



**FEED THE FUTURE**  
**BUSINESS DRIVERS FOR FOOD SAFETY**  
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**BD4FS SENEGAL FOOD SAFETY NEWS**

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## About BD4FS

Food safety refers to the conditions and practices that preserve the quality of food to prevent contamination and food-borne illnesses. Foodborne pathogens undermine the health and well-being of hundreds of millions of people around the world each year. Inadequate food handling practices and poor infrastructure in supply chains increase consumer health risks, in addition to being the root causes of pre-consumer loss and waste throughout the food system.

Feed the Future Business Drivers for Food Safety (BD4FS), implemented by Food Enterprise Solutions (FES) and supported by the United States Agency for International Development (USAID), is a multinational effort aimed at accelerating the adoption of food safety practices in local food systems. BD4FS works in partnership with local agribusiness actors – Growing Food Businesses<sup>1</sup> (GFBs) – to co-design and implement incentive strategies, thereby building their capacity and enabling them to be agents of positive change in the effort. improve food safety, reduce malnutrition, mitigate pre-consumption food losses, and reduce hunger in general.

Focusing on the role of GFBs in improving food safety, the FES team contributes to USAID's knowledge base, strategies, and methodologies for enterprise-level assistance in food systems. BD4FS' mission is to provide technical assistance and capacity building, develop best practices and lessons learned, and generate success for entrepreneurs working to improve food safety.

The BD4FS program is implemented in Senegal, Ethiopia, and Nepal.

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<sup>1</sup> A Growing Food Businesses is a small to medium-sized enterprise that seeks to expand based on a business model that incorporates food safety practices

## Editorial: Food Safety - A Strategic Issue for Agrifood Companies

Senegal is an agricultural country, with roughly 3.8 million hectares of arable land.<sup>2</sup> This land is threatened by drought, acidification, wind erosion, salinization, and climate change. Despite this, the agricultural sector contributes about 9% of the national GDP,<sup>3</sup> provides over 15% of the country's exports,<sup>4</sup> and employs most of the active populace (more than 60% in 2014).<sup>5</sup>

Senegal is also a major importer of foods, following the World Trade Organization agreements that established market globalization and free trade system<sup>6</sup>. An internationally imported food supply is beneficial for consumers as it provides many options. However, it also increases reliance for businesses and consumers alike on global market supply and prices, which are affected by declining agricultural production, relatively low food stocks, increasing demand for agricultural products for biofuel production, rising energy prices which affect the cost of transporting food, and speculation on the world market, among other factors.<sup>7</sup> Cost increases are particularly impactful for rural households, where food expenditure represents 68% of the total household budget, compared to 52% in other cities and 39% in Dakar.<sup>8</sup>

In West Africa, like many parts of the world, consumer preference is shifting “back to” local agricultural products, in part due to the positive perception of their nutritional quality.<sup>9</sup> In fact, the urban food market for local and regional products is arguably now a more important outlet than export markets for agriculture, with the share of these products continuing to grow. In a household survey carried out in the capitals of West African Economic and Monetary Union (WAEMU) countries (Benin, Burkina Faso, Côte D'Ivoire, Guinea-Bissau, Mali, Niger, Senegal, and Togo), consumers reported that more than three-quarters of the products they consume are local or regional, even in countries considered highly dependent on food imports such as Côte d'Ivoire and Senegal.<sup>10</sup> The household consumption basket is sufficiently diversified to promote the development of a wide variety of agricultural sectors.<sup>11</sup> The basket developed with La deuxième Enquête sénégalaise auprès des ménages (ESAM II) includes the 26 most consumed foods, 61% of which are supplied directly or indirectly by family farms, fishermen, and foresters.

Consequently, local GFBs have increasing potential to participate in the development of agricultural value chains and food security. By improving food handling practices, GFBs can meet the growing demand of urban consumers who are looking for safe, high-quality and ready-to-use local products. For these companies and their local products to succeed, they need to adopt food safety standards and implement the following:

1. Utilization of safe raw materials;
2. Storing materials in a way that limits the risk of contamination and loss;
3. Following hygienic and sanitary handling and packaging practices and technologies;
4. Improving logistics so that materials and products are transported using adequately cool and clean systems;
5. Ensuring the traceability of products “from farm to fork”; and

<sup>2</sup> FAO. 2016. Soils and Climate Change: Toward Sustainable Land Management. <https://www.fao.org/senegal/actualites/detail-events/ru/c/380665/>

<sup>3</sup> National Agency for Statistics and Demography. 2018. Economic and social situation of Senegal, 2017-2018.

