

## Burkina Faso private sector development programme increases productivity and added value of agricultural incomes

Agri-Business Fund enables businesses to scale up and create more jobs through training, advice and increased access to financial credit.



Women at Faso Attiéké agri-business packaging high quality couscous (attiéké) for sale.



**Ms Inge Schou**

Social Anthropologist & Senior Project Manager  
T: +45 2321 5492  
isc@niras.com

Despite the problems it currently faces from security threats, domestic grievances, climate change, irregular migration and a host of other interlinked challenges, Burkina Faso is not a failed state. As part of its efforts to keep the West African nation on a democratic pathway and reduce instability, Denmark has committed to support economic growth and create job opportunities, with an emphasis on youth and inclusive growth.

Burkina Faso's economy is mainly driven by the agriculture and mining sectors, and the regional demand for the country's agricultural products is rising due to high urbanisation rates. Yet productivity in the agri-sector is low and its contribution to GDP is modest. Targeting the primary employment-generating sector, Danida has been funding the Agricultural Economic Growth Programme (PCESA) since 2013. In its second phase, which began in 2018, the goal has been to increase productivity and added value of agricultural incomes in order to contribute to job creation and national economic growth.

PCESA is split into two components:

- Component A: improved access for agri-businesses to advisory support and financing of activities.
- Component B: Optimisation of appropriate framework conditions in terms of strategies, policies, legislation and regulatory tools and the availability of public structuring infrastructure.

**Agri-business fund**

NIRAS is responsible for the overall management of the PCESA Agri-business Fund, worth around €6.8 million, which funds companies – as long as they can chip in their own contribution – and provides advisory and business consulting support to

80%

of Burkina Faso's population works with agriculture, mostly in the informal sector

facilitate further access to finance from banks and investors. Agro-industries from all regions and value chains, except cotton, are eligible for support.

Due to their importance in a country where water is scarce and climate change is a crucial challenge, green technologies and innovations are targeted with a separate Green Investment Fund of almost €1.3 million.

Support is available for a variety of purposes such as how to organise production, technical training in production or quality standards, processing, collection and packaging equipment, or financing of economic players.

Relying heavily on those who facilitate access to finance – private companies, financial experts, investment funds, banks, NGOs and the like – the project team identifies potential agri-business fund beneficiaries. In an exploratory phase, the team considers how the firm's capacities could be strengthened and what business opportunities might be promising. They then work with the beneficiary to develop a commercial strategy and help them prepare for the credit or investment agreement by supporting with a marketing study, business plan development, and training in accounting, inventory management, personnel management, and quality control.

**Donor**  
Danida

**Client**  
The Danish Ministry of Foreign Affairs

**Location**  
Burkina Faso

**Overall contract value**  
€2,305,920

**Duration**  
2018-2021



“PCESA helped us expand our unit and buy equipment. They strengthened our capacity, even with training in accounting. At the time, we were able to create 40 jobs, 35 of which went to women. Because of this, there are now children who can go to school, get treated when they are sick and eat when they are hungry.”

**Florence Bassano, owner of Faso Attiéké**

Owner of Faso Attiéké, Florence Bassano wants to be the leader in the production of high quality couscous (attiéké) and 100% “Burkinabè” - that is locally sourced and produced in Burkina Faso.



Implemented by two banks and a guarantee fund, after the credit has been approved, the beneficiary receives continued support in applying the funds, for example in choosing equipment, revamping industrial processes, introducing new standards, or working with subcontractors.

Although not in itself a target of PCESA, those who facilitate access to finance (“facilitateurs”) receive support in the form of training and advisory services or market studies, for example, to ensure a critical mass of business and professional facilitators can continue to support operators when the program comes to an end.

**Women entrepreneurs as a particular focus**

The goal is that 40% of PCESA beneficiaries must be women. As they are a driving force in Burkina Faso’s agri-business trade, this should be a relatively easy target to meet.

Faso Attiéké is one of 51 small businesses who benefit from the PCESA-funded technical support of “facilitateurs”. Owned by Florence Bassano, since 2010, the producer of fresh and dried cassava couscous has grown to about 50 full-time employees. Through a contract with the Agricultural Processors’ Cooperative, Faso Attiéké works with 150 producers, 200 women who are involved in the processing of cassava paste, and 500 small-scale farmers from whom they source the cassava.

Another PCESA beneficiary - Adi-PROD SA - has embarked on the production of shea butter for export. To this end, its founder 49-year-old Oumou Diallo/Traoré set up a modern processing unit, with a capacity of 300 tonnes, and established a network

51

Agri-business supported to date through PCESA

of suppliers and processors mainly composed of women organised in cooperatives. In addition to processing shea butter, the company intends to invest in the transformation of waste from industrial activity into energy (briquettes, electricity).

PCESA facilitated access to credit for Oumou’s firm but also micro credits for the women in the cooperative. By convincing the women in her network of the value of processing and refining the shea butter, Oumou has opened the door to the international market, raising their income levels considerably.

Focused on the local market and created in 2011, Charcuterie du Sahel is another woman-owned firm that produces pork products for urban areas and for catering services supplying mining companies and airports. She also has contracts with supermarkets such as Marina Market (a well-known Syrian chain in Burkina Faso).

The owner of Charcuterie du Sahel, 39-year-old Fati Yabre received advisory support and some funding from PCESA to upgrade her processing facility to a modern unit powered by solar energy. It’s a difficult market to break into as meat products are commonly sold by local brokers - roadside grillers - and the benefits of high-quality, sustainably produced cold cuts are not always appreciated.

**By strengthening the capacity of agri-businesses, PCESA supports their search for private capital, especially from banks.**