



ssnup

Smallholder Sustainability
Upscaling Programme

ENHANCING COMMERCIAL STRATEGIES FOR ORGANIC PRODUCTION IN THE SESAME VALUE CHAIN IN BURKINA FASO



Africa



Latin America



Asia



Financial services delivery



Capacity building for end
beneficiaries



Market access and
product development



Management systems
improvement

CONTEXT

In Burkina Faso, a large share (around 90%) of the sesame cultivated across the country is intended for export. Although organic practices have existed in Burkina Faso for many years, their adoption remains limited, hindering systemic implementation at the national level. Today, there is a growing demand for organic inputs and products due to rising prices for synthetic inputs. The ongoing security challenges makes it also harder to regularly monitor and support smallholder farmers in their implementation of bio agricultural practices. As a result, exporting certified organic products is becoming more risky and challenging.

CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Bioprotect SA is an agricultural company based in Burkina Faso which aims to improve the local bio market of vegetable products, particularly sesame seeds. At present, it has around 4,000 smallholder farmers as members. Bioprotect SA has already benefited from the SSNUP programme through a previous project. Bioprotect operates in two ways: first, it supports smallholder farmers producing organic products through capacity building and sale of organic pesticides. Secondly, Bioprotect creates market opportunities for smallholder farmers by establishing points of sale for their products and facilitating the local and international marketing of organic sesame.

OBJECTIVE OF THE PROJECT

The objective of the project is to develop Bioprotect's commercial strategy for vegetable products and strengthen its presence in the local market by developing a network of micro-entrepreneurs which sell their products in the local areas (B2C) and to organisations with significant needs, such as those involved in catering for other companies (B2B).

The expected results of the project are:

- Establish one commercial strategy for B2C activities to reach a total volume of 60 tonnes of fruits and vegetables.
- Establish an effective order and delivery system to sell vegetables to strengthen relationship with B2B clients.
- Develop a B2B portfolio by signing contracts with 3 new clients.

IMPACT INVESTOR

Sidi Solidarité Internationale
pour le Développement
et l'Investissement

BENEFICIARY ORGANISATION

Bioprotect SA (SME) – Burkina
Faso

TARGET

4,500 smallholder farmers

AGRICULTURAL VALUE CHAIN

Sesame

STARTING DATE

April 2025

DURATION

12 months

TOTAL TA BUDGET

€ 26,432
Including € 19,824 (75%)
contribution from SSNUP



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