<sup>4</sup> World Trade Organization. 2017. Organisation mondiale du commerce, document WT/TPR/S/362 - Sénégal, Annexe 7, page 432.

<sup>5</sup> EcomNews. 2021. Sénégal : Le secteur agricole emploie 60 % de la population active; Agence Ecofin, April 2021. [www.ecomnewsafrique.com](http://www.ecomnewsafrique.com)

<sup>6</sup> Intégration régionale et expansion du commerce sud-sud: le cas du Sénégal dans l'Uemoa, Diadié Diaw, Thi Anh-Dao Tran, Armand Colin | « Revue Tiers Monde » 2009/3 n° 199 | page 631 (Regional integration and the expansion of south-south trade: the case of Senegal in the Uemoa, Diadié Diaw, Thi Anh-Dao Tran, Armand Colin | "Revue Tiers Monde" 2009/3 n° 199 | page 631)

<sup>7</sup> Mouhamadou Ndiaye (SIM-Sénégal) Moussa Niang (SIM-Sénégal). 2010. Étude sur la transmission des fluctuations et le calcul de prix de parité à l'importation/exportation dans la sous-région. Cas pratique du Sénégal (Study on the Transmission of Fluctuations and the Calculation of Import/Export Parity Prices in the Sub-region. Practical case of Senegal).

<sup>8</sup> Ministry of the Economy, Finance and Planning. 2014. Enquête « à l'écoute du Sénégal » Survey “Listening to Senegal”.

<sup>9</sup> Conseil national de sécurité alimentaire (National Food Security Council). 2021. Situation de l'alimentation et perspectives 2035 au Sénégal, forum Perspectives alimentaire horizon 2035 (Food Situation and Prospects for 2035 in Senegal, Forum for Food Prospects Horizon 2035).

<sup>10</sup> Fanny Grandval, Cécile Broutin, Patrick Delmas. 2012. Understanding the Demand from Cities to Promote Local Products, Grain of Salt No. 58 — April – June 2012.

<sup>11</sup> Fanny Grandval, Cécile Broutin, Patrick Delmas. 2012. Introduction aux enjeux de valorisation des produits locaux en Afrique de l'Ouest (Introduction to the Challenges of Promoting Local Products in West Africa), Grain de sel n° 58 — avril – juin 2012.

The food basket estimate is used to determine a food poverty line. This threshold is designed to ensure that each individual above it has sufficient resources to obtain a number of kilocalories from their diet to sustain a healthy life. The standards used vary by country but are generally between 1800 and 3000 kilocalories per adult per day. In Senegal, the PRSP (2002 Poverty Reduction Strategy Paper) identified 2400 kilocalories per adult per day. Source: The determinants of poverty in rural areas in Senegal. DEA memoir, Baba Ndiaye, United Nations African Institute for economic development and planning, 2005.

6. Connecting to consumers through more organized, extensive, and efficient distribution channels. Of key importance, GFBs must also be able to prove the quality of finished products with certification. Public health issues, as well as consumer preference, necessitate protecting consumers from foodborne illnesses, and the burden is on food companies to prove the safety of their products.<sup>12</sup>



*BD4FS Senior Food Safety Specialist training the team of a fruit and vegetable processing food company on heat technology and formulation. Photo credit: Babacar Sene*

The Feed the Future Business Drivers for Food Safety (BD4FS) project, funded by USAID and implemented by Food Enterprise Solutions (FES), surveyed 50 small- and medium-sized Senegalese food businesses engaged in local agricultural production and processing - in particular, beverages, cereals, dairy, and prepared meats and fish. These products are intended for consumers in domestic and diaspora markets. While some of these GFBs develop successful commercial brands, the vast majority are struggling to find a market niche and promote their products while competing with imported goods. Despite their orientation toward meeting the needs of the local culinary culture, the survey indicated that many Senegalese companies are unfamiliar with food safety standards and the need to comply with them to gain consumer confidence. To be competitive market players, companies must gain authorization from the Ministry of Commerce for manufacturing, processing, and sales of all products intended for human consumption in Senegal.

Food safety, therefore, needs to be part of the strategy of growing agribusinesses. For Senegalese GFBs, adoption of a food safety culture is a strategic issue because it influences, even determines, the positioning of the company. To grow their customer bases and promote the culture of food safety, these companies must involve all their partners, namely suppliers of agricultural products, such as handling and storage companies, carriers, and distributors. This is to establish a "chain of compliance" for safer food.

