Horti Plus

Cultiver le succès

ANNUAL REPORT YEAR 2

01 JAN 2024 – 31 DEC 2024



Kingdom of the Netherlands

advance Consulting

AGRO DEV

AUXFIN

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SENSE

Contents

CONTENTS 2

1 INTRODUCTION 3

1.1 Project Background 3

1.2 Report objective and outline 4

2 ACTIVITIES, CHALLENGES AND SUCCESSES 5

2.1 Work Package 1 5
2.1.1 Roll-out of blended ToT and financial services to smallholder farmers 5
2.1.2 Development of horticulture input packages and roll-out to demonstration plots 7
2.1.3 Social Media Campaign 8
2.1.4 Conclusion of Work Package 1 9

2.2 Work Package 2 10
2.2.1 Business support and matchmaking for SMEs 10
2.2.2 Development of cooperatives 12
2.2.3 Financing of Horticultural SMEs 15
2.2.4 Innovation Fund 15
2.2.5 Support for Bio-SPG Certification 16
2.2.6 Conclusion of Work Package 2 16

2.3 Coordination 18
2.3.1 Project management 18
2.3.2 Monitoring and Evaluation 19
2.3.3 Safety and Security 19
2.3.4 Conclusion of Coordination 21

3 REALISATION VERSUS TARGETS 22

1 Introduction

HortiPlus, a project financed by the Embassy of the Netherlands in Burkina Faso, kicked off on December 1, 2022, with an online meeting between the consortium members, being Advance Consulting, Agrodev, AUXFIN, Agriterra and Sense. A face-to-face launch meeting took place in Ouagadougou in January 2023. The project started with an inception phase, which included the recruitment of project staff, set-up of the office, selection of crops, cooperatives and SMEs, conducting of market studies, development of communication plan, the safety and security plans, and the set-up of the monitoring and evaluation plan. The inception phase was concluded on May 31, 2023. For a detailed description of this phase, we refer to the approved Inception Report and Annexes of June 30, 2023. In the second half of 2023, we started implementation of the two Work Packages (WP). The annual report of Year 1 gives an overview of progress made that year.

This report covers the activities and results of the second year of the project, from 01 January 2024 to 31 December 2024.

1.1 Project Background

The overall objective of HortiPlus is to improve food and nutritional security in Burkina Faso by (i) increasing production (+50%), income (+50%) and the climate resilience of 7,000 horticulture farmers, (ii) improving the commercial performance of 7 cooperatives and 100 SMEs, and (iii) improving the dietary diversity of 50,000 rural consumers. To achieve this objective, the project is implemented through two WPs to which distinct but interconnected objectives and target groups are assigned (Table 1.1).

Table 1: Architecture of HortiPlus

Overall objective: Improve food and nutritional security in Burkina Faso								
W.P.	1. Support 7,000 smallholders to increase production, income, access to finance and sustainable land use, and promote dietary diversity to 50,000 rural consumers			2. Improve business performance and access to financing and markets for 103 SMEs and 7 cooperatives				
Actions	1.1. Deployment of training and digital services (Agricoach, FinanceCoach, NutritionCoach) for smallholder farmers	1.2. Development of horticultural input packages and deployment on demonstration plots	1.3. Social media campaign	2.1. Support for businesses and SMEs	2.2. Development of cooperatives	2.3. Innovation Fund	2.4. Raise financing for horticulture SMEs	2.5. Support roll-out of Bio-PGS-certification

1.2 Report objective and outline

The objective of this annual narrative report is to provide insight into our progress during the second year of the project, covering the period from 01 January 2024 to 31 December 2024.

The underlying report has the following outline:

Chapter 1: Introduction
Chapter 2: Activities, challenges, and successes
Chapter 3: Realisation versus targets

2 Activities, challenges and successes

2.1 Work Package 1

2.1.1 Roll-out of blended ToT and financial services to smallholder farmers

The roll-out of the blended ToT and financial services to the targeted horticultural smallholder farmers in Burkina Faso is done through AUXFIN's G50 approach and its Universal Method of Value Access (UMVA) platform. In the G50 approach, groups of farmers are organised in groups of approximately fifty people. Each group receives a tablet through which several digital services will be provided. So-called "Key Activators" support the groups in the roll-out of these services, which include applications such as AgriCoach and NutritionCoach.

Registration of G50 members

HortiPlus works with 7 provincial unions/cooperatives, who have primary cooperatives as their members. Per today, 194 primary cooperatives are registered as G50 groups on AUXFIN's UMVA platform, totalling 7,014 farmers.

AgriCoach – production of training videos

HortiPlus created, validated and translated 114 training videos into French, Mooré, and Dioula. These videos cover best agricultural practices for onion, tomato, cabbage, and amaranth. The AgriCoach best practice videos were uploaded to the G50 network in October 2024, in addition to the weather forecast service that has been released earlier that year.



