CALL FOR APPLICATION

LEARNING ROUTE

“Innovative mechanisms and tools to promote inclusive agricultural value chains” - Experiences from Senegal

Senegal, from November 23 to December 2, 2016
Context

**Strategies for rural inclusion**

The value chain approach: a priority for the rural development in the region

The Value Chain approach has become in the last decade ever more important in the action of governments and donors to develop agriculture and reduce rural poverty. IFAD is a major player in this trend since more than 50%1 of its country projects include a value chain-development component.

A value chain approach considers in a comprehensive manner the whole chain regarding a product, taking into account all the stakeholders, from the producer to the final consumer. Therefore, if amongst the previous generation of projects the big emphasis of their strategies was on the agricultural production, a new generation of projects (developed by IFAD and other partners) now looks for promoting cooperation between the different actors of the whole chain, namely between producers, manufacturers, traders and financial institutions, through a number of contractual and institutional arrangements. When these mechanisms are well negotiated and strictly observed, they can also promote the security of farmers' market opportunities, stabilize prices and improve coverage of services.

Such arrangements between different actors do exist in cash crop and export sectors but they are rare in food-producing and cereal sectors, which are less structured around large companies and more fragmented among many different players and intermediaries. Moreover, such arrangements, when they do exist, generally involve wealthy producers, endowed with large areas of land, equipment and technology, but not small producers or vulnerable groups (youth, women) having little capital, even if they do constitute the majority of the Senegalese farmers.

These issues are a matter of concern in Western and Central Africa (WCA) that is characterized by a significant demand in urban areas for food products while local production grows at an insufficient level to absorb new demand, forcing WCA countries to import from abroad. This growing dependence on imports can lead to problems since it submits local producers to international competition and consumers to a high world price variability.

Senegal, in particular, barely meets somewhat above 50% of its food needs and, therefore, relies heavily on imports while its agricultural potential is important. Rice imports set an example in this respect: while rice consumption has increased by a factor of nearly 2.7 between 1995 and 2014, it now accounts for 62% of Senegal’s cereal imports and 16% of the trade deficit, according to Senegal Ministry of Trade.

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1 IFAD Document “Projets de développement des filière agricoles – Pour une insertion durable des petits producteurs dans les filières agricoles », décembre 2015.
Consequently, the crucial issue for Senegal and for the other WCA countries is to reduce this import dependence on food products by promoting small producers’ participation within agricultural value chains. In this past decade, IFAD has renewed its approach in order to help small producers to find places in new or emerging sectors with interesting outcomes, particularly with rural youth and women.

Including rural youth and women into the value chains is a priority: on the one hand, to meet the current and future challenges linked to the increase in food needs and on the other hand, to fight the massive rural exodus of youth towards cities, which remains a serious concern as urban centers generally offer them limited employment opportunities.
Themes and experiences

Experiences to visit during the Learning Route

The Learning Route will be organized around three host cases which will include the visit to local champions, local communities and private sector representatives in different regions of Senegal:

1. **Agricultural Value Chain Support Project** ([Projet d’Appui aux filières agricoles](PAFA) and [PAFA-Extension](PAFA-E), IFAD and the [Ministry of Agriculture and Rural Equipment](Projects, in Kaolack and Kaffrine, Senegal);

2. **Naatal Mbay Project, USAID**, in the region of Saint-Louis;

3. **Project of valuation of local cereals for manufacturing bakery products** ([Projet de valorisation des céréales locales par la fabrication de produits de panification], ASProDEB [Senegalese Association for the Promotion of Development at the Ground Level], in the region of Dakar.

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**1. Agricultural Value Chain Support Project** ([Projet d’Appui aux filières agricoles, PAFA and PAFA-Extension PAFA-E], IFAD and the [Ministry of Agriculture and Rural Equipment]: PAFA is an IFAD-funded project, implemented by the Ministry of Agriculture and Rural Equipment of Senegal. Its main aim is to support the most vulnerable small farmers by integrating profitable diversified productions (millet, cowpea, sesame, bissap and poultry). In order to get a better understanding of PAFA and its results, participants will visit two successful experiences supported by PAFA:

- **Jamm Bugum experience**, specialized in the millet sector in Niakhar, in the region of Fatick, whose production is oriented at the national market;
- **Association for Agricultural Diversification (ADA) experience**, specialized in the sesame and oriented at international markets.

