

HORTIPLUS

SUMMARY OF RESULTS FIRST HALF OF 2024

1 January 2024 – 30 June 2024

Project Number: 400000634L
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Summary of HortiPlus results for the first half of 2024

Introduction

I. Support 7,000 smallholder farmers to increase production, income, access to finance and sustainable land use and promote dietary diversity among 50,000 rural consumers

Results:

- 207 horticulture G50 groups with a total of 6,643 of farmers registered
- G50 app, AgriCoach Meteo and FinanceCoach made available to the farmers
- 3 introductionary workshops organised in the remaining intervetion area's
- 3 new activators recruited and trained
- 109 instruction videos have been created, validated and translated in 2 local languages (Moore and Dyula)

* G50 network implementation

Two rounds of G50 registration and allocation to HortiPlus have taken place , covering all the regions of the project. After their registration, these groups have been trained in G50 governance and were equipped with UMVA tablets and the G50 app. The G50 app is used to register the G50 meetings and the members present. On the tablet the groups have access to the AgriCoach and FinanceCoach. The AgriCoach has been launched with meteo info in Q2 2024 at the start of the rainy season to enable the farmers to anticipate better on the upcoming rains. The FinanceCoach has become available for the groups at the end of Q2.

This resulted in 207 horticulture G50 groups with a total of 6,643 farmers registered. Of these 207 horticulture groups, 77 horticulture groups with a total of 3,026 farmers have been allocated to HortiPlus. The final registration and allocation of the 200 G50 groups and 7,000 farmers for HortiPlus will take place during a third registration round in Q1 2025.

* AgriCoach: Production of training videos for the 04 cultures in three languages (French, Mooré and Dioula)

At the end of the first half of 2024, all the video capsules on good production practices (GAP) for onions, tomatoes and cabbages were edited. They had previously been viewed and amended by representatives of the Ministry of Agriculture and farmers' organizations during a workshop organized

by HortiPlus on June 5-6, 2024 in Ouagadougou. Subsequently, the validated videos in French were translated into Dioula and Mooré. At the end of semester Q2, the production, editing and tranlation of the amaranth videos remained to be done. In the second half of 2024 the AgriCoach will be launched to all horticultural G50 groups registered in round 1 and round 2 at the start of the horticultural season and will provide the basis for the evauation of the impact of the AgriCoach early 2025.

* Micro Finance Institutions (MFIs) connected to the UMVA system

Technically the UMVA platform is ready to facilitate transactions of the partner MFI's. The challenge is to get to a workable agreement with the managment for the implementation in the field. As a counter terrorisim measure a birth certificate is no longer sufficient to open an individual MFI account, instead an official ID is needed, which many people do not have. Different solutions are under discussion with the management of the MFI's. Once pragmatical solutions are found in this dynamic environment, trainings will follow at the different branches if the MFI's in Q3 and Q4

* Establishment of innovation demonstration plots

Two (02) test plots were set up in Boulmiougou and Loumbila on the organo-mineral fertilization of amaranth during the dry season. The tests were entirely conducted by the producers. They made it possible to show and explain good practices of organo-mineral fertilization and their advantages. New plots were set up on the organo-mineral fertilization of onion, tomato and cabbage during the rainy season.

* Social Media Communication

HortiPlus's overall communication strategy has been developed. Also, messages and hashtags have been defined for the specific case of promoting dietary diversity. At the same time, a media campaign on amaranth is being finalized. In addition, the project's monthly newsletters are regularly developed, 48 publications (video, events, photos) have also been made on social networks and 191,022 interactions are recorded on Facebook.

II. Improving business performance and access to finance and markets for 100 SMEs and 07 cooperatives

* Selection of compost producing SMEs

In the dynamics of deepening analyses for the deployment of the integrated approach of the private sector, HortiPlus has selected 07 SMEs producing compost in the Ouagadougou area to which are added four (04) others from the Hauts Bassins and Cascades regions identified as part of the implementation of other projects of the consortium partners. They will benefit from a package of support including training on good composting practices, marketing and sales and will be put in contact with the cooperatives for their supply.

* Selection of SMEs for intensive support

Following the second training session of the SMEs of cohort 1, the action plans/strategic plans of each of them were analyzed. They were then divided according to their needs for intensive individual and/or group support on themes such as: marketing and communication, accounting, human resources, raw material supply, support for finding financing and networking with financing structures. The collaboration between HortiPlus and the selected SMEs was formalized through the signing of a bipartite agreement that defines the objectives of the support, the responsibilities of each party, management and communication.

* Participation of the HortiPlus project in the International Exhibition of Agriculture, Environment and Livestock (SIAEL)

HortiPlus and four (04) SMEs from cohort 1 participated from February 20 to 24, 2024 in the 7th edition of the International Agriculture, Environment and Livestock Show (SIAEL) which was held in the rural commune of Komsilga. In addition to the direct sales made, all the SMEs came away with new contacts of suppliers, customers and potential technical partners. Le Grenier du Paysan obtained 2 official prizes: a special prize in the field of the environment and the bronze Kuuri (3rd official prize) in the field of agriculture.