AgriCoach training videos filming

Since October 2024 **5,920 HortiPlus farmers have been trained** through AgriCoach training videos on onion, tomato, amaranth and cabbage. An overview of the results is presented in the table below:

Target	Target end-of-project	Target end year 2	Realization per today
# farmers registered	7,000	7,000	7,014
# farmers trained	7,000	2,000	5,920

We also created additional impact outside the scope of HortiPlus. A total of 1,738 horticulture farmers "outside" the HortiPlus project received training on the four HortiPlus target crops in the HACA project of AUXFIN, making use of the HortiPlus training material. These numbers will increase with the continuous expansion of the AUXFIN G50 network, which means that HortiPlus activities have a spin-off beyond the project's lifespan.



Agricoach weather forecast



AgriCoach training videos



AgriCoach training videos

Just after the release of the AgriCoach best practice videos, we conducted a survey to evaluate the reception of these videos:

- **Survey Responses**: **1,552 farmers** (including **873 HortiPlus members**) provided feedback on AgriCoach just after its release in Q4 2024.
- **Initial Findings**: Farmers highly value AgriCoach, with best practice videos as the most popular feature, followed by weather forecasts and crop calendars.

End of Q1 2025, a post-training survey will be conducted, which will give insight in the uptake of the AgriCoach, the use of the training videos, the application of the best practices, farmers' opinion on the video content etc.

In addition, the project enabled the development of **AgriCoach Demonstration Plots**: **37 HortiPlus G50 groups** received inputs (seeds, fertilizer, compost) to implement AgriCoach techniques. A sample of 10 groups received close supervision from the HortiPlus agronomist, with results to be compared post-harvest.



AgriCoach demoplots visit by HortiPlus and AUXFIN agronomists

Connection to MFIs

In 2024 the UMVA platform was fully set up to facilitate financial transactions. However, we faced some challenges in practical implementation due to the more stringent identification requirements for account registration. We explored alternative solutions, including collaboration with local authorities to facilitate ID issuance. Trainings were conducted to help farmers understand digital financial tools and their benefits, particularly in securing credit for agricultural investments. As a result, a growing number of farmers expressed interest in engaging with MFIs, and structured financial education efforts will continue into 2025, to improve access to finance.

2.1.2 Development of horticulture input packages and roll-out to demonstration plots

Input package development & demonstration plots

In Y1 fertilisation packages have been developed per crop and per soil type. These packages have been tested on seven plots for four crops in Y2 (2 plots on amaranth, 2 plots on tomato, 2 plots on onion and 1 plot on cabbage). Despite the encouraging results collected, losses were recorded due to fungal diseases and pests. These results confirm the delicacy of the production of said crops at this time of year and the need to strengthen the use of good agricultural practices.





Harvesting the amaranth test plot

Showcase plot at Ceinture Verte

HortiPlus has thus revised its strategy on the demonstration plots and decided to set-up a showcase plot at the Ceinture Verte. Here, HortiPlus will showcase the use of improved varieties developed locally, promote the use of bio-inputs (compost, bokashi and bio-repellents) and improved irrigation systems such as spray and drip irrigation. All innovations will be filmed and promoted through the AgriCoach. This offers farmers the opportunity to observe these innovations in rural areas, to encourage them to adopt them and integrate them sustainably into their agricultural practices.

AgriCoach Demonstration plots

As explained under 2.1.1, 37 AgriCoach demonstration plots have been set-up, with the objective to motivate farmers to implement the AgriCoach best practices videos themselves.

2.1.3 Social Media Campaign

In 2024, HortiPlus intensified its social media presence to promote dietary diversity and engage stakeholders across the horticulture value chain. The HortiPlus Facebook page has 2550 followers at the end of 2024. We published 232 posts on Facebook and LinkedIn, sharing videos, event highlights, and educational content, which collectively generated over 335,000 interactions. The posts focused on amaranth consumption, child nutrition, and food practices, while also supporting project milestones like the Journées HortiPlus. We used social media analytics to tailor messaging and target youth and women more effectively, contributing to a growing community of over 2,500 followers.

To better inform its nutrition messaging, we conducted research through a series of focus groups in Centre-Nord, Centre-Ouest and Boucle du Mouhoun. These discussions explored household food practices, dietary habits, and the use of local vegetables such as amaranth. Findings from the study revealed key gaps in nutritional intake, particularly among young children, and informed the development of culturally relevant and nutritionally balanced recipes that will be promoted through NutritionCoach and upcoming campaigns. These efforts laid a strong foundation for the NutritionCoach campaign in 2025.

2.1.4 Conclusion of Work Package 1

Successes

- 7,014 farmers registered in 194 HortiPlus G50 groups
- 5,920 farmers trained through AgriCoach
- 114 high-quality training videos were produced, validated, and translated into three languages, greatly enhancing the reach and accessibility of AgriCoach.
- A structured monitoring and evaluation framework was developed to track usage and impact of AgriCoach
- 7 demonstration plots were established, showcasing best practices in fertilization and sustainable input use, and an additional 37 AgriCoach demonstration plots have been set-up
- 232 social media posts generated 335,000 views
- Qualitative research carried out on nutritional habits and knowledge on farmer level

Challenges

- Connecting farmers to MFIs was slowed down because of more stringent identification requirements for account registration.
- Some demonstration plots have been affected by fungal diseases and pests.