These two experiences will provide participants with the opportunity to discover how the value chain approach adopted by PAFA has encouraged the development of economic activities carried out by vulnerable farmers, especially youth, thanks to specific mechanisms and tools, in particular:

i) innovative tools, such as the digressive subvention, aimed at supporting the financial autonomy of FOs;
ii) facilitating contracts among small producers and farmers’ organizations with market operators,
iii) organization of the value chain through an “Interbranch organization” offering different services such as quality control and price information.

**2. Naatal Mbay (USAID):** similarly, USAID has implemented Naatal Mbay (“lead to a prosperous agriculture”) Project in Senegal since 2009. The project aims at improving agriculture and economic growth from an inclusive value chain approach driven by the private market. In this context, the project supports the transition to technologies and management practices successfully introduced up to now
to benefit the largest number of active producers in value chains of rice, corn and millet. Through this experience, participants will have the opportunity of meeting the Union of Boundoum community, which gathers rice growers and has a private rice mill. These visits will allow to deepen different innovations promoting rice sector structure around three main types of stakeholders: (i) producers and their FOs; (ii) rice processors; and (iii) the Caisse nationale de crédit agricole du Sénégal (CNCAS). The key role of public and private financial stakeholders will be a specific issue.

3. Valorization of local cereals for the production of bakery products. This project aims at improving competitiveness and productivity of local cereal sector thanks to the manufacturing of bread made up of 15% of dried local cereals. The project is developed by the Senegalese Association for the Promotion of Grass-Root Development (ASPRODEB) with other stakeholders involved in different segments of local cereal value chain (AGRIDEV, Free Works Services, LA VIVRIERE et Maria Distribution), the National Federation of Bakers of Senegal (FNBS, Fédération Nationale des Boulanger du Sénégal), accompanied by the Public Institute of Research on Food Technology (ITA: Institut de recherche public de technologie alimentaire).

This experience will allow to discuss, with the help of the different stakeholders involved, about challenges linked to the development of a value chain focusing on the valorization of local products. Further to the collaboration between producers and manufacturers, participants will have the opportunity to deepen institutional mechanisms, which have made possible structuring a three-party cooperation between the ITA, manufacturers and producers.

These projects are recognized in Senegal and WCA for having achieved considerable success on market access for small producers, including rural youth and women. In order to share the lessons learned from these projects, PROCASUR joins IFAD, ASPRODEB and USAID to create the Learning Route “Innovative mechanisms and tools to promote inclusive agricultural value chains: experiences from Senegal”.

This Route will be the opportunity for participants to analyze different key links of the value chain (production, manufacturing, and commercialization) and identify at each stage the difficulties and the solutions that were brought to solve them through mechanisms and innovative institutional arrangements, always paying particular attention to the rural youth and women’s issue.

What is a Learning Route?

A Learning Route is a planned journey with learning objectives structured around two main components:

i) knowledge need of development practitioners;
ii) identification of successful experiences in which local actors have tackled similar problems, with excellent results and whose accumulated knowledge is potentially useful to others.

The Learning Route represents the encounter between hosts and participants, allowing mutual sharing of experiences. For further information on our Learning Routes, visit www.procasur.org
The general objective of the Learning Route is to improve the understanding of innovative mechanisms and tools for a sustainable inclusion of small producers in agricultural value chains.

The specific objectives are the following:

1. Identify and analyze innovative mechanisms for accompanying and structuring FOs and promoting sustainable inclusion of rural youth and women;
2. Analyze strategies in order to promote the direct entering into contracts of small producers with market operators;
3. Identify and analyze the implementation of institutional tools to promote cooperation of actors throughout the value chain;
4. Analyze how financial institutions can play an active role in the organization of a value chain.

These objectives will be achieved through learning activities organized directly in the field thanks to the exchange and share of knowledge gained from innovative local initiatives with respect to rural and agricultural development, discussion panel with experts and thematic analysis workshop.
For that purpose, during the 10-day Learning Route, participants will exchange and reflect in the field, face-to-face with rural actors (farmers, project technicians, etc.) on the initiative of rural innovations and good practices implemented in different regions of Senegal. These rural innovations will be the source of knowledge all along the Learning Route.

