

Burkina Faso

Sesame Marketing and Exports (SESAME)



BACKGROUND

Lutheran World Relief (LWR) is leading the five-year project, **Sesame Marketing and Exports (SESAME)** in Burkina Faso. Sesame production has grown 1,500% between 2007 and 2012*. Despite farmers' production gains, sesame buyers prefer to work through intermediaries as opposed to investing directly into farmers. This preference is due to several challenges, including low quality sesame that does not meet export standards; limited farmer knowledge of improved post-harvest handling techniques to maximize quality sesame production; lack of access to financial services; and an absence of coordination between sesame buyers and sellers.

LWR will build upon previous investments to improve production and create efficiencies in the sesame value chain to maximize export opportunities through support for farmers, sesame processors, and exporters at an industrial scale and through improvement of the quality and traceability to meet export market standards.

PARTNERS: Cultivating New Frontiers in Agriculture, RONGEAD, Afrique Verte

PROJECT PERIOD: October 2016 – October 2021

FUNDER: United States Department of Agriculture – Food for Progress

TOTAL FUNDING: \$24.2 million

* Ministère de l'Industrie, du Commerce et de l'Artisanat, 2012

Expected Results

LWR will work with exporters and farmers' cooperatives, processors, buyers, exporters, financial institutions, and government bodies to increase their capacity to **meet sesame export quality standards, access lucrative markets, and improve buyer-seller relationships**. More than 509,000 individuals will benefit both directly and indirectly from SESAME throughout the life of the project, achieving the following results:

- Increased coordination between sesame buyers and sellers
- LWR will **foster relationships, transparency and trust** among key actors along the sesame value chain such as government officials, producer organizations, exporters, processors and buyers. Relationship and networking activities include participation in trade fairs and regular networking meetings exclusive to the sesame value chain.

Improved marketing capacity

- LWR, producers' unions and financial institutions will partner to facilitate **access to credit** for investment in productivity, farm management and trade finance. LWR, producers' unions and financial institutions will partner to facilitate access to over \$4 million in credit for investment in productivity, farm management and trade finance.
- LWR will improve **post-harvest handling and storage** practices via construction of warehouses and facilitating access to cleaning and sorting machines.
- As a result of SESAME, 353,663 metric tons of sesame will be sold to exporters.

Improved agricultural practices

- LWR will deploy trained farmers who will promote the flow of information and knowledge between actors in the sesame value chain including producers via an **ICT-enabled extension provision** platform. More than 90,000 sesame producers will access extension services to improve productivity and farm management practices.

Strengthened Support Institutions

- LWR will strengthen sesame farmer cooperatives in their **organizational, managerial and marketing capacities** to provide quality services to members.
- LWR will build capacity for staff within the Government of Burkina Faso and engage value chain actors to strengthen the **policy and regulatory environment** for sesame export opportunities.



SESAME targets the four highest sesame-producing regions of Burkina Faso to reach a total of 509,161 individuals.



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