

Sugu Yiriwa Annual Brief Fiscal Year 2023

Sugu Yiriwa is a five-year cooperative agreement funded by the United States Agency for International Development (USAID), aimed at strengthening the resilience of farming and business communities in the Delta Zone through market-driven, inclusive, nutrition-sensitive, and agriculture-driven economic growth. CARE leads the partnership with AMASSA Afrique Verte and AMPRODE Sahel.

In Fiscal Year 2023 (FY2023), Sugu Yiriwa directly reached 63,052 market actors (44% women). Sugu Yiriwa contributed to the increased access of 1,958 small-scale farmers and market actors (62% women) to productive economic resources.

Donor: USAID Feed the Future (FTF)

Grant: 25 M USD

Duration: 2021-2026

Locations: Mopti and Tombouctou Regions, Mali

Key achievements:

Market linkages:

Four business-to-business (B2B) workshops with 849 participants (224 women) in FY23. During the B2B workshops in May and June 2023 alone, 80 Producer Organizations (POs) obtained around XOF 1.9B (USD 3.3M) in total value from credit loans and signed 130 sales contracts.

Capacity building:

- Trained market actors to effectively respond to public tenders resulting into the farmer cooperative “Fasso Djigui” based in Mopti winning a contract with OXFAM to purchase 90 metric tons of improved (rice) seeds worth of XOF 67M (USD 108,550) in September 2023.
- Trained 3,728 PO members (2,231 women and 1,055 youth) on marketing techniques, including product quality, packaging, profitable market opportunities, promotion, product pricing and whatnot.
- Provided capacity building support to 1,185 participants (785 women) on the conservation of horticultural grain and non-timber forest products.
- Trained 532 market actors on storage and conservation techniques for agricultural products.

- Organized capacity building workshops and awareness-raising campaigns on the effective use of the SIMAGRI digital platform reaching 796 participants (556 women).

Marketing events:

Fourteen marketing events in Mopti and Tombouctou with 916 participants (426 women) resulting in commercial transactions of around XOF 415M (USD 669,715) with a 24.2% (XOF 75,329,923; USD 162,369) increase from FY22.

Mega learning event:

Organized a mega learning and experience sharing event on August 24, 2023, in Bamako with participation of 200+ individuals. Through that event, Sugu Yiriwa strived to create opportunities for local groups to engage directly with implementing partners, private sector actors and donors. Seven direct Sugu Yiriwa's beneficiaries – representatives of producer organizations and agro-processing enterprises animated a discussion panel where they shared their experiences about how Sugu Yiriwa unlocked unprecedented market opportunities and capacity building needs that were instrumental for the growth of their income-generating activities and for the improvement of their resilience to economic shocks.



Access to financial services:

Facilitated access of 45 POs, (18 women) to financial services worth XOF 138M (\$223,784) in FY23. To facilitate access of farmers to financial services in remote areas, Sugu Yiriwa and MEREF developed a digital platform called “GNA SORO” – meaning “I received it”; which will be up and running in 2024.

Innovation Challenge Fund:

Worked closely with Impact Hub to build the capacity of 18 selected local entrepreneurs in FY23. Among those 12 were start-ups including four women-led innovative projects. The program also organized a “best agro-processing unit competition” and selected six women-owned agro-processing units to support women-led businesses.

Promoting digital solutions:

The digital approaches in Sugu Yiriwa have proved to be paramount considering the fragile, unstable, and challenging geo-political context of Mali.

- Continued to work with Orange Mali (one of Mali’s largest telecommunication companies) to promote the SIMAGRI and M-Agri digital platforms, that provided reliable and timely market information to farming and business communities and allowed them to conduct business remotely in FY23.
- Worked with Viamo’s 3-2-1 digital platform to raise awareness on safe handling of chemical products, crop insurance service, etc.

Promoting climate-smart agriculture and adaptation practices:

- Distributed 2,500 information education materials copies of the approved pesticides to POs and agro-distributors and organized 209 radio broadcasts in local languages to raise awareness among farming and business communities on the responsible use and safe handling of chemical products, jointly with the Sahelian committee of pesticides.



Members of the Kouin agricultural cooperative at their stand at the Mopti regional cereal stock exchange.
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- Partnered with OKO/SUNU for crop insurance and registered 610 producers (including 202 women), among which 181 fully paid their premiums, for a total of 218 hectares lands with millet, sorghum, sesame, and groundnuts.

- Organized awareness campaigns to challenge harmful social norms – through the Social Analysis and Action (SAA) approach and tools, reaching 1,565 people (846 women and 395 youth).

Women and Youth empowerment:

- Provided capacity building training to 158 people (84 women, 74 men including 40 youth) in sales/marketing techniques.
- Set up 12 Gender-based Violence committees at the local level composed of 60 influential women (five per committee).
- Trained about 714 women and youth on safe handling of chemical products.

Ukraine supplemental voucher-based Social Safety Net:

Facilitated voucher exchange between local service providers/agro-distributors and small-scale farmers for the purchase of agricultural inputs and organic fertilizer. In FY23, 3,104 metric tons of fertilizer, 120 metric tons of rice seed, 22 metric tons of cowpea and millet seeds were distributed to 3,104 producers.



Mr Hamadou Sogoba, president of the cooperative of young producers of Timbuktu in the middle of setting up stands of agri-food processing units at the national grain exchange of Ségou.
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