à la commercialisation) et les œufs (œufs à couver et œufs de table) sont des produits très fragiles ; les fréquents délais aux différents contrôles entraînent des mortalités des animaux vivants ce qui se répercute sur cout de revient et de consommation
- La pénalisation de la compétitivité de nos produits vis-à-vis des produits extra-communautaires. Il est plus facile d'importer des produits avicoles de l'Europe, de l'Asie, de l'Amérique que de les transporter d'un pays membre à un autre.
- Le frein au développement et au bon fonctionnement du marché avicole sous régional.
- Un ralentissement du développement de l'aviculture moderne ; les paiements de frais illicites sont des manques à gagner pour le développement d'infrastructures nécessaires a une aviculture moderne et compétitive. Le secteur manque d'investissements dans nos outils de production.

Au vu de tout ce qui précède, nous sollicitons le soutien de votre excellence pour :

1. Appuyer les états membres atteints par la grippe aviaire à accélérer le processus de déclaration de pays indemne
2. Sensibiliser les autorités pour un meilleur respect du schéma de libre échange
3. Harmoniser les documents d'échange transfrontaliers afin d'assurer la fluidité des contrôles aux frontières
4. Reformuler les comités nationaux responsables de suivre l'application du Schéma de libre échange de la ECOWAS (revue de la composition pour intégrer les organisations professionnelles avicoles, établissement d'un mécanisme pour assurer une communication effective entre les acteurs de la filière et la commission de la CEDEAO).
5. Renforcer les capacités de l'UOFA pour le respect de l'équivalence des certificats sanitaires d'un pays à l'autre

Votre excellence, nous avons déjà soumis à vos instances notre plan d'action pour la relance du commerce avicole sous régionale et un courrier lui présentant nos préoccupations au courant de l'année dernière. Nous comptons sur votre engagement pour une suite favorable à notre requête.

Veillez agréer, Excellence Monsieur le Président, l'expression de notre haute considération.

P. Le Président p.o

Le Vice président

M. Idrissa KAMA

ANNEX 5: VALUE CHAIN ACTION PLANS

ANNEX 5.A CEREALS (MAIZE, MILLET/SORGHUM, AND RICE) VALUE CHAIN ACTION PLAN

Activities	By whom?		When? (Period and Duration)	How? (Method and Approach)
	Actors	Person for facilitation and coordination		
Dissemination of results				
Drafting of Report	ATP/ E-ATP	Jules Sombie	April 2011	Reports
Dispatch of report to ECOWAS	ATP/ E-ATP	Jules Sombie	April-May 2011	Reports
Distribution of report among VC network	CIC-B	Sanou Soumaila	April-May 2011	Reports, Email
Distribution of report among member organizations of the network and operators	Network Leaders	Focal Points	May 2011	Consultative meetings
Advocacy activities and consultations				
Consultative meetings (definition of topics and advocacy activities)	National Network Leaders	Focal Points	May 2011	Consultative meetings
Implementation of activities (national assemblies, civil society)	National Network Leaders	Focal Points	2011-2012	Lobbying, national meetings, caravans, forum, conferences, press and media
Assessment of different national advocacy activities	Network	CIC-B	June 2011	Consultative meetings, reports
Dispatch of assessment report to ATP/ E-ATP and ECOWAS	Network	CIC-B	July 2011	Email
Dispatch of Letters of Appreciation to ECOWAS (Commission and Parliament)	Network	CIC-B	April 2011	Email
Submission of list of national network leaders for distribution of documents	Network	CIC-B	April 2011	Directory of Contacts
Making contacts				
List of ECOWAS contacts and establishing contacts	Network	CIC-B	May 2011	Directory of Contacts
List of ECOWAS parliamentarians per country and establishing contacts	Network	CIC-B	May 2011	Directory of Contacts
Exchange of information on selected topics and advocacy activities	Network	CIC-B	June 2011	Meetings, Reports

