

# Promoting family farming in West Africa

## Towards massive consumption of local products

**CALL FOR  
PROPOSALS  
2023**

**DEADLINE FOR  
THE SUBMISSION PROJECTS:  
TUESDAY, 25 APRIL 2023**

### Background

In West Africa, in the face of rapid urban growth and increased demand from urban and rural consumers, food systems based on family farming are already strengthening in many places the capacity of a country or region to feed its populations through local production, processing, distribution, particularly through efficient short circuits. It is its amplifying effect which is to be supported. Thus, West African farmers' organizations and NGOs must, with their cooperation partners, take up a fourfold challenge: guarantee the availability of healthy, locally produced food; ensure a dignified income for farmers and other stakeholders in local food chains and systems; meet the requirements of sustainable management of natural resources; influence public policies at both national and international levels.

### The program

The Fondation de France and the Comité Français pour la Solidarité Internationale (CFSI) joined forces in 2009 to launch a new program to reinforce family farming in West Africa: the Promotion de l'agriculture familiale en Afrique de l'Ouest (Pafao) program. This program is benefiting from a contribution from the Fondation JM.Bruneau (under the auspices of the Fondation de France) and the Agence française de développement (AFD, French Development Agency). The Réseau des organisations paysannes et de producteurs d'Afrique de l'Ouest (Roppa) is a member of the monitoring and

orientation committee. The dotation fund Seed Foundation and the Jafowa program take part to the capitalization side of the program.

The program has supported more than 300 initiatives since 2009 on the basis of a "general" call for projects and 5 "Coup de pouce" calls (in 2015, 2016, 2017, 2020 and 2022).

### Objectives

The general objective of the Pafao program is to:

- **promote** local initiatives to strengthen access to healthy and quality food produced by viable and sustainable West African family farming and processed in the country or in the sub-region, while ensuring an equitable distribution of added value in the value chains (this is the present call for proposals);
- **capitalize** (produce knowledge) to draw useful lessons beyond the projects, for the organizations and for the advocacy actors. The challenge is to contribute to the documentation of the sustainability of this agricultural and food model, which can be used by decision-makers to take these issues into account in public policies;
- **support** the construction of strategies for change of scale so that successful initiatives do not remain marginal but occupy more economic space.

In a context of competition with imports, this means supporting "local consumption", understood as "the local and national consumption of the products of West African family farming".

By joining forces with Roppa (a major advocacy actor) and allowing the eligibility of advocacy projects, the program articulates a rather economic approach with projects carried out at the level of territories and sectors with an approach to influence the political and legislative environment at the national and regional level so that it is more favourable to sustainable family farming.

The specific objectives are:

- through concrete, innovative action, to improve and secure the production, processing, preservation and marketing of farm produce and to ensure that poor urban consumers have access to it;
- to share among local, national and international actors the knowledge acquired from concrete action under this program, and to draw comprehensive lessons,
- produce documents and arguments useful to the actors who monitor policies and challenge policy-makers.

## What initiatives are being supported?

### Themes

The program supports projects which take into account **both** the following themes:

- **strengthening the consumption of local quality products from sustainable family farming in rural and urban markets — mass markets and institutional/ promoting the consumption of local products:** how can local family farming supply domestic markets and feed the cities —big or medium ones— and rural settlements? How can local family farming supply urban markets and feed towns? How can it compete with imported products and gain a share of urban markets? How to boost the consumption of local products as opposed to imported food? How can the rural population live decently from family farming activities? How can producers, processors, traders, and consumers organize themselves, individually and together, to improve responses to each other's needs?
- **developing methods of sustainable agriculture:** is it possible to meet the challenge “Feeding the towns and rural areas, now and in 2050, through family farming” by developing sustainable agriculture? How can family farming adapt to climate change? How can it contribute to preserving natural resources and biodiversity — whether

in the phase of production, processing or marketing? How to guarantee the diversification of production as well as the variety and nutritional quality of local products?

**Please note** that the Pafao programme selects projects that take into account the 3 dimensions of sustainable development, environmental, economic and social, particularly in an agro-ecological approach.

### Priority questions in 2023

This 2023 call for proposals exclusively targets initiatives that answer one (or more) of these 3 questions:

- How can the marketing of local products be remunerative for peasants and other actors in the value chain, beyond niche markets, and be a vector of quality food produced and processed in the country or sub-region?
- How can local products produced by family farmers gain sustainable access to institutional markets?
- How can West African consumers and the organizations that represent them become full-fledged actors in the massive consumption of healthy local products?

If your project does not answer at least one of these questions in a central and specific way, it will not be selected.

### Actions

The program provides financial support for actions designed to enhance the consumption of local products and to give produce from sustainable family farms access to urban markets. This objective can be illustrated by such actions as, for example:

- improvement and diversification of sustainable family farming production, its processing and marketing; a diversified offer of healthy and nutritious food;
- strengthening of farmers' organisations involved in initiatives to improve access to domestic markets for local sustainable products, allowing better remuneration for producers and a better distribution of added value, in relation to the other actors in the value chain;
- structuration and shared governance between the segments of the agri-food chains, concertation, conclusion of contracts, joint-trade organisation; multi-actor governance of food systems; support for local and regional authorities to set up territorial food plans;
- dynamics aiming at differentiating local products (quality control processes, product presentation, labelling and certifications, communication, marketing...)