Changes to the initial plan

- It was planned that the NutritionCoach would be adapted where needed, translated to Mooré and Dioula and rolled out end of 2024. It has been decided to conduct these activities in the first half of 2025, since the G50's focus was on the AgriCoach roll-out end 2024.

2.2 Work Package 2

2.2.1 Business support and matchmaking for SMEs

The business support and matchmaking of SMEs is divided in an intensive and extensive track, as follows (please note the targets are end-of-project targets):

- Intensive SME support track
    - 40 SMEs receive business plan training
    - 5 SMEs receive intensive business development support / coaching
    - 10 SMEs matched with new markets
    - 5 SMEs assisted with fundraising
- Extensive SME support track
    - 80 SMEs participate in masterclasses on value chain developments

Strategic Business Plan training

In 2024, the first cohort concluded their Strategic Business Plan training, and elaborated their actions plans for the year. Also, we selected a second cohort of 22 horticulture companies for the intensive business support track. Out of this selection, 19 companies have completed the strategic business plan training that took place in two three-day sessions, the first in September (24-26), and the second in December (3-5). Based on the training, the companies developed their action plans for the follow-up training and coaching provided by HortiPlus.



Please find here the link to a video with highlights of the second business plan training for the first cohort

In addition, we set-up a compost-cohort, comprised of 11 composting companies (7 SMEs based in Ouagadougou, 4 SMEs in Hauts-Bassins and Cascades). We organized training workshops that focused on good composting practices, cost-benefit calculations, marketing strategies, and problem-solving.

Intensive business development support/coaching

In 2024, we have supported the companies of the first cohort with tailored business coaching, based on their action plans. This included marketing and communication coaching and the development of marketing plans. In 2025, this will be followed by human resource management coaching and financial administration tools and training.



Distrib'Concept, SME of cohort 1



Fueilles Fraiches, SME of cohort 1



Participation of HortiPlus in the SIAEL

Journées HortiPlus: Market matchmaking, Fundraising and Masterclasses

From 3-4 Ocotber 2024, we organised the first Journées HortiPlus in Ouagadougou. The program included an inaugural workshop under the presidency of the Ministry of Agriculture and the patronage of the Embassy of the Kingdom of the Netherlands. A fair was held where the HortiPlus SMEs and cooperatives could showcase and sell their products and produce. We organised a B2B event, where the SMEs and cooperatives could meet and exchange. We facilitated a round table, linking seven finance institutions to the cooperatives and SMEs. Also, factsheets on opportunities in the onion and tomato sector were developed and disseminated through masterclasses on these topics. Participants appreciated the event's organization, the quality of interactions, and the business opportunities it unlocked. Feedback highlighted the relevance of matchmaking sessions and the value of direct engagement with potential buyers and financial partners.



Please find here a link to a video on the Journées HortiPlus

2.2.2 Development of cooperatives

In 2024, we deepened our support to the seven cooperatives initially selected at the start of the project. Table 2.1 gives an overview of the membership and active members in 2024 of the cooperatives and unions we work with in HortiPlus.

Table 2.1: Unions/cooperatives supported by HortiPlus

Name	Region	Type	Main value chain	Member total	Active members in 2024	Female active members 2024	Youth active members 2024
Scoop Namaneg-zanga de Boulmiougou	Centre	Primary coop	Onion, cabbage, strawberry, lettuce	106	106	37	28
Coopérative Maraichère de la Commune de Komsilga	Centre	Primary coop	Onion, tomato, cabbage, strawberry, lettuce	107	107	20	6
Union NAKOLBZANGA de Loumbila	Centre	Union	Onion, tomato, cabbage, amarant, aubergine	214	214	137	30
Union NYI-DWI-NYE du Sanguié (Ténado)	Centre Ouest	Union	Onion, tomato, cabbage	6,250	6,250	1,113	973
Union Provinciale des Producteurs d'Oignon des Balé	Boucle du Mouhoun	Union	Onion, tomato, cabbage, chilly	531	531	192	75
UDSCOOP SONG-TAABA de Korsimoro	Centre Nord	Union	Onion, tomato, cabbage, chilly, aubergine	1,867	1,224	535	402
Union UPCPO de Kaya	Centre Nord	Union	Onion, tomato, cabbage, chilly, aubergine	2,157	1,116	879	532
Totals				11,232	9,548 (85%)	2,913	2,046

Table 2.2 gives an overview of all training, advisory and services provided to the seven HortiPlus unions and cooperatives:

Table 2.2. Training and advisory activities

No.	Activity	Type	Start date	End Date	Organisation involved	Results
1	Management Your Coopérative (Mycoop)	Training	15/02/2024	17/02/2024	NANKOGLEBZANGA, SONG-TAABA NYI DWI NYE, UPPOB, CMCK, NAMANEGB-ZANGA	25 people trained
2	Principes et Fondement de la Coopérative (next step of Mycoop training) addressed to	Training	30/04/2024	17/05/2024	UPPOB, NYI DWI NYE, NAKOGLEBZANGA	3 training sessions directly on field with 30 people trained per coops/session. In total 90 people trained