To this end, the participating teams will be involved in the following experiences:

a. Access to a specialized digital library with material and links of interest on the subject, as well as Route’s technical papers and case studies;

b. Support for the development of a poster to be presented to all participants in the Experiences Fair space during the Learning Route’s first day;

c. Participation in an on line workshop (webinar) including specialists and relevant experiences, aimed at preparing the Learning Route and discuss about potential spaces and interests of participants as related to the value chain approach.

1. Ex-ante the Learning Route

a. Spaces for dialogue, learning and sharing in the field with key agents and local champions from each of the cases selected from the selected experiences;

b. Thematic and contextualization panels with key actors from the institutional environment and experts from the host country;

c. Guided activities of analysis, experience exchange and feedback between Route’s projects and teams;

d. Accompanying the development of an Innovation Plan (IP) with the aim of: (i) Identifying problems to be solved back in their country / project / community; (ii) Proposing a plan with possible strategies to solve these problems through the exposure received during the Learning Route of successful practical solutions implemented by actors in similar conditions, and; (iii) Identifying potential activities for ex post, including accompaniment.

2. During the Learning Route

a. Documents’ set with results and lessons derived from the Learning Route, including technical and audio-visual report;

b. Participation of Community of Practice on line, facilitating networking for the exchange of information and good practices on value chain;

c. Technical support by PROCASUR for

**Innovation Plan**

During this Learning Route, participants shall be assisted by PROCASUR and their technical expert in order to implement their action plan for adapting and adopting the best practices in order to improve their organization and/or project performances.
3. Ex-post the Learning Route

dissemination, implementation and monitoring of Innovation Plans, including as possible activities: internships, exchanges, fairs, technical assistance from local champions and/or specialists, participatory and/or training workshops, systematizations, and/or case studies, political dissemination and advocacy actions, among other potential ones to be defined in conjunction with the project and institution.

Close accompaniment to each Innovation Plan will be defined with the participants, under a co-financing mechanism and depending on available resources. Plans to be accompanied shall be defined in conjunction with IFAD and according to criteria such as relevance, commitment, feasibility and impact.
Dates and venues of the Learning Route

The Learning Route will be held from November 23 to December 2, 2016 in different regions of Senegal (Kaolack, Saint-Louis and the region of Dakar).

Participants shall arrive in Dakar on November 22 at the latest and they may return to their region/country of origin on December 2, 2016 after 6:00 pm.

We’ll start our trip from Dakar, with a first stop in Niakhar. We will then stop in Kaffrine before going North to Saint-Louis. We will end our trip in Dakar.

Participants’ Profile

The Learning Route will be made up of about 20 rural practitioners focusing on the issue of value chain development in Western and Central Africa, Eastern Africa, Latin America and Asia.

For that reason, the following profiles will be prioritized:
- Staff from IFAD country projects, namely from Western Africa but also from Eastern Africa, Latin America and Asia;
- Stakeholders working in the public and private sectors, and from the CSOs;
- Representatives of producers’ organizations.

Note that it is strongly recommended to submit candidatures of country teams comprising from two to four members of different profiles in order to generate positive learning dynamics and promote in this way the replication of good practices analyzed during the Learning Route.

Female candidates are highly encouraged in order to ensure a gender balance amongst participants.
Conditions of registration and services provided

To take part in this Learning Route, each participant and/or its sponsoring organization shall meet the following conditions:

• Submit the application form in due time accompanied by a letter of support from its organization;
• Cover transportation costs between the region/country of original and Senegal/Dakar;
• Cover travel insurance costs for the entire duration of the Learning Route;
• Contact the appropriate authorities of the host country in order to obtain the visa for the entry on national territory (if required);
• Pay cost of training which amounts to **USD 3,000** per participant, which includes services set forth hereafter.