* Study on commercial opportunities for horticultural products between Burkina Faso and Ghana

Conducted during the months of May and June, this study shows that Ghana constitutes a market niche for fresh tomatoes from Burkina Faso, especially dry season production. Also, imported onions are more appreciated by Ghanaian consumers than local production. Conversely, Burkinabe companies could source their chili peppers from Ghana, a major producer throughout the year.

* Development of cooperatives

As part of their development, the cooperatives were trained on the basic principles of marketing, good cooperative governance/My Coop, cooperative dynamics and customer relationship management. The follow-ups and coaching allowed the signing of an onion sales contract between the NAKOGLEBZANGA Union and a buyer. In the coming quarters, actions will be carried out to consolidate relations between buyers and other partner cooperatives.

* Financing of horticultural SMEs

Three (03) SMEs from cohort 1 were selected to benefit from fundraising support. In addition, a study of the financial landscape was carried out. It made it possible to identify sources of financing for horticultural businesses in Burkina Faso. These are: PRODIA, RCPB, and SAFINE. Finally, the opportunities regularly shared have enabled some SMEs to obtain support in the form of financing and training.

* Support for Bio SPG certification

From June 24 to 26, the technical and practical training of the team in charge of piloting the activities of the Bio SPG certification within the HortiPlus project took place in Ouagadougou and Loumbila. The next steps will be devoted to the diagnosis of potential structures interested in the Bio SPG certification, which should result in the selection of 03 SMEs and 06 groups of farmers.

III. Project management

* Steering Committee Session

The Steering Committee session was held on February 29, 2024 with the effective presence of the Embassy and managers. On the occasion, the assessment, challenges and challenges of the project were presented and discussed.

* Managers' meeting

During the semester, the managers' meetings were held regularly. At each session, discussions took place on the results achieved over the past weeks, the difficulties, the challenges, the lessons learned and the next steps. By decision of the Managers, the meetings will be held once a month starting in July.

* Preparation of the narrative report for the year 2023 and the project audit

The narrative report for the year 2023 was prepared with the assistance of all partners and sent to the Embassy at the end of March 2024. Likewise, the audit report was finalized and sent.

* Safety and security

The network of focal points responsible for safety and security continued its monthly meetings on the exchange of information and risk analyses in terms of safety and security within the project teams. It facilitated the training of eight (08) staff members of HortiPlus, Agriterra, Agrodev Services, Auxfin in community first aid by the Burkinabe Red Cross First Aid Training Center from 02 to 06 April 2024 in Ouaga.

Table 1 : Status of HortiPlus project indicators as of June 30, 2024

dicators	Project targets	Results achieved 2023	2024 targets	Achievements_Q1_2024	Achievements_Q2_2024	Total achievements by 2024	Cumulative achievements	Rate (%) of achievement as of June 30, 202 compared to th project target
otal number of aining videos roduced for the 4 crops in nguages rench, Mooré nd Dioula)	60	0	107	0	45	0	0	0
umber of G50 roups created	200	59	141	77	0	77	77	39
umber of ctivators ecruited, trained nd supporting e G50	10	7	3	3	0	3	10	100
umber of mallholders ained on CSA, AP and food	7000	0	2000	0	0	2000	0	0

afety (F: 40% and 35: 25%)								
umber of mallholders ctively using the griCoach pplication (F: 0% and <35: 5%)	7000	0	2000	0	0	2000	0	0
umber of mallholders egistered on the uxfin UMVA latform (F: 40% <35: 25%)	7000	3026	3974	0	0	0	6643	71
umber of ectares of gricultural land irectly affected y activities aimed t ructural/systemic nprovement of groecological ustainability	800	0	200	0	0	0	0	0

umber of mallholders ctively accessing redit through the MVA system (F: 0% and <35: 5%)	4000	0	1800	0	0	0	0	0
umber of mallholders ained via the nanceCoach pplication (F: 0% and <35: 5%)	7000	0	2000	0	0	0	0	0
otal number of w-tech novation emonstration lots established	21	0	10	2	5	7	7	33
acebook ampaign Reach : 50% & <35: 0%)	10000	0	2000	23722	167300	191022	191022	1910
otal number of osts (video, vents, photos)	150	0	50	31	17	48	48	89

umber of fact heets containing e latest formation on usiness pportunities and alue chain evelopments on ur developed rops	4	0	4	0	0	0	0	0
umber of SMEs articipating and enefiting from usiness training	40	17	23	0	0	0	17	43
umber of SMEs articipating and enefiting from lasterclasses	80	0	20	0	0	0	0	0
umber of sales ontracts for MEs	10	0	5	0	0	0	0	0
umber of SMEs aving obtained rowth financing	5	0	1	0	0	0	0	0
alue of working apital and	500,000 €	0	100000	0	0	0	0	0

roject finance btained for SMEs EUR								
umber of roposals eceived	50	0	50	0	0	0	0	0
umber of roposals warded	3	0	3	0	0	0	0	0
otal amount in uros of the novation fund ranted to SMEs	120,000 €	0	120000	0	0	0	0	0
umber of ooperatives that ave improved eir operations nd structures	7	0	7	0	7	7	7	100
umber of ooperatives ained in usiness evelopment	7	0	7	0	4	4	4	57