No.	Activity	Type	Start date	End Date	Organisation involved	Results
	primary cooperatives members)					
3	Basic marketing cohort 1	Training	27/02/2024	01/03/2024	NANKOGLEBZANGA, SONG-TAABA NYI DWI NYE, UPPOB,	20 people trained
4	Basic marketing cohort 2	Training	07/10/2024	10/10/2024	CMCK, NAMANEGB-ZANGA	10 people trained
5	Internal Capitalization	Training	12/12/2024	14/12/2024	UPCPO, NYI DWI NYE, UPPOB	18 people trained
6	Annual Financial Statements development	Advice	04/07/2024	27/07/2024	NANKOGLEBZANGA, SONG-TAABA NYI DWI NYE, UPPOB, CMCK, NAMANEGB-ZANGA	6 Financial statements established
7	Market and financial linkage	Advice	03/10/2024	04/10/2024	NANKOGLEBZANGA, UPCPO, SONG-TAABA NYI DWI NYE, UPPOB, CMCK, NAMANEGB-ZANGA	11 purchase intentions
8	Visit and Exchanges between Cooperatives	Exchange	13/11/2024	14/11/2024	NANKOGLEBZANGA, UPCPO, NYI DWI NYE, UPPOB, CMCK, NAMANEGB-ZANGA	26 participants
9	Marketing plan development	Advice	14/08/2024	29/08/2024	UPPOB, NYI DWI NYE, SONG-TAABA, NAKOGLEBZANGA,	4 plans marketing developed
10	Customer Management	Advice	03/06/2024	08/06/2024	UPCPO	Comité de gestion de comptoir in place and 1 marketing plan developed

Action plans

We kicked off the year by organizing action planning workshops with each cooperative, where we reviewed 2023 achievements and set clear objectives for the year ahead. These action plans informed our interventions across training, coaching, marketing development, governance strengthening, and cooperative networking.

Training on cooperative governance, internal capitalization and marketing

We conducted six major training sessions throughout the year: on cooperative governance (MyCoop), internal capitalization, and marketing. A total of 25 leaders from six cooperatives participated in the MyCoop training in February, while a follow-up series of governance sessions reached an additional 90 members of primary cooperatives directly in their communities. This approach improved local ownership and participation, especially in areas where primary-level cooperatives needed more foundational support.

Marketing training took place in two cohorts, with a total of 30 representatives from all cooperatives trained in basic marketing principles and planning. These sessions laid the groundwork for five cooperatives to develop detailed marketing plans that define product-market pairings, internal management systems, and designated marketing managers. We also supported three cooperatives—UPPOB, NYI DWI NYE, and SONG-TAABA—in

developing strategic plans for 2025–2027, using the OGSM (Objectives, Goals, Strategies, Measures) methodology to ensure structured, measurable pathways for cooperative growth.



Please find here a link to a video summarizing the training on internal capitalisation

Advisory

Advisory missions played a central role in applying knowledge from the trainings. We facilitated development of formal financial statements across six cooperatives to improve transparency and strengthen access to future finance. Internal capitalization was another priority: 18 cooperative members were trained to design actionable plans for mobilizing member contributions, a key foundation for attracting external financing.

Journées HortiPlus: market and MFI matchmaking

The Journées HortiPlus offered a key platform for networking. During the event, Agriterra facilitated meetings between cooperatives and SMEs that resulted in 11 firm purchase intentions. We also organized a peer exchange visit to the UPCPO union in Kaya, a leading example in cooperative governance and marketing. This visit allowed the other cooperatives to observe effective management systems in action



Peer field visit to UPCPO

Safety and security

Despite significant progress, we faced several challenges. Insecurity in the Centre-Nord and Centre-Ouest regions limited some cooperatives' reach to members, and the lack of technical staff within most cooperatives constrained post-training implementation. Still, 2024 was a foundational year in which we set the stage for future cooperative development through strategic planning, financial formalization, and strengthened governance.

2.2.3 Financing of Horticultural SMEs

We strengthened our collaboration with local microfinance institutions (MFIs) to improve access to financing for horticultural SMEs. We facilitated exchanges between SMEs and MFIs like SAFINE, PRODIA, and Coris Méso Finance through roundtables during the Journées HortiPlus. These exchanges helped to increase the companies' knowledge on the financial products and opened the door for further discussions on possible finance solutions. We coached three SMEs in preparing fundraising strategies, and we supported negotiations with MFIs for credit arrangements. Although no finance has been yet secured for the SMEs, we laid important groundwork for future financial access by raising awareness and preparing SMEs for financing opportunities.





Matchmaking with MFIs during the Journées HortiPlus

2.2.4 Innovation Fund

Mid-2024, we launched the Innovation Fund call for proposals for innovative projects in chili pepper and strawberry production. We received and reviewed 273 proposals, leading to the selection and funding of three promising SME-led projects with a combined €120,000 investment. The grants are being disbursed in three tranches; the first tranche at signing of the grant agreement (with an amount slightly higher than anticipated), the second after a field visit by the HortiPlus team in January, and the third in Q2 2025 after a second field visit. We will continue monitoring the projects' outcomes into 2025.