PROCASUR undertakes to provide the following services:

• Technical and operational assistance before, during and after the Learning Route;
• Payment of experts, trainers and interpreters;
• Pedagogical materials;
• Single room accommodation, from November 23 to December 2, 2016;
• 3 meals and 2 coffee breaks per day, from November 23 to December 2, 2016;
• Internal transport for field visits in the regions of Senegal, including taxi transfer from the airport to the hotel in Dakar;
• Translation and simultaneous interpretation if required*.

* Please be advised that French will be the language used during the Learning Route. However, if there will be enough participants speaking other languages (at least 5), PROCASUR may provide interpretation in any other language (English, Portuguese, etc.).
Grants

A grant fund is available to partially finance training costs of candidates who express the need for it.

PROCASUR and IFAD have a limited number of grants for co-funding the participation of mixed teams that will demonstrate experience and interest to create and/or include specific actions in their operational plans for developing value chain activities. Grant allocation will be coordinated with each candidate team, IFAD and Procasur.

Registration Procedures

Candidates interested in participating in this Learning Route are invited to submit their application form accompanied by the letter of support from their home organization, before Tuesday, November 1st, 2016.

For any further information on this Learning Route and its registration procedures, please contact:

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kderrahi@procasur.org
Telephone: +221 785223844 [Dakar]

Viviana SACCO
vsacco@procasur.org

See you soon!
### Host experiences

#### Experiences to share during the Learning Route

<table>
<thead>
<tr>
<th>Experience</th>
<th>Subjects</th>
<th>Learning Objectives</th>
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<tbody>
<tr>
<td><strong>Agricultural Value Chain Support Project (PAFA)</strong>&lt;br&gt;Experience ASC Jamm Bugum&lt;br&gt;Location: Niakhar</td>
<td>Contracts&lt;br&gt;Institutional organization of an inclusive value chain&lt;br&gt;Inclusion of the most vulnerable (rural youth and women)</td>
<td>i. Reflect on tools allowing for a better targeting of the most vulnerable farmers;&lt;br&gt;ii. Analyze the mechanism of digressive funding (input savings) as a catalyst for financing empowerment of FOs;&lt;br&gt;iii. Analyze mechanisms promoting cooperation of stakeholders through the table <em>filière</em>&lt;br&gt;iv. Strategies regarding use of contracts and quality for valuating productions oriented towards local markets;&lt;br&gt;v. Discuss on the best strategies promoting sustainable inclusion of youth and women.</td>
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<td><strong>Naatal Mbay Project (USAID)</strong>&lt;br&gt;Location: Saint Louis and Boundoum</td>
<td>Structuring rice sector&lt;br&gt;Use of contracts between small producers and processors&lt;br&gt;Access to financing / risk management</td>
<td>i. Discuss on the structure of a value chain through formal link between three types of actors: producers, financial institutions and processors.&lt;br&gt;ii. Discuss on strategies promoting the access of small farmers to value chains through financial mechanisms tailored to the most vulnerable;&lt;br&gt;iii. Discuss on strategies promoting a more equitable sharing of added value between small producers and processors.</td>
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<td><strong>Project of valuation of local cereals for manufacturing bakery products (ASPRODEB-ITA-FNBS)</strong>&lt;br&gt;Location: Dakar region</td>
<td>Collaboration amongst actors of the value chain&lt;br&gt;Valuing Local production&lt;br&gt;Establishment of contracts&lt;br&gt;Storage management&lt;br&gt;Access to financing</td>
<td>i. Analyze institutional arrangements promoting cooperation between the whole actors of the value chain, including bakers and the public research institute;&lt;br&gt;ii. Discuss on strategies to introduce and use different technologies;&lt;br&gt;iii. Analyzing contract strategies between the different actors of the value chain, namely between processors and bakers;&lt;br&gt;iv. Analyzing devices promoting a good management of bakers’ stock in order to face fluctuation of input costs;&lt;br&gt;v. Analyze different financial tools used by different actors of the value chain.</td>
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### Route preliminary program - Schedule

