

BUILDING SENEGAL'S TRADE IN HORTICULTURAL COMMODITIES WITH THE U.S.

Project Profile

- Primary Goal:** Increase the exports of fresh fruits and vegetables from Senegal into U.S. markets
- Funding Source:** U.S. Agency for International Development (USAID) through the African Trade & Investment Policy Program (ATRIP)
- Period:** January 2002 – January 2004 (2 years)
Agreement between USAID and UofM signed March 2002

Project Components:

- (1) Pest Risk Assessments
- (2) Trade Development
- (3) Market Information System

Implementation & Management:

- **University of Minnesota's** College of Agricultural, Food & Environmental Sciences and its Office of International Agricultural Programs (major Midwest land-grant institution) with **Lincoln University** (HBCU & 1890 land-grant in Missouri)
- **SYSPRO** (rural development NGO and think tank based in Dakar, Senegal)
- **U.S. Agribusiness Partners**
 - H. Brooks & Company, SuperValu, Green Giant Fresh, C.H. Robinson, SYSCO (food importer/wholesalers)
 - Toro Ag (irrigation equipment), SureBeam (irradiation/pasteurization systems)
- **Senegalese Organizations**
 - Ministries of Foreign Affairs, Commerce, and Agriculture (especially Division of Crop Protection)
 - Private horticultural growers' associations and trade & export groups

Background:

This ATRIP project is intended to help Senegal to take full advantage of the opportunities and benefits offered under the U.S. Africa Growth and Opportunity Act (AGOA). It directly supports U.S. trade and investments with Senegal that involve fresh vegetable and fruit products and the production and processing equipment associated with these enterprises. It is expected to create new business partnerships between Senegal and U.S. food businesses and horticultural supply companies. It is hoped that this project will also serve as a model and lay the foundation for similar support to other West African countries.

Senegal is considered by USAID to be America's most important Francophone partner in Sub-Saharan Africa. With a growing population approaching 10 million—and one that is mostly rural, young (majority under age 35) and relatively poor-- Senegal has an urgent need to improve the performance of its agriculture. Agriculture is Senegal's economic foundation. Over the past several years, an exciting new approach to rural development called *Senegal Agricole* has emerged in Senegal. This uniquely Senegalese initiative is already creating significant new opportunities for economic growth and employment in Senegal, and is expected to markedly improve the livelihoods and quality of life of its citizens. *Senegal Agricole* promotes agricultural intensification, in part through agro-forestry based, irrigated horticultural cropping systems oriented to world as well as domestic markets.

Senegal Agricole. Initial pioneering efforts for *Senegal Agricole* in horticulture have been led by SYSPRO. Under SYSPRO's close supervision over the past several years, pilot fields now covering more than 2,000 hectares have produced impressive crop yields and quality. The result has been reliable supplies, over an 8-9 month period, of high quality produce that has already found acceptance in some European markets (Germany, France, Belgium) and secured reasonable profits for growers. Produce grown and exported to Europe (7,000 tons in 1999) include green beans, onions, bell peppers, honeydew and *charentais* melons, cherry tomatoes, strawberries, mango, asparagus, okra, and eggplant. Senegal has established a partnership with the University of Minnesota and its food business partners to assist the *Senegal Agricole* program, through SYSPRO, that will be based on end-market needs, first-rate market intelligence, premium "branded" products, and mastery of the supply and distribution chains.

The AGOA Opportunity. Signed into law in May 2000, AGOA is intended to offer tangible incentives for Sub-Saharan Africa countries to continue their efforts to open their economies and build free markets. AGOA provides "reforming African countries with the most liberal access to the U.S. market available to any country or region with which The U.S. does not have a Free Trade Agreement." A large number of products from these countries will be able to enter duty-free and quota-free. These include virtually all the key horticultural crops grown in Senegal. AGOA is also intended to "contribute to better market opportunities and stronger commercial partners in Africa for U.S. companies." The Act should help "forge stronger commercial ties between Africa and the U.S., while it helps to integrate Africa into the global economy."

APHIS Authorization. For fresh produce to come into the U.S. market, importers must receive authorization from USDA's Animal and Plant Health Inspection Service (APHIS). APHIS conducts Pest Risk Assessments (PRAs) for this purpose. A PRA documents those pests (e.g., insects, bacteria, and fungi) that may be associated with a commodity in its country of origin, and includes an assessment of the potential for and consequences of establishment of these pests in the U.S. PRAs provide the foundation to determine what steps must be taken, if any, to safely import a commodity and protect American agriculture and ecosystems from exotic pests. A PRA must be completed for each country for each product that is to enter the American market.

Trade and Investment Challenge. At this time, no Senegalese fresh produce is directly exported to the U.S., though Senegal has been shipping winter-season vegetables and fruits to the European market for years. This project specifically addresses the constraints and barriers that exist for exporting to the U.S. as well as the need for ongoing market intelligence to identify changing supply gaps and market windows for selected produce. The project will permit Senegalese producers and trade associations to establish trade partnerships and business linkages with U.S. food businesses for export of vegetables and fruits to the U.S. as well as with other U.S. firms for importing horticultural equipment and services to further develop this growing and dynamic industry in Senegal.

PLANNING DE LA VISITE DE LA DELEGATION AMERICAINE AU SENEGAL
(du 18 au 29 mai 2002)

Lundi 20 mai	Mar. 21 mai	Merc. 22 mai	Jeu. 23 mai	Ven. 24 mai	Lundi 27 mai	Mardi 28 mai	Merc. 29 mai
Matin 9h. Ets DIOP (SEPAS) 10h. Gorom (ONAPES) 11h. Diender (ONAPES)	Matin 9h. GAFFARI 10h. FILFILI 11h. Sébikotane (NEX) (Réunion avec agriculteurs de NEX, SEPAS et une exposition de TRANSFRULEG et ASCOPNA)	Matin 9h. MAESE 10h. USAID 11h. Aéroport	Matin 9h. Port 10h. CONDAK 11h. CARNAUD SENEGAL 12h. TECHNIPACT	Matin 9h. Ministère de l'Agriculture 10h. Centre Télé Education 11h. UCAD (Laboratoire de biotechnologie)	Matin 9h. CDH 10h. DPV LOCUSTOX	Matin 9h. SODIDA	
Après - midi 15h. Kirène (NEX)	Après - midi 16h. PPEA (Exportations de Produits Agricoles) 17h. Air Frêt Sénégal	Après - midi 14h. Ambassade USA 20h. Dimer (Croix du Sud)	Après - midi 15h. Comité pilotage S.A. 17h. Ministère de l'Enseignement Supérieur	Après - midi 15h. Ministère du Commerce	Après- midi - Séance de travail	Après - midi - Séance de travail	- Fin de la mission

Col Mb.D/O.S
REPUBLIQUE DU SENEGAL

UN PEUPLE - UN BUT - UNE FOI

PRESIDENCE DE LA REPUBLIQUE

Le Conseiller Technique

N° 00286 PR/ME.DC/SGPR/GC

Dakar, le 1 MAI 2002

CONVOCAATION

Les membres du Comité de pilotage du Projet "SENEGAL AGRICOLE" sont priés d'assister à la réunion prévue **le jeudi 23 mai 2002** à partir de **15 heures** à la salle de conférence de l'Inspection Générale d'Etat à la Présidence de la République.

ORDRE DU JOUR : Rencontre avec une délégation de l'Université de Minnesota des Etats-Unis.



Colonel Mbareck DIOP