

Project title : BFONIO - Support for the commercial development of the fonio sector in Burkina Faso

Project place	Project cost	Role in the project	Technical and financial sponsors	Dates
Burkina Faso	6 000 €	Fonio value chain expertise	APROSSA - Afrique Verte Burkina, Artisans du monde	April 2011 - May 2011

Project's goals and results

Main goals

The APROSSA Afrique Verte/Artisans du Monde project support the actors of the sector (producers, rural pilers and urban processors) in the promotion of fonio through the improvement of production and processing techniques in order to increase its attractiveness and its consumption in urban areas. This support can not have significant impacts without a significant increase in demand, ensuring a profitable and stable outlet for producers

Specific objectives

Realization of a fonio market study to prepare the implementation of a Fonio Commercial Development Plan

Beneficiaries

Fonio stakeholders in Burkina

Results

- R1.** Local demand needs to be better characterized, qualitatively and quantitatively
- R2.** Distribution channels and their constraints need to be better known and understood
- R3.** Trade and marketing capacity building should also be tailored to market demands and changing demand
- R4.** Market study carried out as a support for the preparation of the Fonio Commercial Development Plan

Activities

- A1.** Approximately 60 surveys were conducted among processors, distributors and restaurateurs in the main urban centers (Ouagadougou and Bobo-Dioulasso) and Burkina Faso production areas (Orodara and Banfora)
- A2.** Qualitative and quantitative analysis of demand
- A3.** Analysis of supply and understanding of distribution channels
- A4.** Proposal of a marketing mix plan and the identification of action levers for the definition of a coherent commercial strategy