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Département Agriculture, Environnement et Ressources en Eau Department of Agriculture, Environment and Water Resources

ARAA / RAAF

Agence Régionale pour l'Agriculture et l'Alimentation Regional Agency for Agriculture and Food

**FINAL WORKSHOP OF THE PROJECT OF DESIGNING AND ACHIEVING A
CAMPAIGN FOR PRODUCERS AND AGRI-FOOD PROCESSORS IN THE
FRAMEWORK OF THE CREATION OF THE REGIONAL FOOD SECURITY
RESERVE (RFSR) IN WEST AFRICA (ECOWAS)**

TERMS OF REFERENCE

OUAGADOUGOU, JULY 15th and 16th 2019



1 Background and justification of the project

As part of the implementation of the ECOWAS regional agricultural policy (ECOWAP), particularly in its relative dimension to the prevention and management of food crises, the ECOWAS Commission has undertaken to strengthen the institutions and instruments for food security in member countries, to respond quickly to vulnerable populations in situation of acute food insecurity.

ECOWAS has adopted a regional strategy for safety storage based on four complementary lines of defence: (i) proximity stocks, generally set up and managed by local organizations or decentralized communities; (ii) national security stocks managed by States or co-managed by States and their financial partners; (iii) the Regional Food Security Reserve (RFSR) which is complementary to the first two and (iv) the recourse to international humanitarian aid if necessary.

The Conference of Heads of State and Government of ECOWAS created the Regional Food Security Reserve (RFSR) of ECOWAS in 2013 and instructed the commission to mobilize regional resources and technical and financial partners for the operationalization of the Reserve. In support of this initiative, the European Commission has granted 56 million euros to ECOWAS for a project to support the establishment of the Regional Food Security Reserve (ECOWAS Stock). ECOWAS, as project manager, has set up a Technical Unit for Reserve Management housed within the Regional Agency for Agriculture and Food (RAAF) and responsible for its operational implementation. The activities of this project are carried out through implementation operators that are the French Agency for Development (AFD) for the components 1 (Regional Reserve), 2 (National Stocks) and 3 (local stocks), the Regional Center AGRHYMET of CILSS for component 4 (Information) and the Spanish Agency for International Development Cooperation (AECID) for component 5 (decision support).

The project has a special emphasis on capacity building in different areas (management, analytical capacity, etc.), support for governance mechanisms and arrangements, and strengthening and harmonizing information, communication and help to decision systems. In its effort to structure the market for cereals and to increase incomes for local producers, ECOWAS has decided to supply the RFSR mainly through associations of producers and processors of the region. This option seeks to make RFSR - through institutional purchases - a tool that will help increase production and productivity in the area. In order to supply the RFSR, producer organisations and processing companies will have to promote group marketing, compliance with purchase agreements (time, volume, specific product characteristics) and quality standards. The opportunities offered by the RFSR should thus contribute to strengthening the capacities of professional organisations specialized in the production, storage and standardization of products and the marketing of cereals.

The goal is similar for processed nutritional products. The RFSR plans to purchase enriched flours, produced specifically to prevent and treat malnutrition.

In this context, aiming to improve the participation of producers and processors organisations in institutional markets for the creation and reconstitution of safety stocks, an information campaign addressed to Producers Organisations (PO) and agro-food processors as part of the food security storage project in West Africa (ECOWAS) was

initiated. Still called the "PO Information Campaign", it aimed to contribute to reinforce the capacities of as many producer and processor organizations as possible to respond to RFSA solicitations, thereby expand the range of potential suppliers.

2 Initial objectives of the project

OS1. Inform the various cereal producers' organizations in West Africa on how to supply and rebuild the regional reserve.

In general, producers organizations have some experience with this type of procedure since they already supplied institutional markets. However, RFSR is seeking to expand the number of suppliers, to encourage more organizations to participate in bidding and/or negotiate direct purchase contracts.

OS2. Inform the various groups, cooperatives and/or agribusiness companies in West Africa involved in the processing of cereals and the marketing of fortified nutritional products, on the various modalities to supply and reconstitute the regional reserve.

It's about precise products, characterized by a specific composition (mixture of cereals, vegetable proteins, etc.), enriched with trace elements and vitamins and adapted to the specific needs of malnourished children. In general, their production responds to a prior order system, through direct contracts, calls for expressions of interest, public tenders, etc. running his production line.

