



# FEED THE FUTURE

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

## MALI CEREAL VALUE CHAIN ACTIVITY

The Mali Cereal Value Chain (CVC) project is a \$24.9 million award funded by USAID under the Feed the Future (FTF) Presidential Initiative. FTF harmonizes hunger- and poverty-fighting efforts in countries with chronic food insecurity and insufficient staple crop production. The CVC project promotes inclusive and equitable agricultural sector growth through increased value chain integration and competitiveness, which will lead to broad-based economic growth.

### Intervention Approach

The USAID CVC project takes a facilitative approach to value chain development, ensuring that project efforts lead to sustainable partnerships and increased benefits for all actors operating within the value chains, as well as enhanced long-term food security in the target areas. The project promotes integration, empowerment of women, resilience of vulnerable communities and populations, and inclusive development in the sorghum, millet, and rice value chains in Mali. This also includes key activities necessary for value chain integration and competitiveness such as production, research and technology dissemination, marketing, processing, trade, finance, capacity building, and elements of policy reform.



*Improved technologies applied to 86,825 ha in 2017.  
Photo credit : Elisé Bagayoko/Nyèta Conseils*

Principal aspects of the implementation approach include the following:

- Building capacity across an array of business development services and agricultural production skills
- Strengthening relationships among value chain actors
- Supporting services and promoting the enabling environment necessary for long-term competitiveness

### Working within the USAID/Mali Feed the Future Strategy

The USAID CVC project contributes to achieving the goals and objectives of the USAID/Mali Feed the Future strategy by performing the below:

1. Increasing access to food through increased incomes and ability to purchase food
2. Increasing food availability through main season production and off-season or integrated production of more diverse and nutritious foods
3. Enhancing utilization and consumption of increased quantities of high-quality, nutritious foods with household-level behavior change and nutrition education that applies to both knowledge and practice.

The CVC award is the central component of USAID/Mali's overall Presidential Feed the Future Initiative, which includes a series of activities that contribute to the promotion and sustainability of cereal value chains. This award takes a leading role in value chain coordination and integration with support from other CVC awards that center on policy reform, research, and finance.

## Results

Since its inception in 2014, the CVC Activity has:

1. Increased Agricultural Productivity in Millet/Sorghum and Irrigated and Dryland Systems:
  - Facilitated improved technology diffusion and adoption on 86,825 ha (19 percent female, 81 percent male)
  - Assisted 53,024, (33 percent female, 67 percent male) farmers apply latest technologies or management practices
  - Facilitated short-term training on agricultural productivity or food security for 54,901 (38 percent female, 62 percent male) individuals
2. Expanded Markets and Trade:
  - Facilitated establishment of commercial linkages between producers' organizations and wholesalers through B2B meetings resulting in the signing of 204 commercial contracts (57 contracts in Mopti and 147 contracts in Sikasso) involving 2,035 MT of cereals, including 534 MT of millet in Mopti and 1,681 MT of millet, sorghum, and rice in Sikasso) for total value \$163,636.
  - Market diversification efforts focused on facilitating a specific commercial relationship between PO members of the Federation of the Unions Cooperative Societies of Youwarou and Niafunké—Mopti and two agro-industries (GIE AMI-ZI and the company, Rizerie Moderne du Mali (R2M) involving the purchase of 800 MT of paddy rice.
3. Increased Resilience of Vulnerable Communities and Households:
  - Trained 26,075 producers including 8,169 women on issues related to water management in irrigated areas in the region of Mopti and in the Sikasso valley bottoms
  - Trained 4,904 farmers including 1,706 women in Intensive Rice Systems/Urea Deep Placement in partnership with public sector technical service providers
4. Strengthened Local Capacities and Systems:
  - Trained 21 business development service agents in financial intermediation and identified five viable sources of funding for value chain actors
  - Assisted 66 Producer Organizations to develop and submit their business plans to banks and facilitated access to \$5,190,387 in loans from commercial banks and microfinance institutions.

### Contact Information:

- USAID Mali:
  - Web: [www.usaid.gov/mali](http://www.usaid.gov/mali)
  - Tel: +223 20 70 23 00
  - Email: [bamakoinfo@usaid.gov](mailto:bamakoinfo@usaid.gov)
  - [www.facebook.com/USAIDMali](https://www.facebook.com/USAIDMali)
  - Titter: @USAIDMali
- The Cereal Value Chain Activity:
  - Chief of Party: Richard Cook
  - Tel: 20 20 10 67
  - Email: [rcook@acdivoca.org](mailto:rcook@acdivoca.org)

[www.feedthefuture.gov](http://www.feedthefuture.gov)