

19 November 2020

## Innovations Session N°1

Increased market opportunities  
through added-value and  
branded products



INNOVATIONS  
SERIES



# LES CEREALES DE TATAM SARL

*"JUST LIKE YOU, WE WANT THE BEST FOR YOUR FAMILY"*



# GENERAL INFORMATION

<b>Corporate name:</b>	Les Céréales de Tatam S.A.R.L
<b>Country:</b>	MALI
<b>Promoter's family and first name:</b>	DEM Aissata THIAM
<b>CEO's family and first name:</b>	DEM HALATOU
<b>Legal form:</b>	Limited Liability Company
<b>Purpose of the Company:</b>	Processing and marketing agri-food products
<b>Localisation:</b>	Dialakorobougou Industrial Zone, Bamako – Mali
<b>Contacts:</b>	+223 20 71 44 54 / +223 76 13 90 65 / +223 65 86 95 50
<b>Email address:</b>	<a href="mailto:infos@tatamcereales.com">infos@tatamcereales.com</a>
<b>Website:</b>	<a href="http://www.tatamcereales.com">www.tatamcereales.com</a>



- Created in 1992, DANAYA CEREALES SARL, which became LES CEREALES DE TATAM SARL in October 2018, is an SME involved in the processing and production of local agricultural products in Mali. The company benefits from technical support from the WFP and support to supply equipment from GAIN as part of phase 2 of the ALTAAQ project financed by the AFD and the BILL and MELINDA GATES foundation, technical and financial support from the MLI 21 Project of LUX DEVELOPMENT.
- TATAM CEREALS has more than 25 years of experience in the processing and marketing of agricultural products. Operating in a relatively competitive sector, it has managed to gain a place in the market with its high-quality products (Malian quality prize 2008, 2010, 2014 and 2017).

# The Main Mission



Its main mission is to manufacture and market cereal products (fortified millet flour, precooked fonio, monicourou, diouka, etc.) that are healthy and ready to be consumed. Its products are marketed throughout the African sub-region, in France and in the USA.

Céréales de Tatam has a production capacity estimated at three hundred (300) tons per year and employs about thirty (30) people. It also has a production unit that enables it to meet an average demand of 5 tonnes per day for all cereals.

# GENERAL STRATEGY



➤ **We sell the following products:**

- Fortimil: Fortified millet flour;
- Pre-cooked Fonio ;
- Diouka,
- Corn flour.
- Tiacry,
- Monicourou
- Degue Mougou
- Laro
- Broken Maize
- Mil's couscous