- awareness raising of consumers regarding defense and promotion of family farming and consumption of local products, by adapting the tools to the type of consumers targeted (for example, the organization of awareness campaigns, film projection sessions followed by debate, the production or translation into regional languages of awareness-raising materials, whether documents or videos, etc.)
- capitalization on initiatives bringing responses to the question: how can sustainable family farming regain market shares?
- advocating to political decision-makers, particularly at the national level, in favour of the consumption of local products, whether raw or processed, from sustainable family agriculture

etc.

The program grant committee will pay special attention to the projects in West Africa:

- that take into account lessons learnt from (former or current) experiences realized on similar topics and/or on the same territory
- that clearly explain their positioning in relation to other actors (eg. farmer organizations, national or foreign support organizations, local authorities, government departments, private sector actors, consumer associations, media, international organizations, donors, etc.) or that —if significant— work in conjunction with them

**Important:**

- the Program’s Committee will only select initiatives that demonstrate a real capacity for innovation, change or replication of successful experiences to meet the challenge of promoting local consumption and strengthening the place of products from sustainable family farming in urban and rural markets. Consequently, a project that only aims at strengthening agricultural production will not be selected
- projects aimed mainly at purchasing equipment or subsidizing inputs cannot be financed by this fund. Therefore, equipment and supplies expenses should not exceed 40% of the total project budget

**To whom is this call for proposals addressed?**

To non-profit legal entities:

- West African farmers’ organizations **registered for more than one year**
- “support NGOs” active in West Africa or in European Union (to the extent that they work with local partners)
- research and/or training organizations

**Important:** this call for proposals is reserved for proposals of partnership actions, formalized between African and European (EU) organization(s). The applicant organization can be West African or European (EU).

**Selection criteria**

After verifying that the project answers at least one of the 3 questions of the 2023 call, the selection committee will make a selection according to the following criteria:

- admissibility of the dossier from an administrative point of view: complete dossier, correctly filled in and with the accompanying documents as requested, files correctly named and in the requested format, amount of the grant and duration of the project, no error in the budgets, etc.
- eligibility of applicants, partners and projects
- relevance of the proposal to test or strengthen mechanisms that aim to enable products of sustainable family farming to access —while allowing a fair and equitable remuneration of the actors of the chains— to mass markets, urban and rural, or to institutional purchases or that aim to make consumers, and their organizations, full-fledged actors in the mass consumption of healthy local products
- quality of the project: its impact on family farming and on access to food in towns, cities and rural settlements, preservation of natural resources and of biodiversity, adaptation to climate change, rural employment, governance, skill-based partnerships at local and international level, etc.
- taking into account former experiences or experiences led by other actors on similar themes and/ or on the same territory
- feasibility: relevance of project’s budget and action plan, coherence of the general objective, specific objectives, planned activities, expected results and the indicators of these same results, coherence between estimated budget and financial planning
- criteria for inclusion of scaling-up and scaling-out (measures to ensure the continued benefits over the long run, capitalization, dissemination and valorization, replication of the innovations, advocacy, etc.)

## Support modalities

In order to encourage applicants to develop diversified partnerships, especially local ones, the Pafao program will not finance the whole project (maximum at 80%). The financing plans will mention the other solicited/acquired financial partners, as well as the self-financing part which is forecast.

Two kinds of initiatives will be supported:

- short-term projects (one-year duration), with a granted amount of 10,000€ to 18,000€
- multi-year projects (3 years maximum), with a maximum amount of 60,000€ for the whole time period (3 years) and paid in annual tranches in light of the progress of the project

The supported projects can already be under way, or be specific parts of wider projects, whether under way or new.

The financed actions must unfold after January 1st, 2023 and begin before December 31st, 2023.

## How to reply?

Please download the guidelines and the application file (Word and Excel files) on [fondationdefrance.org](http://fondationdefrance.org) (section “*Trouver un financement*”) or [cfsi.asso.fr](http://cfsi.asso.fr) (section “*Actualités*”).

The dossier, completed in French or English, is to be sent by email only, to the following address: [secr.aea@cfsi.asso.fr](mailto:secr.aea@cfsi.asso.fr) (a Word file, accompanied by the Excel file for the budgets, and the annexes requested). The documents may be sent in several emails, each not exceeding 8 Mo.

The limit date for reception of the dossier by email is Tuesday, 25 April 2023.

The admissibility and the eligibility of the applications will be examined by the program secretariat, put in place by CFSI. Eligible applications will then be examined by the program grant committee. Should you have any question left unanswered after having carefully read the guidelines, please send it by email only to: [secr.aea@cfsi.asso.fr](mailto:secr.aea@cfsi.asso.fr)

## Program contacts

### Gaëlle Kergraisse

Fondation de France  
40 avenue Hoche - 75008 Paris - France  
[fondationdefrance.org](http://fondationdefrance.org)

### Alice Moreau

Comité Français pour la Solidarité Internationale (CFSI)  
17 rue de Châteaudun - 75009 Paris - France  
[cfsi.asso.fr](http://cfsi.asso.fr)



Fondation  
de  
France