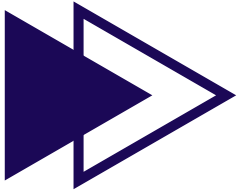




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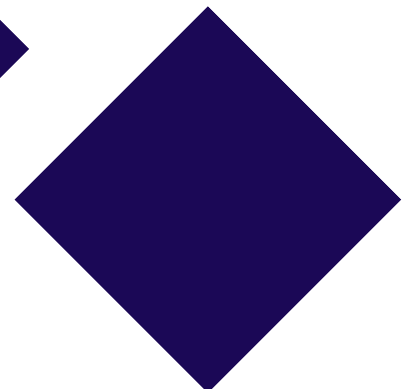


FEED THE FUTURE
The U.S. Government's Global Hunger & Food Security Initiative



Sugu Yiriwa Impact Brief

FISCAL YEAR 2024



FORWARD:

“Despite all those challenges, the Sugu Yiriwa team showed unprecedented resilience and adaptive management in navigating through those security uncertainties by reactivating the project’s contingency plan. This plan involves working through local partners (i.e., Multi-Stakeholder Platforms [MSP]) and community stakeholders and using digital solutions (e.g., SIMAGRI and M-Agri). In the meantime, Sugu Yiriwa worked closely with the CARE security manager to conduct regular security assessments. These assessments ensure the security and safety of the personnel by using a “Go/No Go” approach, which anticipates the accessibility level of the intervention areas before approving a given field mission.

I want to take this opportunity to acknowledge the unwavering commitment and resilience of the Sugu Yiriwa team. Despite the widespread complexity of the socio-economic context in the intervention area, the team was able to implement most of the planned activities for the reporting period. Their dedication to the project is truly commendable and serves as a source of inspiration for others.

As we navigate through these challenges, we remain steadfast in our goal to improve the resilience of farming and business Delta zone communities. Our approach, which is market-driven, inclusive, nutrition-sensitive, and agriculture-driven, is aimed at fostering economic growth and sustainability. We are committed to this mission and look forward to achieving our objectives with your continued support”.



Laurore ANTOINE

Chief of Party, USAID Feed
the Future Sugu Yiriwa
Activity,
CARE International Mali



Sugu Yiriwa is a five-year cooperative agreement funded by the United States Agency for International Development (USAID), aimed at strengthening the resilience of farming and business communities in the Delta Zone through market driven, inclusive, nutrition sensitive, and agriculture driven economic growth. CARE leads the partnership with AMASSA Afrique Verte and AMPRODE Sahel.

In Fiscal Year 2024 (FY2024), Feed the Future Sugu Yiriwa directly reached 146,156 market actors (55,17% women). Sugu Yiriwa contributed to the increased access of 25,763 small-scale farmers and market actors (52% women) to productive economic resources.



Donor: USAID



Grant: 25 M USD



Duration: 2021-2026



Locations: Mopti and Tombouctou Regions, Mali

Keys achievements:

Market linkages:

As per USAID's sustainability framework, Sugu Yiriwa strives to ensure that the market actors, specifically the last-mile farmers, agro-processors, and agro-distributors, have access to sustained linkages. Consequently, throughout FY24, Sugu Yiriwa organized four Business-to-Business (B2B) forums to facilitate productive exchanges between different categories of market actors (e.g., farmers, MFIs, banks, input suppliers, agro-distributors, government-led technical services, etc.).

The FY24 B2B forums were built upon successes and lessons learned from the B2B forums held in FY23. For instance, based on past lessons learned – generated from pause and reflect sessions and after-action reviews – the FY24 B2B forums combined the forums with seed/equipment fairs to facilitate access of the producer organizations to agricultural inputs at affordable prices. These B2B forums play a crucial role in providing a suitable space for dialogue and discussion among market actors.

This platform allows them to identify constraints that small-holder producers face daily, brainstorm potential solutions to address those challenges, and create sustainable relationships and linkages among key actors, thereby fostering a collaborative and solution-oriented approach.

Market events:

One of Sugu Yiriwa's intervention strategies consists of working with the local market actors to create inclusive, profitable, and competitive market opportunities in Mali's Delta Zone. The impact of these strategies is significant, as they directly benefit the stakeholders and the community.

During FY24, Sugu Yiriwa collaborated with grassroots community-based structures – namely the MSPs – to organize **15** marketing events (e.g., cereal stock exchange, agricultural and input fairs, promotional sale of small ruminants, etc.) at both the regional and district levels. Across all **15 events, 1,417 market actors** – of whom **646** were women – including small-scale women and men farmers, last-mile agro-distributors, women processors, private sector actors, government-led technical services, and other implementing partners, were in attendance.

In addition to those **15 events**, Sugu Yiriwa supported the participation of **6** women processors in the International Fair of Senegal/Dakar and **21** producers in the national cereal stock exchange in Segou. Those marketing opportunities generated sale transactions of **XOF 1,079,088,902 (\$1,777,076)**. This represents a 62% increase compared to FY23, where sale transactions totaled **XOF 415,064,544 (\$682,395)**. This increase can partly be explained by the fact that more marketing events were organized at the district/circle level, namely the shallot fair in Bandiagara had the highest trade volumes



Access to financial services:

Access to finance is a crucial input factor and a catalyst within value chains in enhancing the productivity and competitiveness of farms, agro-processing, value addition, and related enterprises. During FY24, Sugu Yiriwa built on its “access to financial services strategy,” developed in FY22 and updated throughout the years, to support and accompany the market actors to identify and seize financial service opportunities.

