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