Food safety, therefore, needs to be part of the strategy of growing agribusinesses. For Senegalese GFBs, adoption of a

BD4FS builds the food safety capacity of GFBs and prepares them for certification, empowering them to access new markets. BD4FS Senegal has initiated a public-private dialogue to explore the potential for a national certification for local food businesses to demonstrate their commitment and efforts in food safety. BD4FS also builds the food safety capacity of GFBs by leading training workshops and developing operational guidelines, such as a recently produced handbook of affordable technologies to improve processing practices.<sup>13</sup>

<sup>12</sup> Laurent Rosso. 2013. Agroalimentaire : les nouveaux enjeux de la sécurité sanitaire (Agri-food: The New Challenges of Food Safety). Director of ENGREF, Deputy Director of AgroParisTech, Paris Innovation Review.

<sup>13</sup> To access the handbook or to learn more about BD4FS food safety efforts, please [visit our website](#) or write to: [info@foodsolutions.global](mailto:info@foodsolutions.global).

## Food Safety Financing for Agribusiness Growth: A BD4FS Goal



*GFB Estaval team processing juice made with local fruits during BD4FS and Pangea visit. Photo credit: Ana Daffé*

BD4FS had the opportunity to promote ongoing work in food safety financing at SIAGRO 2022, an international meeting for agricultural, livestock, fishing, and agro-industrial sectors, held in Dakar, Senegal. Financing is an important component of the program’s mission to build the food safety capacity of local agribusinesses and empower them to be the drivers of food safety. BD4FS hosted a food safety financing workshop at SIAGRO with recently launched agriculture investment partner, Pangea Global Ventures.

Pangea Global Ventures is accelerating the transformation of the African agricultural sector through its support for West African agribusiness. This transformation of subsistence agriculture into productive, profitable, and innovative agro-industries improves food security while promoting economic growth and employment. Pangea identifies business opportunities with high growth potential, supports business investment readiness, and connects entrepreneurs with investors.



The BD4FS workshop spread valuable information about food safety financing by providing a platform to listen and learn from entrepreneurs as they shared their challenges in financing and investment.

Following the workshop, BD4FS invited interested companies to B2B (business-to-business) meetings with Pangea. Selected companies will be supported by Pangea to assess their financial readiness for global impact investors. At the end of the process, BD4FS projects that five Senegalese growing food businesses will be financed in the first year.



*BD4FS workshop on financing of GFBs at SIAGRO 2022. Photo credit: Astou Diop*

### Food Safety Tip: Labeling

Correct labeling helps consumers identify product ingredients, shelf life, and potential allergens. Food labeling also prevents food fraud.

## mSafeFood Mobile Messaging: Arming Consumers and Businesses with Information to Motivate Change

To participate in modern food distribution networks, businesses must comply with and maintain food safety standards, regulations, and certifications. In Senegal, however, unregulated artisanal markets are the predominant source of food products for locals, especially those living in rural areas. Without enforced food safety measures in place, it is up to consumers to determine where and how to acquire safe products. This is particularly challenging when many consumers are unaware of the importance of good business hygiene, sanitation, and temperature control practices, and that choosing foods that have been safely handled, processed, and transported reduces their risk of foodborne illness.



*mSafeFood reaches a wide audience by operating on GSM phones (pictured above) and smartphones. Photo credit: png egg*

