

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.



Tabaski Fair 2021, Sikasso

BUDGET: \$18,900,580

PROJECT CYCLE: 2021-2026

TARGET AREAS: 46 communes from the following circles in the Southern zone: Bougouni, Kadiolo, Koutiala, Sikasso, Yanfolila and Yorosso.

PROJECT BENEFICIARIES: Producer organizations, farmers, business development service providers, agro-dealers, and entrepreneurs.

IMPLEMENTING PARTNER: Cultivating New Frontiers in Agriculture (CNFA)

SELECTED EXPECTED RESULTS:

- \$5 million in financing and \$250,000 in private investment accessed
- \$1.3 million in sales by producers through commodity fairs
- 25 percent increase in sales of input suppliers
- 780 agro-dealers and service providers improve management capacity and professionalism
- 22,100 farmers apply improved food storage and sanitary and phytosanitary practices
- 150 marketplaces increase the number of retailers selling nutritious, safe foods
- 20% increase in female participants consuming a diet of minimum diversity.