SESAME PROJECT

GENERAL INFORMATION
TARGET: 509,000 beneficiaries (90,000 direct)
INTERVENTION ZONES: Boucle de Mouhoun, Est, Hauts-Bassins and Cascades
PARTNERS: Afrique Verte and Nitidae
PROJECT DATES: Sept 2016 - Sept 2021
FINANCED BY: USDA
AMOUNT: 24.2 million dollars

OBJECTIVES

Improve the sesame marketing and exporting sectors in Burkina Faso by:
- Improving agricultural practices for quality sesame via an ICT hub
- Strengthening relationships, transparency and trust between key players on the sesame value chain
- Institutional strengthening of organizational, managerial and commercial capacities of sesame producing organizations
- Advocate for improving legislative and regulatory framework

IMPLEMENTATION STRATEGY

- 220 Private Enterprise Agents (PEA) that provide trainings and coaching services to producers
- Market information shared through SMS line (321)
- Access to financing: Ecobank and other finance institutions
- Institutional framework revised and legislation adapted
- Strong producer organizations: Assist in creating cooperatives and unions of cooperatives
- Improved post-harvest practices and access to infrastructure
- Strong buyer/seller relationships: B to B meetings, group sales, and contracts respected
- Commercial transactions are more efficient
- Increase in sales volumes

ACQUIRED RESULTS

136 Sales Contracts signed between buyers and sellers
$13,590,172 in sesame sales (2024 MT sold)
35,113 Direct Beneficiaries reached

MAIN CHALLENGES

- Low yield due to limited use of improved production techniques
- Inadequate farm management in terms of operations and finance
- Limited access to financial services (loans, etc.)
- Limited capacity of sesame producer organizations: OHADA Act is not well understood by the organization leaders
- Regulatory environment (legislative) sector still far behind when considering international standards
- Low investment by private sector actors on the sesame value chain