

SUGU YIRIWA (DELTA ZONE)

Description

Feed the Future (FTF) Mali Sugu Yiriwa, prosperous market in English, is a five-year activity aimed at strengthening agricultural market systems through interventions like improved access to finance, agribusiness development, business to business (B2B) linkages, and the use of digital tools. Sugu Yiriwa advances Mali's FTF Country Plan by focusing on market systems strengthening in 80 communes that are in Mali's FTF Zone of Influence and Resilience Focus Zone. CARE International leads the activity consortium which includes local partners Nyeta Conseils and Afrique Verte.

Sugu Yiriwa is complemented by an agricultural production activity (Sènè Yiriwa) working in the same communes to collectively develop the supply and demand side of agricultural production. Placing special emphasis on the shock-prone socio-political and environmental context of the Delta Zone, both FTF Delta zone activities in combination with Mali's Resilience Food Security Activity, Albarka, form the foundation for USAID/Mali's resilience efforts.

Goal

To strengthen the organization, efficiency, and resilience of agricultural market systems that are inclusive, and nutrition-sensitive.

Objectives

To advance three core FTF goals:

- Promote inclusive and sustainable agricultural-led growth.
- Increase resilience of people and communities.
- Improve nutrition, especially among women adolescent girls, and children.

Specific objectives

- Improve delivery of quality products and services to producers and micro, small, and medium enterprises.
- Increase income availability without reducing household ability to farm.
- Increase the availability, access, and sales of nutrient-dense food products.



Business to Business (B2B) workshop in Mopti region

BUDGET: \$19,950,000

PROJECT CYCLE: 2021-2026

TARGET AREAS: 80 communes from 12 circles in the Delta zone: Bandiagara, Bankass, Dire, Djénné, Douentza, Goundam, Koro, Mopti, Niafunké, Ténénkou, Tombouctou, and Youwarou.

PROJECT BENEFICIARIES: Market system actors including Producer Organizations (POs) with an emphasis on women and youth, MSMEs, financial service providers, village savings and loan associations, and traders.

IMPLEMENTING PARTNER: CARE International

SELECTED EXPECTED RESULTS:

- Participants increase productive economic resources, 70% which are female
- Access to and affordability of products to reduce climate change risk increased
- Delivery of quality products and services to producers and MSMEs improved
- 656 MSMEs assisted to access savings
- Diversity of economic activities and income sources increased
- \$29M in total annual sales
- Availability and sales of nutrient-dense food products increased