SUGU YIRIWA (SOUTHERN ZONE)

Description
Feed the Future (FTF) Mali Sugu Yiriwa, prosperous market in English, is a five-year activity designed to empower private and public market actors across the market system, with a strategic focus on pro-poor and nutrition-sensitive value chains. The activity addresses barriers and constraints to access and transparency within the broader food market system while integrating strategies to promote the consumption, availability, and affordability of nutritious foods. With an emphasis on diversifying livelihoods and increasing economic opportunities especially for women and youth, work will build stronger more efficient market systems that are resilient to economic, climate, and health shocks. Cultivating New Frontiers in Agriculture (CNFA) leads the activity consortium which includes the Mali Agricultural Market Trust (MALIMARK) and Helen Keller International.

The Sugu Yiriwa Activity 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.

Goals:
The goal of Sugu Yiriwa is to contribute to a more inclusive, sustainable, and resilient market system by addressing constraints and leveraging opportunities within specific value chains.

Objectives:
To advance the 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
- Enhance market access for producer organizations by building strong linkages between traders/aggregators, agro-dealers, and financial services providers.
- Improve access to and use of quality and affordable agricultural inputs and services.
- Increase diversity and market demand for nutritious and safe foods including fruits, vegetables, and animal products.