

## PROJECT DESCRIPTION

### Fouta Dindéfélo Agro-forestry Products Processing and Marketing

#### Senegal

#### I. Introduction

This appendix describes the activities to be undertaken and the results to be achieved with the funds obligated under this Agreement. Nothing in this Appendix A shall be construed as amending any of the definitions, conditions, or terms of the Agreement.

#### II. Background

The Fouta Dindéfélo EIG members began working together in 2005 in the processing and marketing of fonio (local cereal) and baobab fruit, whose supply is relatively inexpensive and bountiful in the area. Fouta Dindéfélo women have been approached by two major buyers, Bioessence for baobab seeds to make essential oils, and their current fonio buyer based in Kolda. Fouta Dindéfélo, however, is constrained in its ability to fulfill large orders from these and other clients by a lack of: 1) appropriate, modern equipment; 2) a sufficient supply of raw materials; and 3), most importantly, organizational and business skills, adequate financial management and bookkeeping systems, and a marketing strategy.

#### III. Funding

##### A. ADF Contribution

The financial plan for ADF's contribution is set forth in Appendix A.-1 of this Agreement. The Parties may make changes to the financial plan without formal amendment, if such changes are made in accordance with Article 8 of the Agreement and do not cause ADF's contribution to exceed the obligated amount specified in Article 4, section 4.1 of the Agreement.

##### B. Fouta Dindéfélo Contribution

Fouta Dindéfélo EIG will contribute its members' labor to the Project.

#### IV. Project Goal

The goal of this Project is to strengthen the organizational capacity of Fouta Dindéfélo and improve the standard of living of its members who live in the Kédougou region of Senegal.

## V. Project Purpose

The purpose of the Project is to improve Fouta Dindéfélo's prospects for sustained expansion as indicated by the development of a five-year business plan that ADF deems suitable for funding by a donor or other financial institution.

## VI. Project Outputs

By the end of this project it is expected that Fouta Dindéfélo will achieve the following results.

- A. Its management capacities will be strengthened so that it meets accepted standards in financial and administrative management, and accounting, as indicated by the following:
  - 1. an accounting and financial management system that fulfills ADF requirements is established;
  - 2. financial statements are routinely produced and used by management to trace financial transactions; and
  - 3. the organization's management bodies meet on a regular basis and report on their meetings to the members.
  
- B. Fouta Dindéfélo will strengthen its production and marketing capacities, as indicated by the following:
  - 1. its production process meets HACCP quality standards;
  - 2. it develops and implements a marketing strategy to reach new clients; and
  - 3. fonio and baobab fruit production levels are improved.

## VII. Project Activities

Fouta Dindéfélo will undertake the following major activities.

- A. Implementation of an accounting system based on accepted standards.
  - 1. Recruit an accountant.
  - 2. Train the leaders and accountant in basic accounting and ADF reporting system.
  - 3. Train the team leaders in general accounting principles, management skills, and sales techniques.
  
- B. Strengthen the group's organizational capacity.
  - 1. Train EIG members on community-based organizations.
  - 2. Train EIG leaders in networking and organize an exchange visit to a similar group with similar activities.

- C. Strengthen business management skills of the leadership.
  - 1. Train key officials in marketing and sales techniques.
  - 2. Develop a business plan that includes a marketing strategy for serving new clients.
- D. Compliance with HACCP standards. Train the EIG team in food quality and safety measures that are required for HACCP.
- E. Increase production capacity.
  - 1. Train farmers on production and post production techniques.
  - 2. Obtain a license to process food products.
  - 3. Procure equipment and small tools needed for processing.
  - 4. Purchase fonio paddy from farmers and baobab fruit from pickers.

### **VIII. Roles and Responsibilities**

The ADF Partner in Senegal will provide the standard ADF training in bookkeeping, monitoring, and remediation assistance to Fouta Dindéfelo EIG. Group members are responsible for ensuring the proper management and implementation of the grant.

### **IX. Monitoring and Evaluation**

The ADF Partner in Senegal will closely monitor the activities of the Project to ensure proper reporting, adherence to the Project implementation plan by the Grantee, and progress made for the achievement of Project objectives. The Partner Organization will assess the Project risks and take remedial actions on an ongoing basis. Monitoring by the Partner Organization will be an important aspect of the on-going coaching and advisory service. The Partner will review the Grantee's quarterly reports and will discuss its comments and observations with the project management team. Such an interaction will be part of an on-going performance assessment.