ANNEX 5.B POULTRY VALUE CHAIN ACTION PLAN

ACTIVITY	WHO?		WHEN? (Period and Duration)	HOW? (Method and Approach)
	Actors	Person for facilitation and coordination		
Share the final report on the advocacy mission with ECOWAS	Workshop	S.G. of UOFA	As soon as final report is received	E-mail to national associations
Communication of national associations with their members	Bureau of national association	National President	As soon as final report is received	Meeting with poultry actors , communicate information orally (by telephone)
Identification of lead ministries (commerce, transport, foreign affairs,...), ECOWAS parliamentarians and ECOWAS focal points in each country	Bureau of national association	National President	April-June 2011	Individual working sessions with the identified contact points (presentation of preoccupations)
Engage the identified contact points in appropriate advocacy activities	Bureau of national association	National President	Till end 2011	Modalities to be determined with the help of E-ATP

ANNEX 5.C ONION/SHALLOT VALUE CHAIN ACTION PLAN

N°	ACTIVITY	WHO?		WHEN? (Period and Duration)	HOW? (Method and Approach) Actors
		Actors	Person for facilitation and coordination		
1	Regional tour of all grassroots focal points by ORO/AOC for validation of results of the advocacy mission with the assistance of ATP, using the report produced by ATP	ORO/AOC	Point focal	June 2011	Organization of meetings with national actors of the value chain
2	Identification ECOWAS parliamentarians and other partners in each country; making contact with lead ministries and organizations for meetings, with the assistance of ATP	National actors of the value chain	National ORO	July 2011	Coordinated courier service to ensure that activities are undertaken as scheduled

- Regional tour of ORO/AOC for validation of results of the advocacy: 3-29 May 2011
- Identification of Parliamentarians within the national assemblies of member countries
- Organization of meetings between parliamentarians and ORO/AOC and other value chain organizations

ANNEX 5.D LIVESTOCK/MEAT VALUE CHAIN ACTION PLAN

- Drafting of a mission report for COFENABVI
- Dissemination of the mission report among the member national federations
- Organization of sensitization activities: April – June 2011
- Making contact with the different ministries concerned with the trade barriers
- Organization of advocacy activities in the countries: May – June 2011

ANNEX 6: EVALUATION OF THE MISSION

ANNEX 6.A SATISFACTION OF PARTICIPANTS' EXPECTATIONS

In relation to Your Expectation	Low X	Average XX	High XXX
Getting better knowledge of ECOWAS <ul style="list-style-type: none"> ▲ The authorities involved in the mechanism for decision-making and application of regional policies ▲ The consultative framework ▲ The importance of inter-professional organizations within ECOWAS 	14%	57%	29%
Getting our professional organizations known <ul style="list-style-type: none"> ▲ Presentation of our statutory documents and plans of action ▲ Recognition of our organizations within ECOWAS 	15%	31%	54%
Presenting our concerns in order to get inter-state trade improved [clear messages in presenting the advocacy letters]	0	29%	71%
Establishing a Committee for Follow-up Actions [ensuring close involvement of regional inter-professional organizations] on the application of ECOWAS directives and regulations	54%	38%	8%
Securing ECOWAS commitments vis-à-vis the concerns we presented [concrete actions to be undertaken following this mission]	66%	17%	17%

ANNEX 6.B GENERAL EVALUATION OF THE MISSION BY PARTICIPANTS

MISSION EVALUATION SHEET

1. What did you most appreciate about this training mission?

Summary of participants' responses:

- General atmosphere during the mission (mutual respect and group work)
- Accessibility, openness and language of the ECOWAS authorities
- Respect of schedule
- Meeting at the ECOWAS Parliament

2. What do you think can be improved?

Summary of Participants' responses:

- The presentation
- The consultation among the value chains
- The accommodation and per-diem conditions
- The travel arrangements (more convenient flight schedule)
- The work program (provision of free time for town visit)

3. Was this mission beneficial to you? Why?

Summary of Participants' responses:

- Contacts with other actors, enhanced business opportunities
- Better knowledge of ECOWAS (the organization, its mission, powers, and limitations)
- Contacts with ECOWAS authorities
- Possibility of submitting our problems directly to ECOWAS
- Regional vision of our activities
- Clear demonstration of the need for better commitment of the professional organizations

4. Do you have any suggestions on how to improve such forums or workshops in the future?

Summary of Participants' responses:

- Improvement of logistics—travel, accommodation and per-diem

- Preparation of the actors (envisage a longer period)
- Support for advocacy activities in the countries