

<b>Assignment name:</b> Program for Agricultural Competitiveness and Diversification	<b>Approx. value of the contract</b> US \$1,496,109
<b>Country:</b> Mali <b>Location within country :</b> Mopti	<b>Duration of assignment (months):</b> 36 months
<b>Name of client:</b> AGETIER - MALI (Financing World Bank)	<b>Total No of staff-months of the assignment:</b> Total : 157 months/pers.
<b>Address:</b> Quartier Résidentiel Rue 545, Porte 324, BP 428 Ségou Tél : 223 232 18 09 Coordonnateur de l'Unité de coordination PDCA : Gagny Timbo Tel : 223 222-11-25	<b>Approx. value of the services provided by your firm:</b> US \$686,341
<b>Start date (month/year):</b> 11 / 2006 to 10/2009	<b>No of professional staff-months provided by associated consultants:</b> N/A
<b>Name of associated consultants, if any:</b> Alliance agricole internationale (CECI-SOCODEVI-UPA DI)	<b>Name of senior professional staff of your firm involved</b> <b>Mamadou Niang :</b> Regional Director and agroeconomist; <b>Mario Boivin :</b> International agricultural engineer; <b>Ibrahima Barry :</b> Marketing and management; <b>Ahmadou Keita :</b> Agronomist and rural engineering; <b>Djibril Drame:</b> Processing expert; <b>Ursula Kohnen :</b> Specialist in value chain analysis.
<p><b>Narrative description of project:</b></p> <p>The main objective of the project is to improve the productivity and competitiveness of farms and rural processors with a better management and accessibility to irrigation, intensification and enhanced value techniques, and to set up interprofessional structures for the concerned value chains.</p> <p>The specific objectives are:</p> <ol style="list-style-type: none"> <li>1. To offer producers technical and technological innovations to intensify and enhance value of their products;</li> <li>2. To strengthen capacities of water management and irrigation system groups, producers, processors and service providers in disseminating and giving advice;</li> <li>3. To promote dissemination of innovations with the development of private services of technical and economic farming advice;</li> <li>4. To set up an innovation fund in order to encourage the adoption of new performing technologies;</li> <li>5. To support the implementation of an interprofessional structure for the targeted value chains at regional, national and international levels.</li> </ol> <p>The main expected outcomes are as follows:</p> <ul style="list-style-type: none"> <li>• Set up and implement a Centre to Present, Disseminate and Offer services (CPDO);</li> <li>• 60 experimental plots to be used to Demonstrate Irrigation and Production Techniques (DIPT) and 30 experimental Sites to Demonstrate the enhanced Value of products implemented (SDV);</li> <li>• 2 technical and economic guides available for producers and processors;</li> <li>• Didactic tools produced and disseminated;</li> <li>• 25 producers and processors having adopted irrigation and processing technologies;</li> <li>• 25 craftsmen and private service providers trained and settled for the dissemination of technologies;</li> <li>• An interprofessional structure created to ensure dialogue between involved agents.</li> </ul>	
<p><b>Description of actual services provided by your staff within the assignment:</b></p> <p>As a consultant, we support the dissemination of low-cost techniques and technologies that are simple and adapted to improve production, productivity, processing and marketing of selected high-value farming products. Already existing techniques for several crops are adapted and tested to fulfill international market needs. Value</p>	

chain studies are carried out to identify the most promising sectors for supported farmers.

**Producers are also supported in the acquisition and use of technologies and equipment for irrigation, crop intensification and post-harvesting processes (storage, smoking (cooking), solar and mixed drying, cold, processing).** The consultant works more specifically on developing the private sector's capacities and environment in order to give the necessary advice, equipment and services, and thus to ensure sustainable development of the proposed technologies at all levels (producers, producer organizations, salesmen and processors). The consultant trains the service providers to encourage the dissemination of adapted technologies through global farming advice (technical, financial etc.).

Finally, the consultant helps promoting interprofessional dialogue by **strengthening technical and institutional capacities for professional organizations and agents involved in the selected supplying chains.**

Means are focused on:

- (i) Demonstration and dissemination of profitable and innovative intensification techniques and technologies, through the CPDO for the chosen options (irrigation, agronomical techniques, production systems) in the experimental plots. These are used for irrigation and production techniques, and valuation of production (processing, conditioning, preservation, storage etc.) (DITP), in valuation demonstration sites (SDV). For each demonstration, a technical and economic form was prepared in order to help producers in their analysis of technology selection. Demonstrations have shown that it was advantageous and possible to successfully produce in a profitable and sustainable manner, if the water was used properly. The CPDO is exploited to organize demonstrations and give training on the use of new technologies and productions (dairy and aquaculture sector, fodder production for animal consumption). A study was conducted to analyze a way to achieve the sustainability of the CPDO after the end of the World Bank programme.
- (ii) **Strengthening of service providers' capacities (irrigation management group, craftsmen, input suppliers, etc.)** and improvement of services and specific advice to farmers to give them a better access to market and credit.
- (iii) Support for the dissemination of these innovations through the preparation of bankable files and **implementation of innovation fund** (partial funding to promote innovations). Negotiations were held with local financial institutions to make them provide loans, enabling the producers interested to acquire technologies that have proved their worth. The negotiations led to a credit approval financing the dissemination of the most appropriate innovations with regard to Mopti's specific context.
- (iv) Support for the implementation and running of interprofessional authorities gathered to discuss technical, economic and commercial stakes of the development of concerned value chains. Support to the group of producers involved in similar productions.

Name of Firm: International Agricultural Alliance (CECI-UPA DI-SOCODEVI)