

Project title : KAREN - Shea sector commercial prospection mission in North Mali - Commercial Capacities Building Project (PRCC)

Project place	Project cost	Role in the project	Technical and financial sponsors	Dates
Mali	7 000 €	Shea expertise	AFD - French Development Agency, AVSF	October 2015 - November 2015

Project's goals and results

Main goals

Improve the impact of AVSF / PRCC Mali's project by studying the shea sector and opportunities that will help improve women producers' income

Specific objectives

- Shea market training
- Analyzing the production of 6 POs
- Identify market opportunities

Beneficiaries

Six POs of women producing shea butter

Results

** R1. ** Improve the Direction Nationale du Commerce et de la Concurrence (DNCC)'s understanding of the shea butter international market (especially in Europe), according to the segments concerned (conventional, organic and / or fair trade), the type of products (refined or unrefined), their use (cosmetology, agri-food, pharmacology, etc.) and other characteristics (chemical, physical, organoleptic, packaging, ...)

** R2. ** Target market opportunities and potential buyers according to the characteristics of the butter produced and marketed by the six POs (partners of PRCC C2 Mali). Assess potential improvements which can be obtained with the project's support, especially in terms of hygiene / quality

Activities