The selected grantees are:

- **Royal Agro SARL** with the **"Chili Grocery Value Chain"** project (Chaîne de Valeur Épicerie Piment), which aims to improve local chili processing and packaging for broader distribution.
- **Holland Green Tech** with **"Smart Pepper"**, a precision agriculture initiative using data-driven irrigation techniques to optimize pepper yields and resource efficiency.
- **SOMAGRO** with **"Faso Fraise Bio"**, focused on producing and marketing organic strawberries under improved agroecological standards and bringing in new strawberry varieties.

2.2.5 Support for Bio-SPG Certification

We launched field diagnostics in 2024 to identify SMEs and producer groups interested in the Bio-SPG (Participatory Guarantee System) certification. Our team, in partnership with CNA-Bio, assessed over 20 sites across Koudougou and Bobo Dioulasso, and we preselected several candidates based on their readiness and agroecological practices. The next steps include technical training, support for documentation, and piloting organic standards in selected cooperatives and SMEs. In addition, our teams involved in this activity received training on Bio-SPG, to ensure they have the capacities to coach and train the farmer groups and SMEs. This foundational work will pave the way for the rollout of Bio-SPG certification activities in 2025.



BIO-SPG training for HortiPlus teams

2.2.6 Conclusion of Work Package 2

Successes

- Intensive and targeted business development support delivered to 47 SMEs.
- Successful Journées HortiPlus event organized, facilitating networking and exchange between participants, visitors, MFIs, and other stakeholders.
- 11 purchase intentions facilitated through cooperative-SME matchmaking.
- Three Innovation Fund projects funded, addressing key challenges in the chili pepper and strawberry value chains.
- Cooperative governance and entrepreneurial capacity strengthened through strategic plan development, marketing planning, and internal capitalization.

- Six formal financial statements produced across six cooperatives, improving financial transparency and planning.

Challenges

- Finance raising and market matchmaking activities were started in 2024 for SME and cooperatives; however, this did not yet result in concrete outcomes. We have developed strategies to address this in 2025 – these activities having the key focus of all teams involved.
- Security conditions in Centre-Nord and Centre-Ouest limited some cooperatives' access to their members.
- Most cooperatives lacked internal technical staff (e.g., accountants or managers), delaying implementation of post-training action plans.
- No direct financial support made it difficult for cooperatives to operationalize certain action points without external funding.

Changes to the initial plan

- Included strategic planning for cooperatives (2025–2027) earlier than initially planned to prepare them for entrepreneurial development.
- Intensified the number of field-based governance trainings to reach primary cooperative members.
- Added a peer exchange visit between cooperatives as a new activity to promote learning and best practices.

2.3 Coordination

2.3.1 Project management

The financial and administrative management of HortiPlus is carried out jointly by the Advance Consulting coordination team in the Netherlands and the execution team based in Ouagadougou. HortiPlus staff in Ouagadougou are hosted by Agrodev. During 2024, project management focused on:

- **Project administration and financial management systems**

The administration and financial management systems are functioning well. In April 2024, the first year of the project has been approved by the auditor.

- **Recruitment**

The HortiPlus team has had a few changes in 2024:

- The communication intern was replaced by a Communication and Campaign Officer
- The M&E Officer left in October, and a new M&E Officer was recruited who started in January 2025.
- A service provider was recruited for translations and voice-overs of the AgriCoach videos in Mooré and Dioula.

- **Weekly staff meetings**

To effectively implement activities and best manage staff and materials, weekly meetings of project staff are held in Ouagadougou. This framework allows all staff to take stock of achievements, plans, successes, and difficulties according to a framework designed for this purpose. The summary of the discussions from each meeting are recorded in a report and shared with all staff. In 2024, 49 weekly meeting reports were written and shared. In addition, weekly meetings are held between the Advance Consulting Project Coordinator and the HortiPlus Project Director.

- **Steering Committee**

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

- **HortiPlus Managers' Meetings**

In 2024, 14 HortiPlus managers' meetings have been organized with the consortium members. 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. The first half of 2024, these meetings were held bi-weekly, and from the second half of the year, the meetings switched to monthly meetings by decision of the managers.

- **Preparation of the Annual narrative and financial report for 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. The Embassy gave its formal approval on August 23, 2024.

- **Annual Planning and budget for 2025**

The planning of activities and budget for 2025 was developed and submitted to the Embassy on October 18, 2024. The Embassy gave its formal approval on October 28, 2024.

- **Institutional outreach and communications**

- The **Journées HortiPlus** served as a major institutional outreach activity. It showcased project achievements to external stakeholders, including representatives from the Dutch Embassy, government bodies, and civil society.
- Inscription of the project in the budget of the Ministry of Agriculture: In 2024, HortiPlus actively pursued efforts to achieve inclusion of the project in the national budget of the Ministry of Agriculture. All necessary steps have been made, however, inscription into the budget has not yet been achieved.
- The team maintained regular communication with the Dutch Embassy through update meetings and invitations to key events.

