

## Project title : BIO SPG - Consolidation of the PGS-certified organic market gardening sector in the Ouagadougou region

| Project place | Project cost | Role in the project | Technical and financial sponsors  | Dates                 |
|---------------|--------------|---------------------|---|-----------------------|
| Burkina Faso  | 49 000 €     | Coordination        | CFSI, FDF - Fondation de France, Conseil National de l'Agriculture Biologique | July 2017 - July 2020 |

### Project's goals and results

#### Main goals

In West Africa, the demand for quality products is growing. But third-party certification systems are very expensive. This is why, in Burkina Faso, the National Council of Organic Farming has invested in the establishment of a label with a Participatory Guarantee System (PGS) according to the method recommended by IFOAM. However, there is still a need to match supply and demand. The demand of consumers, who have no visibility regarding the existing supply, is poorly known. Producers need to be assured of the tangible existence of a demand and better understand the PGS to get involved in the process

#### Specific objectives

Contribute to food security by adopting sustainable practices in the market gardening sector in Burkina Faso

- Stimulate the urban demand for local vegetable products certified by the Burkina PGS Organic Label by consolidating the supply via local food systems to targeted urban markets
- Facilitate the adhesion of producers to the PGS Organic Label by associating it with practical marketing tools
- Raise awareness about sustainable agriculture and healthy eating

#### Beneficiaries

Direct: 200 families - Indirect: 500 families

#### Results

**R1.** Organic production: organic market gardeners consolidate their offer (+ 20%) with production planning and the PGS

**R2.** Distribution networks: at least 8 restaurants and supermarkets buy PGS Organic-labeled products

**R3.** Revenues: certified producers receive services from CNABio and their income increase by 10%

**R4.** Awareness raising: 10,000 people including 2,000 urban college students are sensitized

**R5.** Dissemination: Burkina Faso producers have access to PGS documents in local languages

#### Activities

**A1.** Stimulation of demand for organic products in the Ouagadougou area (relations with restaurants and supermarkets, specialized organic markets)

**A2.** Introduction of innovative and participatory tools for synchronizing supply and demand

**A3.** Distribution of the PGS Bio Label to local growers

**A4.** Development of a communication kit to boost organic certification (intended for concerned local distribution systems' actors)

**A5.** Development of a paper communication campaign aimed at the general public targeted by the existing urban offer

**A6.** Production of a TV / radio campaign on organic agriculture and healthy food in Burkina Faso