

Project title : SENESAM - Development of a market Information service for FENPROSE in Senegal

Project place	Project cost	Role in the project	Technical and financial sponsors	Dates
Senegal	6000 €/an	Market analysis / marketing consulting / ICT expertise	IOF, AFD - French Development Agency	January 2013 - January 2018

Project's goals and results

Main goals

The general objective of the project is the improvement of competitiveness, profitability and the capacity to manage the commercial risks of small agricultural producers and actors of the sesame sector (then cashew nut from 2015) in Senegal thanks to a service of committed economic intelligence based on expertise in this fast-growing and high value-added sector

Specific objectives

Establishment of an information service and commercial consulting in Senegal on the sesame sector at the request and in partnership with FENPROSE - National Federation of Sesame Producers

Beneficiaries

The FENPROSE federation, the 10 PO members of the federation and about 6,000 sesame producers who are members of the POs

Results

** R1. ** Improvement of marketing** R2. ** Risk minimization** R3. ** Increase in income** R4. ** Improvement of relations between actors

Activities

** A1. ** The information service combines market analysis, design of forecast advice, tailored to users (producers, SMEs, institutions) and technological flexibility** A2. ** It is based on a principle of training, information and advice grouped together within an economic intelligence service** A3. ** The training strengthens the capacity of the institution FENPROSE to use information for decision-making** A4. ** Most of the service in Senegal is provided by the FENPROSE takeover bids (price collection, information dissemination, internal advice, etc.), which in return receive a decrypted information on the state of the market and which directly touches over 6,000 producers** A5. ** Thus, with a very low intervention cost, the agricultural council created has a much greater potential for sustainability, both financially and in terms of strengthening local skills.