2.3.2 Monitoring and Evaluation

For the effective implementation of monitoring and evaluation activities, an M&E network has been set up. The network is composed of the M&E officers designated by the consortium partners and the HortiPlus M&E Officer. It meets once a month to review activities and to analyse the quality of learning and accountability data.

Besides the network that works across the consortium, the M&E Officer closely collaborates with the HortiPlus team members at the Ouaga office to collect data. Monthly activity planning and monitoring documents have been compiled to prepare and inform the monthly managers meetings. In Q3 and Q4, we developed an evaluation framework to measure the effectiveness of AgriCoach, including baseline indicators and plans for field-level validation and evaluation in 2025.

In October 2024 we started recruitment for a new person for the position of HortiPlus M&E Officer, since the first one had left for a position elsewhere. The new M&E Officer, Mr. William LANKOUANDE, has started in January 2025.

2.3.3 Safety and Security

In 2024, the HortiPlus **Safety and Security Focal Point Group** implemented several key measures to enhance workplace security and mitigate risks in project intervention areas. Following security incidents, including burglaries at the HortiPlus office and Agrodev premises, the group took action by reinforcing office security, installing surveillance cameras, and improving security protocols.

Regular security assessments were conducted across all intervention zones, with a focus on identifying high-risk areas, securing transport routes, and training staff on emergency protocols. A WhatsApp security group was reactivated to facilitate rapid information sharing

Some of the key activities included:

- Monthly online and face-to-face **meetings with the security focal points** and the Hortiplus project team in Ouaga.
- Each consortium member set up **contextualised security guidelines** for their activities, staff, and workspace – as well as Crises Management teams inside their organisations.
- Based on a yearly needs assessment, several **capacity building events** were organised for staff working in HortiPlus.
- During **the HortiPlus days**, the security focal points collaborated with the security officer of the Dutch Embassy, and following his recommendations, a security protocol was set up for the event – in collaboration with the police.
- The security focal points took part in the security meetings of the Dutch Embassy and had regular contact with the security official in the EKN.
- At the end of the year, an evaluation on the performance of the security focal point group was done amongst members and staff.

Trainings and Capacity Building

- **Community-Based First Aid Training**: This training was conducted for consortium members in collaboration with the Red Cross, and improved response capacity for medical emergencies.
- **Fire Safety and Office Security**: Offices were equipped with emergency kits, fire extinguishers, and improved door/window protection.
- **A HEAT Training** was organised in the end of 2024 for Advance Consulting HortiPlus staff who did not yet receive this training during the 2023 session. They received Hostile Environment Awareness Training to strengthen their ability to navigate high-risk areas safely



First Aid training at the HortiPlus office

2.3.4 Conclusion of Coordination

Successes

- The Annual report and audited financial statements have been approved
- The PTBA for 2025 has been approved
- Overall coordination is going well between the consortium members, coordination and the HortiPlus team.

Challenges

- The security situation is a continuous challenge to which we keep a close eye.
- Reporting in IATI remains a challenge. Even though the projects' status in Aidstream is currently "published in IATI", it does not appear in the system of the Embassy and the MoFA. We continue to look for a solution on this matter.
- Including the project in the budgetary program of the Ministry of Agriculture. We have filed our project at the Ministry in August 2023 and even though we have followed up several times with emails, phone calls and visits, we are still awaiting the official notice of the Ministry that the project has been included in the budget.

Changes to the initial plan

- None

3 Realisation versus targets

Table 3.1 below summarises the realisations achieved during year 1 and 2 of the project versus the targets as set in the latest version of the Monitoring and Evaluation framework of January 2025.

Result Level	Results chain	Indicator	Unit	Reference value 2023	Cumulative Targets 2026	Target Year 1	Target Year 2	Cumulative Targets Y1 + Y2	Results Year 1	Results Year 2	Cumulative Results Y1 + Y2	Rate (%) of achievement	Comments
Outcome 1	**Increased income and production** for 7,000 smallholders, and 800 Ha of **farmland** under **sustainable use**	1.1. Number of hectares of farmland under at least 2 conservation practices	ha		800	0	0	0					
		1.2. Increased revenues earned by smallholders (F: 40% & <35: 25%)	%		50%	0	0	0					

Result Level	Results chain	Indicator	Unit	Reference value 2023	Cumulative Targets 2026	Target Year 1	Target Year 2	Cumulative Targets Y1 + Y2	Results Year 1	Results Year 2	Cumulative Results Y1 + Y2	Rate (%) of achievement	Comments
		1.3. Number of SSFPs (F: 40%/M:60%) who progressively realize a living income	number of SSFPs	0	5000 (F: 2000- M: 3000)	0	0	0					
		1.4. Increased volume of fruit and vegetables produced by smallholders (F: 40% & <35: 25%)	%		50%	0	0	0					
Outcome 2	**Improved business operations** and **access to finance and markets** of 7 cooperatives and 100 SMEs	2. Sales increase for SMEs and cooperatives	amount in Euro	€ 0	€ 1.300.000	0	0	0					

