



Integration of a mango cooperative within the market system

Uniterra is a Canadian volunteer cooperation and international development program that is jointly operated by WUSC (World University Service of Canada) and CECI (the Centre for International Studies and Cooperation). The program supports inclusive economic development to benefit women and youth in 14 countries across Africa, Asia, and the Americas. Uniterra works with key private, public, and civil society partners to facilitate growth and change in markets that have the greatest impact on the marginalized.

A disorganised market

In the community of Kaï in Mali, mangos have the potential to create incomes for all actors at different levels of the value chain, though at present there is little value added. The mango market in Kaï is run informally, avoiding all official control. Following local sales, a significant surplus of mangoes rot in the fields, perpetuating the lack of raw material that could be sent to processing plants. Mango production is also a male dominated trade. Women can only pick mangoes and sell them on their own account after buyers have made their deals, but their revenues are weak as local markets are flooded with mangoes.

Producers from the Sabugnuman Coop in Kaï face numerous barriers preventing them from integrating into the national market. These include a lack of knowledge on cooperative management and principles, a lack of market information, as well as a lack of access to finance. In order to meet these challenges, the Uniterra Program supported the Sabugnuman Cooperative to integrate the mango market system to the benefit of its members, half of whom are women and almost 60% of whom are under the age of 35.

Integration of Sabugnuman Cooperative within the market

Volunteers of the Uniterra Program have built the organisational and institutional capacities of the 50-member Sabugnuman Cooperative; this enabled the Coop to comply with OHADA¹ regulations governing all collective enterprises within its space.

1. Organization for the harmonization of business law in africa. Its mission is to harmonize business Law in Africa in order to guarantee legal and judicial security for investors and companies in its Member states.

Program

Uniterra Volunteer Cooperation Program
2015-2020

Date

July 2015-March 2018

Implementing partner

Coopérative de production et de commercialisation de mangues « Sabugnuman », Commune de Kai

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Key themes of the story

Market system,
agroprocessing, mango subsector

Uniterra also facilitated linkages with the Interprofessional Organisation of Mango Producers and focused particularly on the inclusion of women and youth. The Cooperative, in partnership with the Interprofessional Organisation, trained 30 young Cooperative members (including 15 women) on mango picking, collection and packaging/processing techniques. These youth have the competencies to offer paid services to orchard owners and exporters. The Coop also initiated a pilot project of dried mangoes to further strengthen the inclusion of women in the sub-sector, thereby contributing to the reduction of fresh mango loss, while creating opportunities for women's empowerment.

The facilitation role of the Uniterra Program enabled the Cooperative to improve its knowledge about the market and to reach out to establish partnership relations with other actors within the system (retailers, packing plants, processors, microfinance organizations).

Results

- The Cooperative, in partnership with the Mango Packaging/processing Plant of Sikasso, realised a 11 M. fcfa (Can.\$25,000) commercial transaction during the course of 2017; following the success of the operation, the plant contributed 50,000 fcfa (Can.\$114) to the cooperative's fund.
- The Inter-profession and its partners trained 157 farmers (including 28 women, 102 youth and 27 men) on partial cutting techniques for mango trees to improve the quality of the fruits.
- The Cooperative developed a Farmers' Market, to support the marketing of its products. The market actors believe it to be a favourable space to facilitate commercial meetings and transactions. The Market has transport and packaging/processing equipment and will soon have a storage warehouse.
- The beginning of mango processing in the area, a promising niche for women: the pilot project to dry mangoes, initiated by the Cooperative, strengthens the inclusion of women in the mango sector and creates empowerment opportunities. So far, 25 women from the Cooperative were trained on the equipment and techniques of mango drying.
- A more important perception of the value of the work done by women and youth in the mango orchards.

Results

- 50 direct beneficiaries (Co-op members)**
- 2500 indirect beneficiaries (families of co-op members)**
- 5 volunteers involved**
- 1 pilot project drying mangoes**
- 1 Farmers' Market project**



Scaling up, reproduction, sustainability and innovation

The Uniterra Program closed its program in Mali on March 31, 2017. There will thus not be any scaling up of this initiative, but the Cooperative is today running well and pursuing its activities around collecting, packaging/processing and drying mangoes.

The results of this project contributed to SDGs:

- 1 - No poverty,**
- 5 - Gender equality,**
- 8 - Decent work and economic growth,**
- 10 - Reduced inequalities**

THE CRUCIAL ROLE OF NATIONAL VOLUNTEERS

The situation of insecurity pervading in Mali compelled the Uniterra Program to stop sending Canadian volunteers in the country. To remedy this situation, the Uniterra Program recruited national volunteers. Five volunteers — Élisée Sidibé, Fatoumata Diallo, Oumou Coulibaly, Aminata Diawara and Alima Traoré, Advisors in fruit packaging and processing, markets systems, communications, entrepreneurship and gender equality — played a crucial role at the capacity building level for the Sabugnuman Cooperative of Kaï.