

## SUGU YIRIWA (SOUTHERN ZONE)

### Description

Feed the Future (FTF) Mali Sugu Yiriwa (prosperous markets) is a five-year activity to empower private and public market actors across the market system, with a strategic focus on pro-poor and nutrition-sensitive value chains. The activity addresses barriers and constraints to access and transparency within the broader food market system while integrating strategies to promote the consumption, availability, and affordability of nutritious foods. Sugu Yiriwa emphasizes on diversifying livelihoods and increasing economic opportunities, especially for women and youth. Cultivating New Frontiers in Agriculture (CNFA) leads the activity consortium which includes the Mali Agricultural Market Trust (MALIMARK) and Helen Keller International. 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.

### Goals:

The goal of Sugu Yiriwa is to contribute to a more inclusive, sustainable, and resilient market system by addressing constraints and leveraging opportunities within specific value chains.

### Objectives:

To advance the 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

- Enhance market access for producer organizations by building strong linkages between traders, aggregators, agro-dealers, and financial services providers.
- Improve access to and use of quality and affordable agricultural inputs and services.
- Increase diversity and market demand for nutritious and safe foods including fruits, vegetables, and animal products.



Tabaski Fair 2021, Sikasso

**BUDGET:** \$22,417,641

**PROJECT CYCLE:** 2021-2026

**TARGET AREAS:** 46 communes from the following circles in the Southern zone: Bougouni, Kadiolo, Koutiala, Sikasso, Yanfolila and Yorosso.

**PROJECT BENEFICIARIES:** Producer organizations, farmers, community volunteers, business development service providers, agro-dealers, and entrepreneurs.

**IMPLEMENTING PARTNER:**  
Cultivating New Frontiers in Agriculture (CNFA)

**EXPECTED RESULTS:**  
\$250,000 in private sector investment to support food security and nutrition  
\$1.3 million in sales by producers through commodity fairs  
60% female participants in USG assisted programs

**RESULTS ACHIEVED**  
\$1,250,000 in private sector investment to support food security and nutrition  
\$2.7 million in sales by producers through commodity fairs  
5,250 children under five (0-59 months) reached with nutrition specific interventions  
49.5% female participation in USG assisted programs