To achieve these objectives, the project designed and deployed an information strategy specifically aimed towards these potential suppliers during the 24 months of implementation; it has been complemented by support for suppliers to submit files compliant with the ECOWAS market regulation.

This strategy, combining information and support, involved a prior effort to identify producers and agri-food processing organizations with several prerequisites enabling them to be potential suppliers of the RFSR (compliance with regulatory provisions and regulatory, accounting and fiscal requirements, accredited technical capabilities, including compliance with hygiene standards, ability to produce in large quantities and in a very short period of time).

Following a shift in RFSR's supply strategy for nutritional products, the second objective was not implemented.

This project's final workshop is organized jointly by RAAF and the project consortium partners: Oxfam Intermon (lead consortium), Inter-Réseaux Développement Rural, Jade Productions and Afrique Verte International.

3 Objective and expected results of the workshop

After 24 months of activities, on the occasion of the end of the project "Information Campaign", this 2-day workshop sets the following objectives

- Review the outputs and services provided by the consortium of organizations during the period of the project;
- Conduct a participatory evaluation of activities and propose perspectives to facilitate POs' access to institutional markets.

4 Methodology

The workshop will gather representatives of the different organizations who were involved at different levels in the project activities: producers, managers of the RFSR, technical and financial partners, members of the consortium. Transformers who participated in the start-up workshop will not participate in the final workshop, since no activity was finally implemented for them by the project due to a change in the supply strategy for enriched flour by the RAAF.

4.1 Participatory review and evaluation of activities carried out in terms of products and services provided under the project

→ Initial communication strategy:

The communication strategy document is the result of a collaborative work involving a number of producers' organizations, processors and sub-regional and international institutions. It was developed at the beginning of the project as a framework for the various interventions planned.

The main products and services of the strategy will be presented along the following two parts: (i) Information production and sharing, (ii) Capacity building and skills transfer.

A debate will be organized in the form of exchanges with the participants: the questions asked and discussed during this exchange will allow to: i) assess the relevance of the communication tools and channels presented according to the context and capacities of the participants; targeted beneficiaries; ii) directing the managers of the RFSR in the choice of a system of tools and channels to be maintained after the closure of the project.

→ Activities implemented:

The action plan developed with the communication strategy has been revised to take into account changes in the context: postponement of calls for tenders for raw cereals and modification of the strategy for the supply of fortified flours.

A presentation will be made on all services provided and products produced during the project implementation period: capitalization, briefing notes, newsletters, documentary videos, PO diagnosis, specific training, advice support for the project. submission of POs to a call for tender (database consultants), etc.

POs benefiting from the different trainings will present: i) lessons learned during training and recommendations for future trainings, ii) their opinion on the services and products of the project and the use they have made of it.

4.2 Prospects for activities facilitating POs' access to institutional markets

→ Impacts of Proposed Products and Services to Access the RRSA

A selection of the activities carried out will be presented by the consortium, selected among those having particularly mobilized the beneficiaries of the project;

The presence of their representatives at the workshop will allow them to appreciate their satisfaction and propose improvements and enrichments for the development and implementation of future activities.

→ **Prospects in terms of access of POs to institutional markets**

To conclude the workshop, it is proposed to present to the participants some prospects of institutional markets at the local, national and regional levels.

At the local level: the calls for tenders launched by the Burkinabè communes to acquire stocks intended for the supply of school canteens in their district.

At the national level: prospects for national institutional markets in Burkina Faso (SONAGESS for the management of food security stocks PAM Burkina) and the advocacy of Burkina Faso POs to facilitate their access to institutional markets

At the regional level: the perspectives of the RAAF / ECOWAS regarding the participation of POs in RFSA tenders

5 List of participants

Organisation of the workshop: Regional Agency for Agriculture and Food (RAAF) and the consortium Oxfam-Afrique Verte International-Inter-réseaux-Jade Productions.

Donors: AECID (Spanish coopération).

