

## PROJECT DESCRIPTION

APROVAG Production and Marketing of Organic Bananas  
(Senegal)**I. Introduction**

This appendix describes the activities to be undertaken and the results to be achieved with the funds obligated under this Agreement. Nothing in Appendix A shall be construed as amending any of the definitions, conditions, or terms of the Agreement.

**II. Background**

The Association des Producteurs de la Vallée du Fleuve Gambic (APROVAG) is a federation of 13 groups (EIGs) with over 1250 people who cultivate 272 hectares of land in 12 villages in the Tambacounda region of Senegal. Organic bananas command higher prices at market than conventional bananas, leading to higher incomes for growers and providing an opportunity for APROVAG. However, APROVAG lacks the proper irrigation, organic materials, and training to produce and sell organic bananas in the domestic and foreign markets.

**III. Funding****A. ADF Contribution**

The financial plan for ADF's contribution is set forth in Appendix A-1 to this agreement. The Parties may make changes to the financial plan without formal amendment, if such changes are made in accordance with Article 7 of the Agreement and do not cause ADF's contribution to exceed the obligated amount specified in Article 4, section 4.1 of the Agreement.

**B. APROVAG Contribution**

APROVAG's Contribution to the project is valued at 54,481,120 FCFA, derived from fees paid by member groups.

**IV. Project Goal**

The goal of the Project is to improve the standard of living in rural Senegal.

ADF



APROVAG



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## V. Project Purpose

The purpose of the Project is to increase the income of APROVAG and its members participating in the Project. The following indicators will be used to track the achievement of this purpose.

- A. The total yearly income of the 80 participating producers derived from non-organic bananas will change from a baseline of 0 FCFA to:
  1. 29,701,960 FCFA in Project Year 1;
  2. 53,201,960 FCFA in Project Year 2;
  3. 0 FCFA in Project Year 3;
  4. 0 FCFA in Project Year 4; and
  5. 0 FCFA in Project Year 5.
  
- B. Total yearly income of the 80 participating producers derived from organic bananas will change from a baseline of 0 FCFA to:
  1. 0 FCFA in Project Year 1;
  2. 0 FCFA in Project Year 2;
  3. 63,687,460 FCFA in Project Year 3;
  4. 89,264,635 FCFA in Project Year 4; and
  5. 89,264,635 FCFA in Project Year 5.
  
- C. APROVAG's total sales revenue from non-organic bananas produced on the designated plot will change from baseline of 0 FCFA to:
  1. 150,000,000 FCFA sales revenue in Project Year 1;
  2. 168,000,000 FCFA sales revenue in Project Year 2;
  3. 0 FCFA sales revenue in Project Year 3;
  4. 0 FCFA sales revenue in Project Year 4; and
  5. 0 FCFA sales revenue in Project Year 5.
  
- D. APROVAG's total sales revenue from organic bananas produced on the designated plot will change from baseline 0 FCFA to:
  1. 0 FCFA in Project Year 1;
  2. 0 FCFA in Project Year 2;
  3. 210,000,000 FCFA sales revenue in Project Year 3;
  4. 245,000,000 FCFA sales revenue in Project Year 4; and
  5. 245,000,000 FCFA sales revenue in Project Year 5.

**VI. Project Outputs**

- A. APROVAG's banana production of non-organic bananas on the designated plot will change from baseline 0 tons to:
1. 600 tons in Project Year 1;
  2. 600 tons in Project Year 2;
  3. 0 tons in Project Year 3;
  4. 0 tons in Project Year 4; and
  5. 0 tons in Project Year 5.
- B. APROVAG's production of organic bananas on the designated plot will change from baseline 0 tons to:
1. 0 tons in Project Year 1;
  2. 0 tons in Project Year 2;
  3. 700 tons in Project Year 3;
  4. 700 tons in Project Year 4; and
  5. 700 tons in Project Year 5.

**VII. Project Activities****A. Production**

APROVAG will establish a micro-spray irrigation system for the 80 organic plots spread across 20 hectares, powered by a motor pump installed close to the river and supplied by a floating ferry. In consultation with an engineer, APROVAG will construct a packaging station and a cold room near the production site to preserve bananas. It will purchase a refrigerated truck during the third year to facilitate its transition from local sales to the export market.

**B. Training and Technical Assistance**

1. APROVAG will hire a consultant to train 60 members in composting techniques during the first year of the Project. The remaining 20 producers will be trained during the second year of the Project.
2. APROVAG will receive organic certification by the second year of the project from an organization recognized by trade organizations as an authority on organic techniques. The process for organic certification which APROVAG will follow includes isolating its plot from non-organic bananas (i.e., it must not border any land using non-organic production techniques), its producers will use only natural fertilization

and composts, and the ripening process will be done with potassium alum.

C. Operations and Management

1. APROVAG will hire a program coordinator, marketing agent, and accountant.
2. APROVAG will improve its internal systems by hiring an accountant and establishing a manual of procedures that describes the rules and procedures for accounting activities within the Association. It will be prepared by a consultant specifically hired for the purpose.

D. Marketing

During the first two years of the Project, APROVAG will focus on the local banana market by training its members in negotiation and contracting techniques. Once APROVAG achieves organic certification, it will emphasize the external market. It will hire a commercial agent to conduct a market study which will provide all information on international trade relative to organic bananas (locating and evaluating the demand, the origin of tenders, distribution networks, conditions of sales and price, etc.). The survey will also identify traditional distributors and fair trade and organic banana networks in order to develop contracts for APROVAG producers. APROVAG will implement its marketing strategy and improve its sales by purchasing labeled packaging to distinguish its products.

**VIII. Roles and Responsibilities of the Parties**

APROVAG has ultimate responsibility for ensuring the proper implementation of this Project.

**IX. Monitoring and Evaluation**

ADF's partner in Senegal will closely monitor the activities of APROVAG to ensure proper reporting, adherence to the project implementation plan, and progress toward the achievement of Project objectives. The Partner will continuously assess the Project's risks and take remedial actions as needed. Monitoring by the Partner will be an important aspect of the ongoing coaching and advisory service. The Partner will review ADF's quarterly reports and will submit comments and observations to the management of APROVAG as a part of the on-going performance assessment

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