

PROJECT DESCRIPTION**Wili Ka Taama Agricultural Products Processing and Marketing****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

Wili Ka Taama, which means Stand Up and Walk in the local language, Dioula, was registered in January 2006 as an agricultural products processing association in Orodara, Burkina Faso. The association seeks to offer employment and financial stability to orphans, widows, abandoned wives, and other impoverished residents of Orodara. The group's primary income has been from the production and sale of dried mangoes

The market for mangoes is controlled by several dominant producers, leaving small organizations like Wili Ka Taama struggling to reach markets both in Burkina Faso and abroad. Recognizing this fact, the association in 2008 diversified its product offerings to include other agricultural products. However, the group currently faces several constraints in its ability to capture a significant market share for its secondary products. Its current offerings are inconsistent in quality and taste and offer no distinction over those produced by other processors. Wili Ka Taama also lacks a marketing strategy and would like to improve packaging, reduce spoilage, and build its members' capacity to meet large-scale orders from Burkina Faso and foreign markets.

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. Wili Ka Taama Contribution

Wili Ka Taama will commit its full staff to Project activities. Assisting the staff is a United States Peace Corps volunteer trained in business management and finance. All

facilities and existing equipment owned by Wili Ka Taama will also be available for use under this Project.

IV. Project Goal

The Project goal is to improve the standard of living of the residents, particularly women, of Orodara, a small city located in Burkina Faso's Kéné Dougou province.

V. Project Purpose

The project purpose is to improve Wili Ka Taama's prospects for sustained expansion as indicated by the development of a two-year business plan that ADF deems suitable for funding by a donor or other financial institution.

VI. Project Outputs

- A. Improved management and operating systems capacity, as indicated by the following:
1. an improved computerized accounting system is in place and satisfies ADF's financial and reporting requirements;
 2. quarterly financial statements are routinely produced and used by management to trace financial transactions; and
 3. a marketing plan for the four secondary products is developed and implemented.
- B. Improved production capacity, as indicated by the following.
1. Attiéké capacity will grow from a 2008 baseline of 3.98 metric tons to:
 - a. 30.0 metric tons in Year 1; and
 - b. 120.0 metric tons in Year 2.
 2. Gari capacity will increase from a 2008 baseline of 0.7 metric tons to:
 - a. 6 metric tons in Year 1; and
 - b. 24 metric tons in Year 2.
 3. Soumbala capacity will expand from a 2008 baseline of 1.7 metric tons to:
 - a. 3.0 metric tons in Year 1; and
 - b. 12.0 metric tons in Year 2.
 4. Soap production capacity will grow from a 2008 baseline of zero pieces to:
 - a. 30,000 pieces in Year 1; and
 - b. 120,000 pieces in Year 2.

5. The combined net income from all four secondary products is projected at:
 - a. 5,623,000 FCFA in Year 1;
 - b. 17,446,000 FCFA in Year 2.

VII. Project Activities

The project activities will take place in four phases, as follows.

A. Product Quality Enhancement

1. Product Knowledge Reinforcement
 - a. Each team will be trained in best practices and hygienic handling for each of the four products; and
 - b. groups will take field trips to visit other sites to share ideas and learn from each other's experience.
2. Packaging Improvements and Product Conditioning. With the help of a consultant, the association will design and adopt a product logo for each of the four secondary products and integrate the logo into new packaging which will better protect each product from desiccation and pests.
3. Implement Product Innovations Addressing Weak Consumer Perceptions. Each team will have a trainer to improve final products to satisfy customers' preferences.

B. Development of a Marketing Plan

1. With the help of a trainer, the association will learn about market research and salesmanship.
2. Personnel will visit exterior markets (including the internet) to establish and mobilize a network of distributors representing Wili Ka Taama products.
3. The association will formulate a Communication Strategy by holding meetings to share information on improving communication between members, supporting partners, and clients.

C. Increasing Production Capacity

1. Improvement of Production Infrastructure. The facility will be partitioned to make better work spaces and more hygienic areas for the different activity groups.
2. Improvement of Production Equipment. The group will purchase and install modern equipment to complement existing equipment for the transformation of manioc and the production of soumbala.
3. Organization of Product Lines. With the help of a consultant, the director will coordinate production activities to improve overall daily management of the organization.

4. Supply Chain Management. The accountant and director will be trained on improving supply-chain management through searches for new suppliers and the negotiation of prices with partners.
 5. Training in Modern Production Techniques. With the help of a consultant, members will:
 - a. improve hygienic work conditions for a better final product and for the health of the individuals involved in processing;
 - b. learn the importance of these cost-benefit decisions for the competitiveness of the enterprise; and
 - c. learn proper and safe usage of modern equipment.
- D. Management and Organization Capacity Building. Management and staff will receive training in:
1. scheduling and daily task performance;
 2. cooperative structural training and role definition;
 3. proper documentation of administrative and technical procedures; and
 4. financial controls and accounting system (ADF certifiable).

VIII. Roles and Responsibilities

A consultant and/or future ADF partner, along with the resident Peace Corps volunteer will retain responsibility for building managerial capacity and improving the financial and bookkeeping systems of Wili Ka Taama. Continued discussions with the group will be used to identify and prioritize needs.

The members themselves will be tasked with a focus on learning and improving their skills. They will also be expected to give feedback as to which techniques are beneficial and which are not so that no time or funds are wasted on inefficient training.

IX. Monitoring and Evaluation

A consultant and/or the future ADF Partner Organization will be instrumental in the success of the project. Proposed objectives will require regular progress reviews to ensure goals are on track. Also important will be the involvement of all levels of staff at Wili Ka Taama. The Peace Corps volunteer will also remain available for ground level support, working face-to-face with the members each day.