



FÉDÉRATION DES PAYSANS  
DU FOUTA DJALLON



Confédération Nationale  
des Organisations  
Paysannes de Guinée

## Experience in collective potato marketing of the Fédération des Paysans [Smallholders' Federation] of Fouta Djallon - Guinea





## **SHORT INTRODUCTION TO THE FPDF**

- Set up in 1992**
- established in 10 prefectures in Middle Guinea, i.e. ¼ of the country**
- includes 994 groups with 31,529 members, of whom 67% are women**
- covers 5 products (potatoes, onions, tomatoes, rice and maize**
- Is a member of CNOP-G, which is a member of the ROPPA**

# Presentation Outline

- Presentation of the initiative
- Key potato dates
- Description of the effects or positive outcomes of the initiative
- Analysis of the initiative procedure
- Lessons learned and knowledge gained
- Issues and prospects

# Presentation of the initiative

***Title / Name:*** Collective Potato Marketing by the Fouta Djallon Smallholders Federation

## **Goals:**

The aim of collective marketing is to boost the income of the producers via:

- guaranteed production under the threat of loan sharks;
- controlling market price fluctuations via storage.

**Body responsible:** Federation of Foutah Djallon Smallholders, 10 Groups of Potato Producers

**Location:** in the Labé, Mali, Pita, Dalaba and Mamou prefectures in Middle Guinea

**Funding:** Federation, projects and programmes, NGOs

## **A unique situation**

- Disengagement of the State from production, processing and marketing activities
  - Producers organised into groups, member units of the Federation (the only one in the potato industry)
  - Difficulty of accessing production areas in winter
    - Difficulty experienced by the producers in storing fresh potatoes
- The group located at Timbi Madina centre is resolving this problem
- Weakness of merchants as regards finance
  - Etc.

# Key factors behind the implementation of the initiative

(1/1)

- Increase in productivity and production (yield has risen from 8 tonnes to over 25 tonnes / ha between 1992 and the present day)
- Increase in area under agricultural production from 40 ha to over 500 ha per marketing year
- Increase in member numbers, from one union to 10 unions, which means from 25 groups to over 200, individual producers rising from 500 producers to 8,500



## ***Summary of key dates regarding the FPFD potato interest***

- 1929: The potato makes its appearance in Fouta Djallon (Native vegetable production or cultivated by the AOF – French Minister for Trade and Industry – Emil PEROT – 1929).**
- 1978: The potato returns to Dalaba in the State farms.**
- 1981 – 1983: Potatoes cultivated in the Fermes Agropastorales d'Arrondissement (District Stock and Arable Farms – FAPA) in Timbi Madina, Dalaba, Parawii and Ditinn.**

## ***Summary of key dates regarding the FPFDD potato interest (continued)***

- 1984: Launch of FAO market gardening project in Dalaba and Soumbalako with the potato as the key crop.
- 1987 – 1988: Initiation of the Agricultural Development Project (Projet de Développement Agricole – PDA) in Timbi Madina where the potato has become a key crop and the founding of the 1<sup>st</sup> producers group in Laafou.
- 1990: Establishment of the Union of Timbi Madina groups (Union des Groupements de Timbi Madina – UGTM).
- **1992: Founding of the Fouta Djallon Smallholders' Federation and the Dalaba Union with the Rural Women's Support Project (BIT).**
- 1993: Potato imports frozen.



## ***Summary of key dates regarding the FPFDD potato interest (conclusion)***

- 1996: Founding of the Dounet, Ditinn and Parawii unions, and start of partnership with traders.
- 1998: End of potato import freeze and start of trials of exports of potatoes from Guinea to Senegal with the support of the CCFD.
- **2001 – 2005: Market surveys and studies, promotion of the potato on national and sub-regional markets (national and sub-regional fairs).**
- **2004: Registration of the ‘Belle de Guinée’ (Guinea Beauty) commercial brand.**
- **2005 – 2006: large-scale mechanisation of potato farming on 70 ha of the Koubi farm with sprinkler irrigation.**

# Description of the main results of the initiative

The mastery of technical procedures and the agricultural schedule in terms of input supply and field management has increased output from 8 tonnes to over 25 tonnes / ha between 1992 and the present time, with the area under production rising from 40 ha to over 500 ha per growing season **(in the dry season, on irrigated land)**.

In terms of production, volumes have soared from 500 tonnes to more than 12,000 tonnes of potato, with quality complying with the standards laid down by the Federation.

# **Description of the main results of the initiative** (conclusion)

As far as income is concerned, volumes marketed have risen from 500 tonnes to over 12,000 tonnes per growing season.

On the organisation and structure front, from an initial one (1) union, there are now 10 unions, representing a rise from 25 groups to more than 200, with member numbers soaring from 500 to 8,500 individual producers in the area covered.

