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BD4FS and Businesses Form Winning Partnerships to Build a Food Safety Compliant Chain

The Senegal poultry industry has experienced significant growth since 2005 when the country halted imports due to an avian flu outbreak affecting many countries. This exceptional situation played an important role in securing investments, increasing local poultry meat production, and facilitating the vertical integration of poultry activities. A large industry has developed and now dominates the market with Senegalese companies comprising all links in the value chain from breeding and input supply to high value-added processed products. With an estimated turnover of 273 million USD (130 billion CFA francs) in 2011 and 500,000 direct and indirect jobs, poultry farming accounted for 17% of the GDP of the livestock sector, which itself contributes 4.2% to the country's GDP.¹

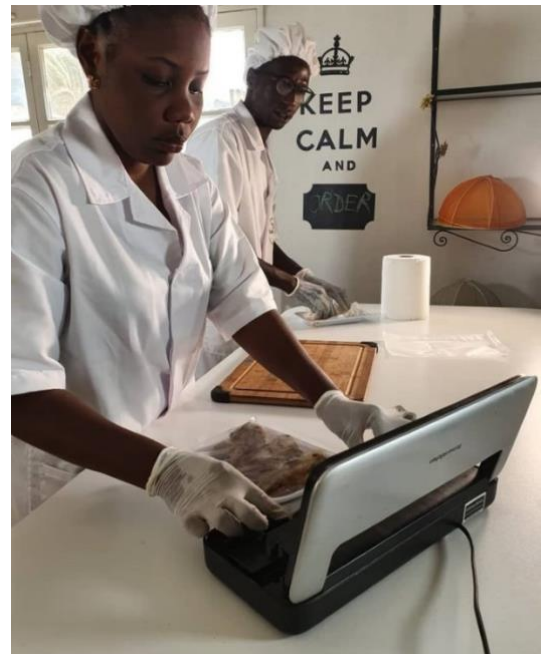
Consumers are increasingly oriented towards higher quality purchases across many sectors, and with this trend, processed poultry products are in high demand in Senegal. Numerous Senegalese companies have entered this niche to offer consumers locally sourced and ready-to-use products, such as seasoned, marinated, smoked, and even pre-cooked foods.

Mrs. Fatim Basse - the founder of Gourméa, a company specializing in smoked poultry products - is aiming to meet this growing market demand. Already a player in the poultry industry, Gourméa will soon move to a location that will increase production and capacity for delivering safe and nutritious foods to local markets.

Gourméa has partnered with Feed the Future Business Drivers for Food Safety (BD4FS), funded by USAID and implemented by Food Enterprise Solutions (FES), to increase product safety and quality. This partnership approach allows BD4FS to tailor capacity building efforts to be relevant and applicable to the needs of Senegalese food businesses, according to the company's products and business objectives.

BD4FS held Pre-Requisite Program trainings for Gourméa employees, in both French and other local languages, that helped them adopt food safety practices that meet global standards. Mrs. Basse expressed the importance of the training to her business in her statement, "As I am going to establish a new outlet, the support I have had has been fundamental to put practices into place that separate the stages of our product receiving, processing, and packaging. There have been many steps undertaken with the help of BD4FS, even handwashing procedures, as well as the food health policy. We thank BD4FS very much for their support."

Gourméa is among many Senegalese food businesses who have benefited from BD4FS capacity building activities. During the international agribusiness conference SIAGRO 2022, recently held in Dakar, BD4FS led a workshop on food safety financing with over 100 participants. BD4FS also utilized the conference exhibit venue to encourage partner companies to showcase their food products by hosting promotional booths. Gourméa's participation during the four-day exhibition resulted in sales of 710 USD (over 400,000 CFA francs), equivalent to 17% of their total monthly sales in March 2022. Their participation led to 95 new contacts, thereby building their customer base, expanding their network of suppliers, and gaining visibility and access to outlets such as the online sales platform E-Kom Kom. According to Mrs. Basse, "I was also able to build relationships with government agencies such as COSEC [Conseil Sénégalais des Chargeurs, or Senegalese Council of Shippers, for maritime industries], who invited us to exhibit at their Ramadan fair, as well as Trade Point Foundation [sponsored by the Ministry of Commerce and SMEs and



Gourméa production team using a vacuum packaging machine to make ready-to-eat products following hygiene standards. Photo Credit: Astou Diop

¹ Chamber of European Investors in Senegal. Invest in Senegal: Agriculture in Senegal, a Promising Sector [Investir au Sénégal: l'agriculture au Sénégal un secteur porteur], www.eurocham.sn, 2017-2020.

member of the World Trade Point Federation] who now distributes our products on their E-commerce platform. I also established contacts with suppliers of raw materials and equipment.”

We hope to master all the knowledge required in terms of food safety at the end of this partnership, and that Gourméa becomes a company that respects all the standards and regulations in force not only in Senegal but also internationally in the context of the export of our products.

- Gourméa Founder Mrs. Fatim Basse

To date, BD4FS has trained more than 100 Senegalese companies on national regulations and standards related to food safety and Pre-Requisite Programs. The program has also provided food safety information to over 1,000 entrepreneurs through its free mSafeFood mobile technology, with a goal of reaching 3,000 to 6,000 young entrepreneurs and consumers. BD4FS partners are gaining greater market access through adopting improved food safety practices, working towards compliance with internationally recognized standards, preparing for certification, and setting up local certification systems.

FES is currently implementing BD4FS activities in Senegal, Nepal, and Ethiopia.

Learn more about FES and BD4FS activities at <https://www.foodsolutions.global/> and <https://agrilinks.org/activities/business-drivers-food-safety>; and follow us at:



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