➤ **Competitive pricing**

Retail, semi-wholesale and wholesale

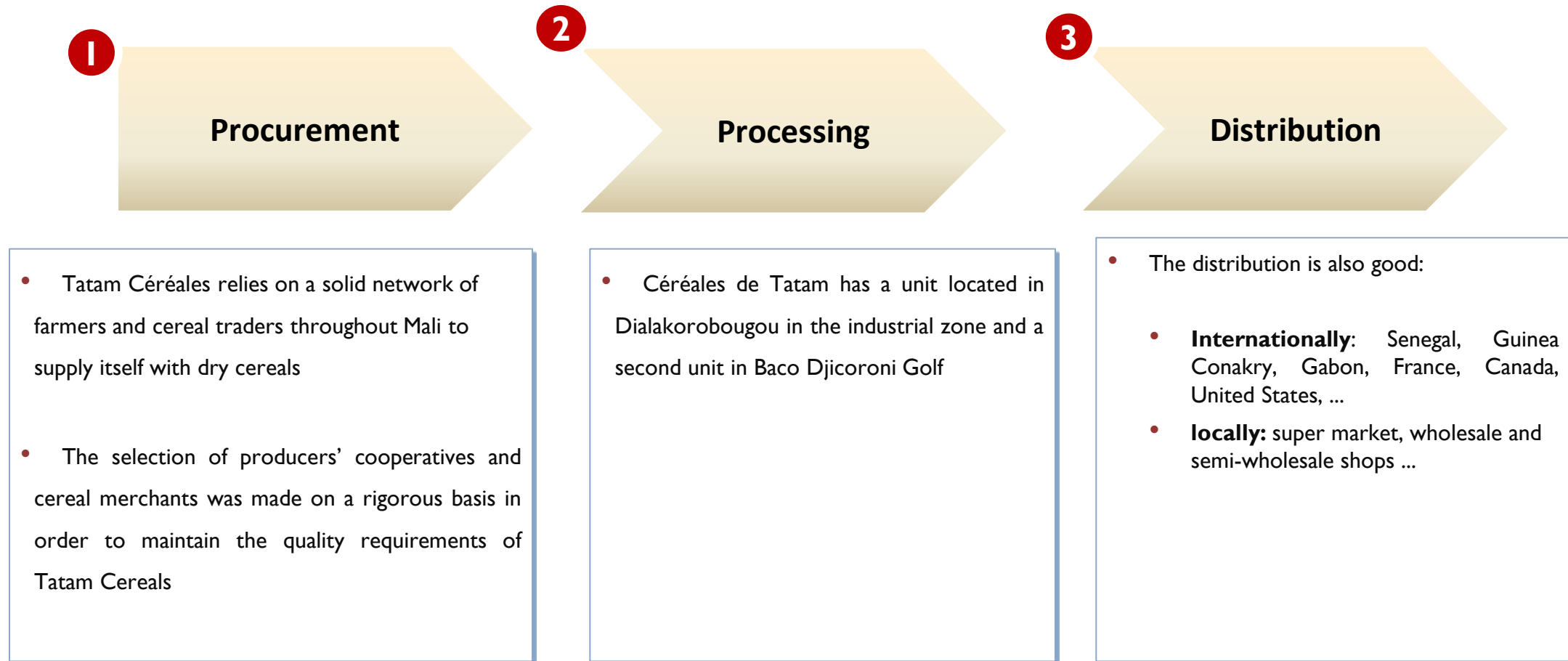
➤ **Our marketing strategy is based on:**

- A quality approach recognised by our customers;
- Active participation in professional food trade fairs, symposia and conferences organised by the partners;
- A privileged relationship with international organisations such as WFP, Lux Dev, UN Women and other partners;
- Communication on the importance of the nutritional values of cereal products

➤ **Integrated supply chain supplying both a dynamic local market and the international market.**

Tatam Cereals relies on both wholesalers and its network of distributors to reach the end consumer.

# TATAM GRAIN VALUE CHAIN





## Secured supply with quality approach

- The company has well-known suppliers in various production areas, with a particular focus on quality and specialisation in the production of particular crops.

Fonio at the UTC in San and in Guinea

Millet/sorghum for Tingoni in Segou

Maize in Sikasso, and groundnuts in Kayes/Kita

# OUR TEAM

Tatam Cereals relies on a team of 30 people, including 22 women.

Our employees share values of integrity, humanism and loyalty.

Tatam Cereals is a responsible company that complies with HACCP standards.

The management team is composed as follows:

## Halatou DEM, Director General

- Holds a Master's degree in Finance and Management from ESIG in Rabat
- She is co-manager of Danaya Céréales since 2010
- She is Managing Partner of Tatam Cereals
- Halatou has more than 10 years of experience in the Moroccan and Malian food industry



## Djeneba SOW, Accounting Assistant

- Holds a degree in finance and accounting from the *Institut des Hautes Etudes en Management (IHEM)* in Bamako, Mali
- It is responsible for keeping the accounts and drawing up the financial statements and any other summary documents.
- It has experience in cereal processing through its various internships with Danaya Céréales



## Fatoumata KONATE, Production Manager

- Holds a Master's degree in Unilingual English from the Faculty of Letters, Languages and Language Sciences (FLSL) in Bamako
- Is responsible for production management: defining the production objectives and the production schedule
- She has 6 years of experience in managing the production and marketing of cereals with Danaya Céréale



## Abdramane KEITA, Quality Manager

- Holds a Master's degree in Quality, Health, Safety and Environmental Management from Casa, Morocco
- Is responsible for setting up the ISO 22 000 certification system
- He has a certain expertise in the Moroccan companies in which he has carried out his internships



*Tout comme vous,  
nous voulons  
le meilleur pour  
votre famille*



SAINS ET SANS GLUTEN

HEALTHY AND GLUTEN FREE



Thank you for  
your attention

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TATAM CEREALS



TATAM



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# Thank you