Result Level	Results chain	Indicator	Unit	Reference value 2023	Cumulative Targets 2026	Target Year 1	Target Year 2	Cumulative Targets Y1 + Y2	Results Year 1	Results Year 2	Cumulative Results Y1 + Y2	Rate (%) of achievement	Comments
Outcome 3	50,000 rural consumers have **improved access to safe and nutritious foods.**	3. Number of people with a more diverse and adequate diet (F: 50% & <35: 50%), measured by Household Dietary Diversity (HDDS)	number	0	50000	0	0	0					
Outputs	**1.1:** AgriCoach app is adapted to local context and selected crops	1.1.1. Number of crops selected	number	0	6	4	4		6		6	150%	
		1.1.2. Number of training videos produced per crop	number	0	15 videos per crop	0	15 videos produced for 3 crops	15 videos produced for 3 crops	0	114	114	235%	
		1.1.3. Number of crop suitability maps created	number	0	4	4	0		12		12	300%	
		1.1.4. Climatology and soil data collected and prepared	number	0	1	1	0	1	1		1	100%	
		1.1.5. Number of G50 groups created	number	0	200	60	200	200		194	194	97%	
	1.2: Smallholders have capacity to apply GAP	1.2.1. Number of activators recruited, trained and supporting G50s	number	0	10	5	5	10	7	3	10	100%	

Result Level	Results chain	Indicator	Unit	Reference value 2023	Cumulative Targets 2026	Target Year 1	Target Year 2	Cumulative Targets Y1 + Y2	Results Year 1	Results Year 2	Cumulative Results Y1 + Y2	Rate (%) of achievement	Comments
	and CSA practices on their farms	1.2.2. Number of smallholders trained on CSA, GAP and food safety (F: 40% & <35: 25%)	number	0	7000	0	2000	2000	0	5920	5920	296%	
		1.2.3. Number of SSFPs applying new technologies/practices that aim to transform food systems towards desirable outcomes (disaggregated for male/female)	number	0	7000 (F: 2800- M: 4200)	0	2000	2000	0	5920	5920	296%	
		1.2.4. Number of smallholders actively using AgriCoach App (F: 40% & <35: 25%)	number	0	7000	0	2000	2000	0	N/A	N/A	N/A	This figure will be known after the AgriCoach evaluation that will be conducted in Q1 2025
		1.2.5. Number of smallholders registered on Auxfin UMVA platform (F: 40% & <35: 25%)	number	0	7000	2000	7000	7000	0	7014	7014	100%	

Result Level	Results chain	Indicator	Unit	Reference value 2023	Cumulative Targets 2026	Target Year 1	Target Year 2	Cumulative Targets Y1 + Y2	Results Year 1	Results Year 2	Cumulative Results Y1 + Y2	Rate (%) of achievement	Comments
		1.2.6. Number of hectares of farmland directly reached with activities aimed at structural/systemic improvement of agro-ecological sustainability	ha	0	800	0	200	200	0	0	0	0%	This figure will be known after the AgriCoach evaluation that will be conducted in Q1 2025
	1.3: Smallholder farmers have access to financial services	1.3.1. Number of MFIs connected to UMVA system	number	0	2	1	2	2	2	0	2	100%	
		1.3.2. Number of smallholders actively accessing credit through UMVA system (F: 40% & <35: 25%)	number	0	4000	0	1800	1800	0	0	0	0%	This activity has been delayed because of more stringent account registration. A strategy is in place to catch up on these targets in 2025 conditions
		1.3.3. % of credits paid back	%	0	95%	0%	95%	95%	0	0	0	0%	No credits have yet been enabled. See comment above.

Result Level	Results chain	Indicator	Unit	Reference value 2023	Cumulative Targets 2026	Target Year 1	Target Year 2	Cumulative Targets Y1 + Y2	Results Year 1	Results Year 2	Cumulative Results Y1 + Y2	Rate (%) of achievement	Comments
		1.3.4. Number of smallholders trained through FinanceCoach app (F: 40% & <35: 25%)	number	0	7000	0	2000	2000	0	0	0	0%	Because of the delay in the acces-to-credit activity, FinanceCoach training is delayed as well. A strategy is in place to catch up on these targets in 2025.
	1.4: Smallholders have access to quality horticulture input packages developed and low-tech innovations	1.4.1. Number of input packages developed	number	0	4	0	6	6	6	0	6	150%	
		1.4.2. % of smallholders accessing input packages (F: 40% & <35: 25%)	%	0	75%	0%	0%	0%					
		1.4.3. Total number of demonstration plots of low-tech innovations established	number	0	21	0	12	12	0	44	44	376%	

