

PROJECT DESCRIPTION

Koba Club 1 Fonio Processing and Marketing Capacity Building

1. 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 GIE Koba Club 1 consists of 24 women who specialize in the processing of agricultural and forest products in the Kédougou Eastern region of Senegal. The main product of the Koba Club 1 is precooked fonio. There has been a recent resurgence of interest in fonio as Senegalese search for other options to fill the national cereal supply gap. Also, at the international level, there is a growing demand for fonio by African immigrants and Europeans.

Koba Club 1 would like to take advantage of the unmet demand for fonio, but faces constraints in its production, marketing and management capabilities. Its production process does not meet the standards for HACCP certification for foreign export and it cannot increase its production capacity because its production equipment is obsolete. In addition, Koba Club 1 does not have an adequate administrative and financial management system to enable it to operate as a modern business and it lacks a well defined marketing strategy for reaching new markets and attracting new clients.

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. Koba Club 1 Contribution

Koba Club 1 will contribute its infrastructure and production equipment, as well as its experience in fonio processing, to the project.

IV. Project Goal

The goal of this Project is to strengthen the organizational capacity of Koba Club 1 and improve the standard of living of its women members who live in the Kédougou Eastern region of Senegal.

V. Project Purpose

The purpose of this Project is to improve Koba Club 1'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 the GIE Koba Club 1 will achieve the following results.

- A. Koba Club 1's 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. a system is developed and put in place to improve the distribution of tasks among the Club's members in the daily implementation of project activities; and
 - 3. the organization's management bodies meet on a regular basis and report on their meetings to the members.

- B. Koba Club I will strengthen its production and marketing capacities, as indicated by the following:
 - 1. Koba Club 1's production process meets HACCP quality standards;
 - 2. fonio production levels for monthly export to improve from a baseline of 3 tons to 4 tons in 2010 and 6 tons in 2011; and
 - 3. Koba Club 1 develops and implements a marketing strategy to reach new clients in both domestic and international markets.

VII. Project Activities

Koba Club 1 will implement the following activities by using the services of trainers or consultants when necessary.

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- A. Improved financial management and accounting systems
 - 1. Koba Club 1 recruits and hires an experienced accountant.
 - 2. The Club's leaders and the accountant are trained on ADF's accounting and reporting system.
 - 3. The Club's management team receives training in accounting and financial management.

- B. Organizational Development
 - 1. The current members of Koba Club 1 receive training on community-based organizations.
 - 2. The Club's managers and main officers receive training in networking techniques and marketing and sales techniques for local and international markets.
 - 3. With the help of a consultant, the Club develops a business plan that includes a marketing strategy.

- C. Improved Production Capacity
 - 1. The 25 current Club members receive training on hygiene and quality standards for fonio processing.
 - 2. With the help of a consultant, the ability of the production unit to meet HACCP standards is analyzed.
 - 3. Equipment and materials are purchased to improve the production unit's operating capacity.
 - 4. Farmers receive training in fonio cultivation and post-production techniques.
 - 5. The Club acquires a license to produce processed fonio and registers a trade mark for its product.

VIII. Roles and Responsibilities

ADF's Partner Organization will have the responsibility for building managerial capacity and improving the financial and bookkeeping systems of Koba Club 1. Members of the group will ensure adequate management and implementation of the project.

IX. Monitoring and Evaluation

ADF's Partner Organization will be instrumental to the success of the project. The Partner will closely monitor the activities of the Grantee to ensure proper reporting, adherence to the project implementation plan, and movement towards the achievement of project objectives, which will require regular progress reviews to ensure activities are on track. Also important will be the involvement of the entire Koba Club 1 staff at all levels of project implementation.