

10 October 2024

## Innovations Session N°21

How farmers and SMEs respond to the  
changing needs and preferences  
of consumers in Africa



INNOVATIONS<sup>📶</sup>  
SERIES





**LINKING PRODUCERS**

**AND CONSUMERS:**

**CONSUMING**

**LOCALLY**

Oct.24

# Main points to address

## Topics to be covered...

1. What is  
ROPPA?

2. Our strategic  
priorities

3. FOCUS PR 5

4. SOME  
ACHIEVEMENTS

5. SOME  
RESULTS

6. OUTLOOK

# 1. What is ROPPA?



**15 National Platforms in West Africa**

**147 Member Federations**

**+ 27 millions members of family farms (exploitations familiales: EF)**

**Branch managers (5) + women's college + young people**

**Present political spaces**



**Promotion of EF through policy influence + Advocacy Lobbying + member services**

□ Vision: to defend and promote family-run farms;

# 1. What is ROPPA?

- Promoting family farming
- Defending the interests of family farmers
- Influence of agro-sylvo-pastoral and fisheries development policies, programmes and strategies
- Strengthening farmers' organisations
- Promotion and development of economic services



## 2. Our strategic priorities



**LOCAL SUPPORT SYSTEM  
FOR FAMILY FARMS  
(SAAP-EF)**



**AGRO-ECOLOGY &  
CLIMATE CHANGE**



**ECONOMIC  
DEVELOPMENT SERVICES**



**INTERPROFESSIONS &  
SECTOR DEVELOPMENT**



**PROMOTING LOCAL  
PRODUCTS**

### 3. FOCUS PR 5

Local and national  
consumption of products  
from West African family  
farms

Increase the proportion of local or national products on rural and urban markets, in institutional purchases and in collective catering.

Facilitate the development, monitoring and implementation of public food policies based on local products through structured political dialogue

# 4. SOME ACHIEVEMENTS



LAUNCH OF THE AFRICA FEEDING CAMPAIGN: **2003**



TENKODOGO DECLARATION: Local consumption **2016**



LOCAL FAIR: PROMOTING PRODUCTS AND DEVELOPING BUSINESS PARTNERSHIPS



Organization of periodic market sales of holy products: MALI TOGO



Setting up a physical and online showcase for local products: Burkina Togo Regional



Support: Equipment-quality-certification



Country animation



## 5. SOME RESULTS



In Mali, various strategies are being implemented to increase sales and turnover. Organic weekends held in the capital and in the regions have enabled market garden produce, livestock (sheep and poultry) and products processed by processing units to be promoted, developed and marketed. Sales have risen from less than 1 tonne in the areas supported to 3.5 tonnes at organic weekends. Commercial links have been established with the capital's supermarkets and major hotels for the sale of processed agri-food products.



In Benin: Development of advocacy actions for the completion of the institutional purchase of local products, which facilitated the easing of the conditions for the acquisition of local products from producers by WFP-Benin.

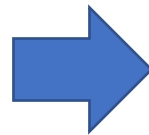


In Togo: a mini-market was organised to promote CTOP members' agricultural products in conjunction with the 2024 New Year celebration. In two days, the market generated a turnover of 415,500 francs, with 89% of products sold. This increased the visibility of the CTOP and its members.



# 5. SOME RESULTS

Significant improvement in product quality, marketing and consumption





# LABEL PINEAPPLE SUGAR LOAF



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# 6. OUTLOOK

SCALING

DIGITISATION

INSTITUTIONAL  
MARKET

STRENGTHENING  
AND DEVELOPING  
SERVICES

MARKET  
PENETRATION

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**RELEVER**

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Défi

# THANK YOU





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# Thank you