Result Level	Results chain	Indicator	Unit	Reference value 2023	Cumulative Targets 2026	Target Year 1	Target Year 2	Cumulative Targets Y1 + Y2	Results Year 1	Results Year 2	Cumulative Results Y1 + Y2	Rate (%) of achievement	Comments
		1.4.4. % of farmers applying new low-tech solutions on their plots (F: 40% & <35: 25%)	%	0	50%	0%	0%	0%					
	1.5: NutritionCoach is adapted to local context and used by smallholders and their families	1.5.1.Number of smallholders trained on nutrition	number	0	7000	0	0	0					
		1.5.2. Number of people directly reached with activities aimed at structural/systemic improvement of their nutritional situation	number	0	7000	0	0	0					
		1.5.3. Number of people indirectly reached aimed at structural/systemic improvement of their nutritional situation	number	0	43000	0	0	0					
	1.6: Social media campaigns on dietary diversity developed and rolled-out	1.6.1. Reach of Facebook campaign (F: 50% & <35: 50%)	follower	0	10000	0	2000	2000	0	2550	2550	128%	These are the number of followers on our Facebook page. Overall, the posts generated 335,000

Result Level	Results chain	Indicator	Unit	Reference value 2023	Cumulative Targets 2026	Target Year 1	Target Year 2	Cumulative Targets Y1 + Y2	Results Year 1	Results Year 2	Cumulative Results Y1 + Y2	Rate (%) of achievement	Comments
													views in 2024.
		1.6.2. Number of total posts (video, events, photos)	publication	0	150	0	50	50	0	232	232	464%	
	2.1: 100 SMEs received business support and matchmaking	2.1.1. Number of factsheets with latest insights on business opportunities and value chain developments on four crops developed	number	0	4	0	1	1	0	2	2	200%	
		2.1.2. Number of SMEs participating in and benefitting from Business training	number	0	40	20	20	40	17	30	47	118%	
		2.1.3. Number of SMEs participating in and benefitting from Masterclasses	number	0	80	0	30	30	0	69	69	230%	
		2.1.4. Number of sales contracts for SMEs	number	0	10	0	5	5	0	0	0	0%	A strategy is in place to catch up on this target in 2025

Result Level	Results chain	Indicator	Unit	Reference value 2023	Cumulative Targets 2026	Target Year 1	Target Year 2	Cumulative Targets Y1 + Y2	Results Year 1	Results Year 2	Cumulative Results Y1 + Y2	Rate (%) of achievement	Comments
		2.1.5. Sales increase created for SMEs and cooperatives	euro	€ 0	€ 1.300.000	0	0	0					
	2.2: Finance is raised for horticulture SMEs	2.2.1. Number of SMEs that obtained growth finance	number	0	5	0	2	2	0	0	0	0%	A strategy is in place to catch up on this target in 2025
		2.2.2. Value of working capital and project finance obtained for SMEs in EUR	euro	€ 0	€ 500.000	€ 0,00	€ 100.000	€ 100.000	€ 0,00	0	0	0%	A strategy is in place to catch up on this target in 2025
	2.3: New products, services and business models introduced via Innovation Fund	2.3.1. Number of proposals received	number	0	50	0	50	50	0	273	273	546%	
		2.3.2. Number of proposals awarded	number	0	3	0	3	3	0	3	3	100%	
		2.3.3. Total amount in Euro of the innovation fund granted to SMEs	euro	€ 0	€ 120.000	€ 0,00	€ 120.000	€ 120.000	€ 0	€ 120.000	€ 120.000	100%	
		2.3.4. Number of new products, services and business models introduced to the horticulture sector	number	0	3	0	0	0					
		2.3.5. Sales increase created for SMEs in Euros	euro	€ 0	€ 300.000	€ 0,00	€ 0,00	€ 0,00					

Result Level	Results chain	Indicator	Unit	Reference value 2023	Cumulative Targets 2026	Target Year 1	Target Year 2	Cumulative Targets Y1 + Y2	Results Year 1	Results Year 2	Cumulative Results Y1 + Y2	Rate (%) of achievement	Comments
		2.3.6. Number of smallholder farmers acquired new market, services and/or products (F: 25% & <35: 25%)	number	0	200	0	0	0					
	2.4: Bio-PGS certification rolled-out, including additional smallholders, SMEs and sales outlets	2.4.1. Number of SMEs and farmer groups that receive training on Bio-PGS certification	number	0	3 SMEs 6 farmer groups	0 0	3 SMEs 6 farmer groups	3 SMEs 6 farmer groups	0 0	0 0	0 0	0% 0%	The SME selection has taken place and they will receive training in Q2 2025 The farmer groups have been selected and received training in Q1 2025.
		2.4.2. Number of SMEs and farmer groups with Bio-PGS certification	number	0	3 SMEs 6 farmer groups	0 0	0 0	0 0					
		2.4.3. Number of new outlets that sell Bio-PGS certified fruits & vegetables	number	0	10	0	0	0					

Result Level	Results chain	Indicator	Unit	Reference value 2023	Cumulative Targets 2026	Target Year 1	Target Year 2	Cumulative Targets Y1 + Y2	Results Year 1	Results Year 2	Cumulative Results Y1 + Y2	Rate (%) of achievement	Comments
		2.4.4. Number of smallholder farmers with new markets (F: 25% & <35: 25%)	number	0	150	0	0	0					
	2.5: Cooperatives with strengthened business operations	2.5.1. Number of cooperatives that improved their operations and structures	number	0	7	0	7	7	7	7	7	100%	
		2.5.2. Number of cooperatives trained in business development	number	0	7	0	7	7	7	7	7	100%	