

## SUGU YIRIWA (DELTA ZONE)

### Description

Feed the Future (FTF) Mali Sugu Yiriwa (prosperous markets) is a five-year activity aimed at strengthening agricultural market systems through interventions like improved access to finance, agribusiness development, business to business (B2B) linkages, and the use of digital tools. Sugu Yiriwa advances Mali's FTF Country Plan by focusing on market system strengthening in 80 communes that are in Mali's FTF Zone of Influence and Resilience Focus Zone. CARE International leads the activity consortium which includes local partners Nyeta Conseils and Afrique Verte.

Sugu Yiriwa is complemented by an agricultural production activity (Sènè Yiriwa) working in the same communes to collectively develop the supply and demand side of agricultural production. Placing special emphasis on the shock-prone socio-political and environmental context of the Delta Zone, both FTF Delta zone activities, in combination with Albarka, Mali's Resilience Food Security Activity, lie at the heart of USAID/Mali's community resilience efforts.

### Goal

To strengthen the organization, efficiency, and resilience of agricultural market systems that are inclusive and nutrition sensitive.

### Objectives

To advance three core FTF goals:

- Promote inclusive and sustainable agricultural-led growth.
- Increase resilience of people and communities.
- Improve nutrition, especially among women, adolescent girls, and children.

### Specific objectives

- Improve delivery of quality products and services to producers and micro, small, and medium enterprises.
- Increase income availability without reducing households' ability to farm.
- Increase the availability, access, and sales of nutrient-dense food products.



Business to Business (B2B) workshop in Mopti region

**BUDGET:** \$25,474,545

**PROJECT CYCLE:** 2021-2026

**TARGET AREAS:** 80 communes from 12 circles in the Delta zone: Bandiagara, Bankass, Dire, Djénné, Douentza, Goundam, Koro, Mopti, Niafunké, Ténénkou, Tombouctou, and Youwarou.

**PROJECT BENEFICIARIES:** Market system actors including Producer Organizations (POs) with an emphasis on women and youth, micro-small-medium enterprises, financial service providers, village savings and loan associations, and traders.

**IMPLEMENTING PARTNER:** CARE International

#### SELECT EXPECTED RESULTS:

- \$37M in total annual sales.
- 37.9% of female participants in USG assisted programs.
- \$487K of Agricultural financing as a result of USG assistance.

#### ACHIEVED RESULTS (FY2023):

- \$20M in total annual sales.
- 51.4% of female participants in USG assisted programs.
- \$157,000 of Agricultural financing as a result of USG assistance.
- 2,260 children under five reached with nutrition-specific interventions.