



Senegal Economic Growth Project

Experience with PPPs in Senegal's irrigated rice value chain

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Senegal Economic Growth Project (PCE)

The Senegal Feed the Future Value Chains - focus on cereals

Rice: - very high local consumption, urban and rural;
- produced in abundance in the Senegal River Valley;
- does not penetrate urban market: poor quality, wrong varieties, insufficient output;
- Southern farmers can't grow enough to feed themselves

Maize: low yields; high demand from local animal feed industry

Millet: extensive production (over 1 million ha) and consumption (on-farm and urban); low yields and weak market links

Fisheries: Leading export earner; protein and employment source



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Our challenge: Take cereals farming beyond subsistence and informal market opportunities; generate cash income for food, health, education, investment

The market opportunity: Import substitution:
rice imports = \$600 million/yr
maize imports = \$45 million/yr

Requires: Quality, right variety, timeliness, more structured and better financed supply chains

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About USAID/PCE:

- A project mechanism to help achieve Feed the Future goals
- Period of performance: May 2009 – November 2013
- Focus on market-driven solutions to integrate small-holder farmers into modern supply chains
- Channel assistance directly into the supply chain to ensure sustainability and scalability
- Use cost-share partnerships to overcome the risks and unfamiliarity with improved techniques, tools, financing instruments and changes to farmer-buyer relationships

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Elements of sustainable PPPs between USAID/PCE and private sector

1. With a **market actor**: business or farmer cooperative/union
2. Structure farmer groups as **coordinated supply networks**
3. Demonstration sites for **field-based training** on farming methods, soil conservation, new/improved varieties, harvest practices
4. Post-harvest **quality assurance testing**
5. Creation & management of **farmer databases** and farm mapping
6. Minor **technology** investments : GPS, computers, humidity testers, corn husking machines, mini-mills, rice seeders...
7. New **seed** varieties (aromatics)
8. Training materials

Parallel to the PPP: **Financial coaching**/business planning for

- a. Access to loans/leases for equipment & infrastructure
- b. Engineering financial instruments for stockpiling and commercialization

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Examples : A large miller (CNT); a women's federation (FEPRODES)

2012 partnership planned outputs & inputs		
	CNT	FEPRODES
Profile	- Works with 8000+ farmers on 3000 ha - Farms 500 ha directly - 120 MT/day mill	- 3000 women farmers - operates micro-finance group, MEC-FEPRODES
Demo sites & ha.	43 / 129 ha	30 / 90 ha
Farmers trained	1690	1520

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	CNT	FEPRODES
Cost share (CFA)	54 million (CNT) vs. 27 million (PCE)	40.4 million vs. 13.5 million (PCE)
Partner pays :	land prep; management; monitoring; field agents (CNT: 7; FEPRODES: 9)	
PCE pays :	Aromatic seeds; field agent training; training materials GPS; humidity testers, portable mini-mills; tablets; monitoring agent;	
Other PCE cost-share grants:	- biogas facility	- training of banking staff and of borrowers

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KEY POINTS....

1. Partners take lead in farmer relationships
2. We have 9 PPPs for 2012 :
 - training of 12,500 farmers / 267 demo sites
 - 356 million CFA invested by the partners vs. 115 million CFA by PCE
3. PCE partners responsible for 60-70% of “commercial” paddy rice last season
4. Critical for coming year:
 1. Expand aromatic seed availability and training to Podor, Matam to reach smaller farmers and women
 2. Implement farm gate quality testing schemes
 3. Warehouse credit scheme
 4. Complete upgrade of seed conditioning center in Richard Toll,



Thank you !

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