

## Project title : FAOSPIRU - Study on the situation of spirulina in Chad and recommendations for support

Project place	Project cost	Role in the project	Technical and financial sponsors	Dates
Chad	7 000 €	Spirulina expert	FAO	January 2012 - December 2012

### Project's goals and results

#### Main goals

Bring comparative elements of the spirulina or Dihe development options in Chad, starting from the existing production and showing the ways and systems to improve this production

#### Specific objectives

Enable stakeholders to identify the solution(s) that will be further developed as part of the drafting of an aquaculture development plan in Chad, objective of the TCP/CHD/3302 implemented by FAO. This document is therefore preliminary to the spirulina development plan in Chad

#### Beneficiaries

FAO, PNSA, Producers and Consumers

### Results

#### Activities

**A1.** Improve knowledge of the current and potential market

**A2.** Carry out a production test in a pond composed with natron (in laboratory then in a real outdoor pool)

**A3.** Realize a business plan based on an accurate estimate of costs (including inputs) and target market (price, volume ...)

**A4.** Support women's groups in their activities, organizations, representation and internal projects

**A5.** Study possible forms of protection for producers, for the Dihé resource and for associated know-how (geographical indications, UNESCO's threatened heritage, collective mark, fair trade ...)

**A6.** Identify risks and establish a management tool for these risks, from the natural environment to the finished product

**A7.** Provide multi-channel promotional campaigns, based on *marketing mix* study in the long-term