



**THE RICE VALUE CHAIN IN GUINEA :  
Enhancing its development  
via the support to downstream operators  
and inter-professional initiatives**

**Agri-Chains & Sustainable Development: linking local and  
global dynamics  
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# Constraints and objectives

## Poor recognition of small rural entrepreneurs

- Preference of Guineans for local and **parboiled rice**
- Rice : 65% of the cultivated area, main staple food, but still **high importations** (1/3 of the consumption, 300 to 600 000 T/year)
- Focus (national policy and projects) on rice **production**, with **recent and limited support to the downstream stakeholders**, professional structuration and consultation
- Actions not conducive to **job creation** and scaling-up of **income sources**, especially for **women**
- **Processing** : still weakly mastered while **central for the quality of rice** (especially parboiling): market supplied with insufficient or irregular quantity and quality

## The structuring of downstream operators, in order to :

- Support their **professionalization** and development of activities
- **Recognize** their contribution to the economy
- Promote a **representation of the interests of the different groups of stakeholders** within the value chain

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# The projects' approach

GRET and MGE actions, in close collaboration with the Guinean Ministry of Agriculture

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Support downstream operators in the 3 main production areas

- Support to the structuring and professionalization
- With a view of **transferring activities to sustainable structures** and supporting the **creation of an inter-branch organisation**



Develop an approach from upstream to downstream to:

- Increase the **production** and the **marketing** of parboiled rice
- Increase the **incomes** of the value chain stakeholders with a more **equitable distribution of the added value**,
- A better supply of **quality local products to urban centers**



# Processing and marketing

## Strengthening individual and collective professional skills

- **Self-promotion**
- **Capacity-building of elected officials**
- Improvement of **management** skills
- Introduction of **techniques/processes, quality**
- **Roles / laws** for professional organisations



## Improvement of processing equipment

- Adoption of **improved parboiling equipment**
- Multiplication of **rice mills** and maintenance / repairing **services**

## Structuration of women parboilers and rice millers

- **Over 150 groups, 15 unions, within 3 federations (over 80% ♀)**
- New financial support (IFAD, WB), institutional markets (WFP)
- **Conflicts:** development seen by producers as **competition** and not as partnership (at the institutional level)

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# Interprofessional initiatives

## Regular consultation for the emergence of an inter-branch organisation

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- On quality, marketing, equipment, advisory services, credit...
  - **Quality:** a real challenge and a mean to stimulate dialogue
- ➔ 1 guide for good practices, 1 national quality charter



## A collective/interprofessional brand for parboiled mangrove rice

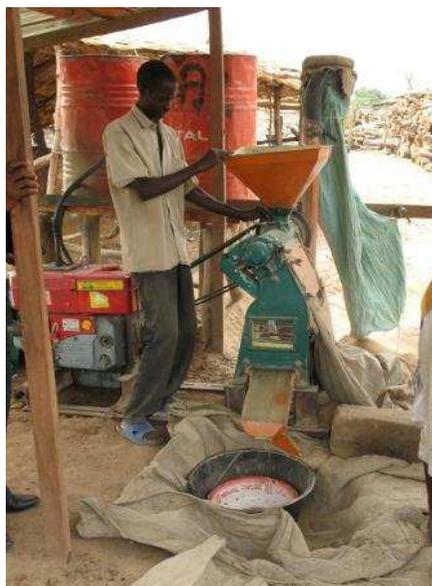
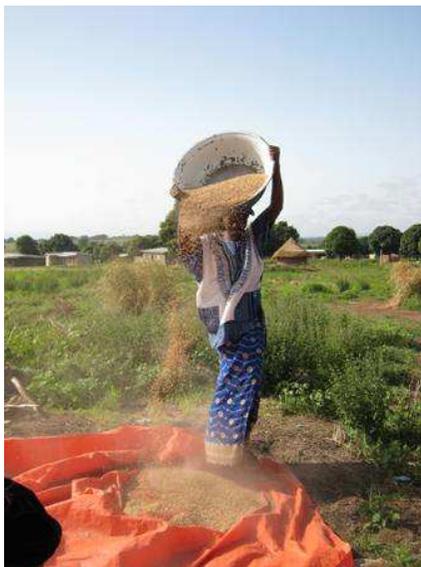


- **Specific features** (production & parboiling conditions/practices), necessary to **prevent/limit sales under the name “Böra Maalé”**
- A collective brand: **a first step** in promoting the specificities, expanding opportunities and obtaining **more profitable benefits** (more expansive niche market + consumers ready to pay)
- **First interprofessional brand in Africa** (oct 2014)
- Current sale to **supermarkets, restaurants...**(4,5 T)
- **Challenges** : autonomy, regular quality, business opportunities, products diversification, advocacy...



# Thank you for your attention

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