Thanks to what has been learned, it is now possible to regulate potato availability throughout the entire year at a more rewarding price.

# Analysis of the marketing system

When the FPFD was set up in 1992, it initiated the collective potato marketing strategy mainly with the Timbi Madina Union of Groups (the first Union in the Federation), which recently expanded to include the neighbouring Unions in the platform (Timbi Tounni, Hafia).

From 1992 to 2011, the strategy was based on: i) the establishment of collection stores located in the growing and production zones; ii) the establishment of store management committees with simplified tools; iii) the organisation of the collection (delivery, sorting, measurement, bagging, weighing, storage); and iv) the setting of minimum prices by the organisers and producers upstream of the marketing campaign through negotiations with the merchants.

## **Analysis of the marketing system** (continued)

The marketing strategy was improved in 2012 by launching the marketing platform set up with the support of the World Bank, with a capacity of **6,000** tonnes per year, of which **1,500** tonnes were seed potatoes and **4,500** tonnes for eating. A platform management committee was organised consisting of representatives of both potato growers and potato merchants. A marketing fund was set up with its own bank account via the National Agricultural Industry Workers Support Programme.

In all, 10 unions benefited from this initiative, covering 204 groups and **8,500** producer members and a production capacity estimated as over 12,000 tonnes (**dry season yield**).

# Analysis of the marketing system (continued)

Through its implementation of the collective marketing strategy, the Federation has adopted a participatory approach based on a partnership between the producers, the State's technical services, the merchants, the shippers, the banks, agricultural projects and programmes, and input suppliers.

The entire system is managed by the Federation heads with the support of the in-house technical unit.



# Analysis of the marketing system (conclusion)

Players	Roles and responsibilities
Producers (groups, unions)	<ul style="list-style-type: none"><li>- Quality produce in large volumes</li><li>-Collection</li><li>-Compliance with decisions taken with the Federation</li></ul>
Federation	<ul style="list-style-type: none"><li>-Negotiations with merchants, the bank, the technical units; projects and programmes</li><li>-Help with minimum price setting</li><li>- Support/advice for producers</li><li>- Dividend sharing</li></ul>
State technical units	<ul style="list-style-type: none"><li>- Technical supervision</li></ul>
Merchants	<ul style="list-style-type: none"><li>- Buying and retailing the produce</li></ul>
Shippers	<ul style="list-style-type: none"><li>- Transportation of produce to the platform and the markets</li></ul>
Banks	<ul style="list-style-type: none"><li>- Finance and protection of funds</li></ul>
Agricultural projects and programmes	<ul style="list-style-type: none"><li>- Funding</li></ul>
Input suppliers	<ul style="list-style-type: none"><li>- Prompt delivery of quality inputs</li></ul>

# Achievements, constraints and limitations (1/1)

<p>-Achievements</p>	<ul style="list-style-type: none"><li>- Control of the local potato market</li><li>-Strengthening the producers' structure and organisation</li><li>-Strengthening the other links in the chain</li><li>-Availability of technical skills within the federation</li><li>-Development of an effective partnership between the producers and other industry players</li><li>- Strengthening the positioning of the federation and its members within the industry</li><li>-Boosting of federation visibility through the 'Belle de Guinée' potato</li></ul>
<p>-Constraints and limitations</p>	<ul style="list-style-type: none"><li>-Weakness of the electricity grid (the platform operates by means of generator units)</li><li>-Enclosure of production areas</li><li>-Lack of potato processing initiative</li><li>-High interest rates charged by commercial banks</li></ul>



# Indicators of success (1/1)

Indicators of success:

- Producers well structured and organised (groups, unions, Federation)
- An effective partnership has been developed between industry players
- Mastery of production systems producing good quality potatoes
- Packaging and transportation upgraded
- Respect for profit margin shares at all levels (unions, groups, producers)
- Constant and permanent consultation between players both up- and downstream
- The creation of a Board of Management within the federation
- Management, negotiating and infrastructure maintenance and upkeep skills are in existence
- Support measures deriving from State wishes as regards the promotion of national produce

# Knowledge gained and lessons learned

(1/1)

Collective marketing has led to:

- a guarantee of produce quality and quantity
- the creation of local jobs (labour, manure collection, equipment repair, etc.)
- the professionalisation of producers
- the growth and diversification of the incomes of the producers and other industry contributors
- the improvement of living standards in rural areas
- the strengthening of the positioning of the producers in the industry
- foodstuffs diversification with crop rotation systems
- Board of Management making for production cost control



# Issues and prospects (1/1)

## The issues:

- controlling platform operating costs
- producer compliance with potato production specifications
- year-round potato availability
- storage conditions complying with standards in force

## Prospects:

- controlling water to guarantee production in all seasons
- freeing up the production zones
- increasing producer literacy

# Thank you