Producers' organisations:

- AOPP and Faso Jigui (Mali),
- FUPROMA-Guinée,
- CPC (Togo), Fédération SAA,
- FUCAP-Tahoua, SA'A, Mooriben (Niger),
- FUPRO (Benin),
- Ghanaian Grain Council,
- JUSSAF INTEGRATED VENTURES, Rice and Wheat Farmers' Association (Nigeria)
- UGCPA, UNPCB, UPPRS, FEPAB (Burkina Faso)

Institutional buyers:

- NAFCO (Ghana), WFP-P4P , SONAGESS (Burkina).

6 Temporary Planning

The meeting will take place in Ouagadougou (Burkina Faso) on the 15th and 16th of July 2019. Place still to confirm

Day 1: 15 th of July		
Time	Activities	Presenter/Moderator
08 h 00 – 09 h 00	<ul style="list-style-type: none"> Arrival and installation of participants 	Consortium
09 h 00 – 10 h 00	<ul style="list-style-type: none"> Welcome words Consortium's words AECID's words Opening speech Group picture 	<ul style="list-style-type: none"> Member of the consortium resident in Burkina Faso <ul style="list-style-type: none"> • Leader of the Consortium • Aecid • ARAA • Consortium / RAAF
10 h 00 – 10 h 30	Coffee Break	
10 h 30 - 11 h 15	<ul style="list-style-type: none"> Presentation of the participants and setting up the presidium • Presentation of the program and objectives of the workshop • Introductory PowerPoint on the purpose of collaboration with the consortium, expectations of Araa • Presentation on the impacts of the main products and services foreseen in the communication strategy 	<ul style="list-style-type: none"> Consortium Consortium RAAF Consortium
11 h 15 - 12 h 15	<ul style="list-style-type: none"> • Presentation on the capitalization (experience) of the UNPCB • Presentation on the experience of Faso Jigi 	<ul style="list-style-type: none"> Consortium UNPCB Faso Jigi
12 h 15 - 12 h 45	<ul style="list-style-type: none"> Debate: Evaluation of the relevance of the communication strategy / proposals for improvement and sustainability 	Consortium
12 h 45 - 13 h	<ul style="list-style-type: none"> Summary of debates - highlights of main conclusions 	Consortium
13 h 00 – 14 h 00	Lunch Break	
14 h00- 14 h 45	<ul style="list-style-type: none"> Grouped presentation of PO from Nigeria: 15 minutes debate 	RWFA, JUSSAF INTEGRATED VENT.+ consultant
14 h45- 15 h 30	<ul style="list-style-type: none"> Grouped presentation of PO from Niger: 15 minutes debate 	Fucap, SAA, Mooriben.
16 h15- 17 h 00	<ul style="list-style-type: none"> Grouped presentation of PO from Benin and Togo: 15 minutes debate (project video). 	CPC, CTOP, Benineses to define
15 h30- 16 h 15	<ul style="list-style-type: none"> Grouped presentation of PO from Burkina: 15 minutes debate 	FEPAB, UPPRS,
17 h00- 17	<ul style="list-style-type: none"> Grouped presentation of PO from Mali 	Faso Jigi, AOPP, CIC-G, CNOP

h 45	and Guinee: 15 minutes debate	
Day 2: 16th of July		
Time	Activities	Presenter/Moderator
08 h 00 – 08 h 30	<ul style="list-style-type: none"> Review and achievements of the first day • Presentation: summary of the difficulties with the calls for tenders of RAAF (point of view of POs and the consortium) 	<p>Consortium</p> <p>Consortium</p>
08 h 30 – 09 h 30	<ul style="list-style-type: none"> Prospects for access to institutional markets for POs : local level 	Consortium
9 h 30 – 10 h 00	Coffee Break	
10 h 00-11 h 00	<ul style="list-style-type: none"> Prospects for access to institutional markets for POs : national level 	Consortium
11 h 00 – 12 h 00	<ul style="list-style-type: none"> Prospects for access to institutional markets for POs : local level: RFSR regional level 	Consortium
12 h 00-13 h 00	<ul style="list-style-type: none"> Review of presentations and debates - highlights of the main findings and recommendations 	Consortium
13 h 00-13 h 15	<ul style="list-style-type: none"> Closure 	Consortium / ARAA
13 h 00 – 14 h 30	Lunch Break	
14 h 30 – 15 h 30	<ul style="list-style-type: none"> Restricted meeting : workshop debriefing, project review 	Consortium + ARAA