

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