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<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activity</th>
<th>Place</th>
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<tbody>
<tr>
<td><strong>Tuesday, November 22</strong></td>
<td>All day</td>
<td>Reception of participants at the airport and transfer to the hotel in Dakar</td>
<td>Dakar</td>
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<td><strong>Wednesday, November 23</strong></td>
<td>08.30 - 13.00</td>
<td>Opening workshop [Panel of experts, Sharing Experience Fair]</td>
<td>Dakar</td>
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<td></td>
<td>14.30 – 18.00</td>
<td>Travel to Kaolack</td>
<td>To be confirmed</td>
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<tr>
<td><strong>Thursday, November 24</strong></td>
<td>09.00 – 10.00</td>
<td>Action Plan Workshop</td>
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<td></td>
<td>10.00 – 12.30</td>
<td>Case 1: Introduction to IFAD Agricultural Value Chain Support Project (PAFA) with the technical team</td>
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<td></td>
<td>14.00 – 18.00</td>
<td>Field visit to Jamm Bugum community – Experience 1 [millet producers]</td>
<td>Niakhar</td>
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<td><strong>Friday, November 25</strong></td>
<td>09.00 – 12.00</td>
<td>Field visit to Young households of ASC Jamm Bugum – Experience 1</td>
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<td></td>
<td>14.00 – 15.30</td>
<td>Collective analysis workshop of Jamm Bugum experience</td>
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<td></td>
<td>16.00 – 18.00</td>
<td>Travel to Kaffrine</td>
<td>To be confirmed</td>
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<tr>
<td><strong>Saturday, November 26</strong></td>
<td>09.00 – 17.00</td>
<td>Field visit of ADA community [sesame Producers] – Experience 2</td>
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<tr>
<td><strong>Sunday, November 27</strong></td>
<td>08.00 – 15.00</td>
<td>Bus travel to the region of Saint-Louis</td>
<td>Saint-Louis</td>
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<tr>
<td><strong>Monday, November 28</strong></td>
<td>09.00 – 12.00</td>
<td>Collective analysis workshop on ADA experience</td>
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<td>14.00 – 16.00</td>
<td>Case 2: Introduction to USAID Naatal Mbay Project by the technical team</td>
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<tr>
<td><strong>Tuesday, November 29</strong></td>
<td>08.00 – 10.00</td>
<td>Travel to Boundoum</td>
<td>Boundoum</td>
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<td>10.00 – 13.00</td>
<td>Visit to the community of Union Hydraulique de Boundoum [rice producers]</td>
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<td>15.00 – 16.30</td>
<td>Visit of the rice processing company</td>
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<td>16.30 – 18.30</td>
<td>Return to Saint-Louis by bus</td>
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<tr>
<td><strong>Wednesday, November 30</strong></td>
<td>09.00 – 10.30</td>
<td>Restitution workshop and closing with players of Case 2</td>
<td>Saint-Louis</td>
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<td></td>
<td>11.00 – 12.30</td>
<td>Collective analysis workshop on the Naatal Mbay experience</td>
<td>Dakar</td>
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<td></td>
<td>14.00 – 19.00</td>
<td>Return to Dakar</td>
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<td>Date</td>
<td>Time</td>
<td>Event</td>
<td>Location</td>
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<tr>
<td>Thursday, December 1st</td>
<td>09.00 – 18.00</td>
<td>Case 3: Discussion and visit of ASPRODEB</td>
<td>Dakar</td>
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<td>Friday, December 2</td>
<td>09.00 – 10.00</td>
<td>Collective analysis workshop on Case 3</td>
<td>Dakar</td>
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<td></td>
<td>10.00 – 12.30</td>
<td>Closing workshop: learnt lessons and challenges</td>
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<td></td>
<td>15.00 – 16.30</td>
<td>Action Plan Fair</td>
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<td>16.30 – 17.15</td>
<td>Evaluation of the Learning Route by participants</td>
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<tr>
<td>Saturday, December 3</td>
<td>All day</td>
<td>Return of participants to their region/country of origin</td>
<td>Dakar</td>
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Procasur Corporation is a global organization specialized in harvesting and scaling-up homegrown innovations. The organization’s mission is to foster local knowledge exchange to fight rural poverty. By sharing innovations through customized local knowledge-management tools and methodologies, the organization connects global institutions with local champions, providing the structured learning platforms necessary to spread innovations. Procasur has facilitated learning opportunities in over 35 countries in Africa, Asia, and Latin America and the Caribbean, changing the lives and livelihoods of thousands of rural people across the globe. To learn more, visit www.procasur.org