As per the “Do no Harm” principle, Sugu Yiriwa conducted a comprehensive financial service needs analysis, market research/context analysis, mapped out existing financial service providers, and identified risks and mitigation strategies. This in-depth analysis was a key factor in the success of the initiatives. One of the mitigation strategies consisted of building trust between the MFIs and the farmers' organizations through timely repayment of outstanding loans.

As a result of those efforts, for the reporting period, **87 producer organizations** accessed financial services for a total value of **XOF 122,148,025 (\$201,157)**.



Sugu Yiriwa's regional coordinator in Tombouctou talks to a customer at the national bourse in Segou ©CARE Mali/Sugu Yiriwa, February 2024.

Crop Insurance Services:

High investment risk is a significant barrier for market actors in the Delta Zone to invest in the agricultural and livestock sectors. Agriculture's inherent risk is exacerbated by current events in the country such as social conflicts and climate-related hazards. In FY24, Sugu Yiriwa pursued its collaboration with OKO/SUNU to promote crop insurance services among farming and business actors and established a new partnership with Atlantic Insurance to promote post-harvest and health insurance services. These initiatives, which require networking and partnerships, investing in trust, financial flexibility, transparency, and space for dynamic feedback, have shown promising results. Sugu Yiriwa's collaboration with the crop insurance service companies (OKO/SUNU and Atlantic) to train **27 community relays** on the mechanics of the crop insurance services has been particularly effective.

These community relays play a crucial role in coordinating awareness-raising campaigns among the target population and fostering buy-in from the community. Their efforts have led to **359 farmers (107 women)** enrolling in crop insurance services, thus insuring **396.5 hectares** of land. During the campaign, **181 farmers** received payment from the insurer/OKO due to agricultural loss.

Capacity development:

Capacity development is one of the core functions of markets. Since its inception, Sugu Yiriwa used a systemic approach to address the root causes of the Delta Zone's market-related constraints and promote participatory analysis, co-creation of solutions, joint implementation, and hence, ownership by direct market actors. This process entailed building the capacity of the market actors to take charge of their future by sustaining the most impactful outcomes. Sugu Yiriwa used an adapted version of the cascade training approach using community relays as champions to replicate the training and coaching to other members in the target communities.

In FY24, throughout Mopti and Tombouctou, Sugu Yiriwa provided training and coaching to **8,448 market actors**, of whom **5,429 (64%)** were women. This training focused on proper storage and preservation techniques, marketing, business plan development, effective ways to respond to calls for offers, basic accounting principles, good governance, and management principles. Through these efforts, Sugu Yiriwa worked to ensure accountability, fairness, and transparency in strategic, financial, and operational decision-making, while helping market structures, adapt to the unique challenges of their context and maintain control over their future.



Multi-Stakeholder Platforms (MSP) and Sugu Yiriwa welcome administrative authorities to the Tabaski Operation in Mopti. ©CARE Mali/Sugu Yiriwa, June 2024.

Promoting digital solutions:

During FY24, through intensive awareness campaigns and radio broadcasts, Sugu Yiriwa tremendously accelerated the promotion of digital solutions (SIMAGRI and M-Agri) among the farming and business communities. Sugu Yiriwa conducted information sharing and awareness campaigns through a group of young men and women who are part of a community-led digital champion network. Sugu Yiriwa has successfully inserted a voice service into the SIMAGRI digital platform in six local languages (Peulh, Songhaï, Bamanankan Arabic, Dogon, and Tamasheq).

The voice service has been particularly interesting, as it contributes to improving access to timely market-related information for marginalized categories of market actors – especially the ones with no reading or writing capabilities – and thereby enables them to make informed decisions about agriculture. Also, Sugu Yiriwa integrated a new service into SIMAGRI, which consists of sharing advice with the farmers on sustainable agricultural practices and environmental compliance principles. The digital platforms have enabled greater inclusion of local populations, strengthening their ability to interact with the farm market actors and input suppliers. Sugu Yiriwa continues exploring other digital solutions and technologies, sparking optimism and excitement about the future of market systems.

Women & Youth empowerment:

In 2024, Sugu Yiriwa accelerated the effective integration of women and youth across all the project's components, making sure that they had access to productive resources. Among the key achievements, Sugu Yiriwa trained **58 members** of gender-based violence (GBV) committees, including **38 women**, on GBV detection and prevention to more effectively support GBV awareness campaigns, preventive, and response actions.

To ensure inclusiveness, Sugu Yiriwa used image tools in awareness campaigns, effectively removing literacy barriers and making information accessible to all categories of people. Using the community champion approach, Sugu Yiriwa organized **13** awareness-raising campaigns, reaching **565 participants** directly, of whom **460 (80%) were women**. Furthermore, women and youth actively participated in radio talk shows and debates around sustainable resource management, which created space for their voices. To better engage women and youth, Sugu Yiriwa, together with the community leaders, established **24 Safe Spaces** with **48** mentors and **809 mentees**. Sugu Yiriwa trained 55 women-led agri-businesses on proper product packaging and labeling. Thirty-five women-led organizations accessed financial services to improve their business capital and enhance the productivity and competitiveness of their enterprises, making a significant impact on the community.



Multi-Stakeholder Platforms (MSP) members and Sugu Yiriwa working in their group during the Pause & Reflect on marketing events in Mopti. ©CARE Mali/Sugu Yiriwa, Janvier 2024.



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The contents are the responsibility of Feed the Future Sugu Yiriwa and do not necessarily reflect the views of USAID or the United States Government.

For more information and resources about the Feed the Future Sugu Yiriwa project, visit the website: <https://www.care.org/our-work/food-and-nutrition/markets/sugu-yiriwa>.



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Sugu Yiriwa accountability and complaints number:
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