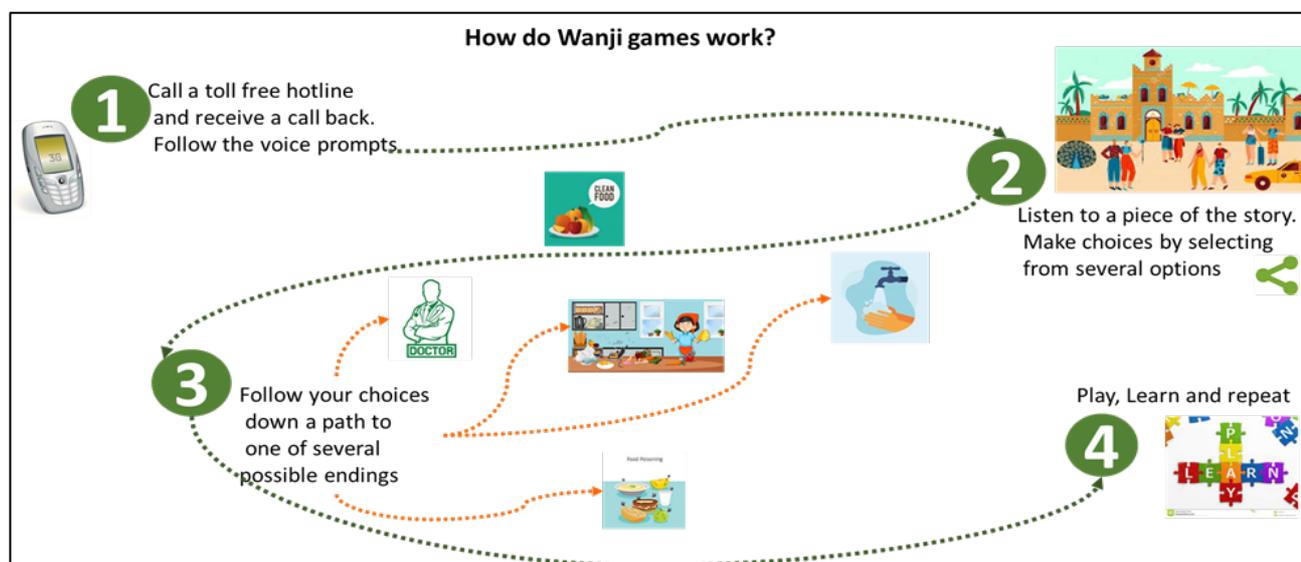
Feed the Future Business Drivers for Food Safety (BD4FS), implemented by Food Enterprise Solutions and funded by USAID, initiated the mSafeFood mobile messaging platform to help educate businesses and consumers about the importance of food safety and how to identify and select safe food products. Armed with this information, consumers can make purchasing decisions that are best for their families. BD4FS mSafeFood aims to raise awareness, educate, and motivate conscious change for companies and food industry professionals, as well as consumers, through its three components:

1. A free food safety information line;
2. An interactive audio game (see Wanji game diagram below);
3. A business training line.

The mSafeFood platform utilizes interactive voice response (IVR) technology and works with both GSM phones and smartphones. This allows it to reach a wider audience as cell phones operating with the GSM network (2G) are still widely used in Senegal.

The mSafeFood mobile messaging platform has reached more than 3,000 people in Dakar and the surrounding region since June 2021. BD4FS is also responding to food safety training requests by small and informal businesses by hiring more food safety trainers, increasing its geographic scope, and conducting training with cooperatives, processing associations, and other businesses to transmit more practical knowledge about perishable food processing safety.

As consumers grow increasingly aware of food safety and its importance, businesses need to be able to guarantee the safety of their products. In a parallel effort to help businesses gain consumer trust in the safety of their products, BD4FS initiated a public-private dialogue among stakeholders to establish a local food safety certification system.



*In Image: How to play a Wanji Game: A BD4FS graphic adapted from pviinternational.org.*

## World Food Safety Day 2022

Along with countries around the world, Senegal celebrated World Food Safety Day on June 7, 2022, in the city of Saint Louis located 255 km from Dakar. The celebration was organized by the National Codex Alimentarius Committee in collaboration with the Ministry of Health, FAO, WHO, and Feed the Future Business Drivers for Food Safety (BD4FS) - Senegal through popular gatherings and conference debates. The BD4FS Senegal Team was actively involved in the organization and facilitation of the various activities.



*Makhtar Thiam presenting BD4FS key messages of food safety to the Governor of Saint Louis. Photo credit: Babacar Sene*

The day started with the opening ceremony of a scientific workshop focused on food safety. It was chaired by Dr. Seynabou Ndiaye, the Representative of the Minister of Health, Dr. Ahmadou Diouf, the President of CODEX; and Mr. Makhtar Thiam, BD4FS Senior Technical Advisor. Mr. Thiam gave the welcome address note and thanks from BD4FS to the Organizing Committee of the day headed by Professor Diouf and Mrs. Leye. The morning was devoted to thematic workshops with themes related to this year's slogan, “Safer Food for Better Health.” BD4FS Senior Food Safety Specialist did a presentation on “The Importance of Strengthening the Capacities of Professionals for Compliance and Competitiveness of Senegal Origin Products” in front of an audience made up of government authorities, food sector professionals, researchers, academics, representatives of food analysis laboratories, representatives of consumer associations and students. Building the capacity of professionals in food safety is a major focus for improving the competitiveness of growing food businesses.

Senegal BD4FS Team also assessed the degree of commitment of stakeholder partners for a discussion on how BD4FS can support the Senegalese government’s national certification of food products. As part of this B2G or “Business to Government” dialogue (public-private dialogue), the BD4FS Team plans to continue meetings with these partners, including ASN and CODEX. The activities continued with a mobile auto caravan through the city, providing information at a booth, and participating in the official ceremony chaired by the governor of the region.

The BD4FS Team provided an information booth that had more than 80 (eighty) visitors who became better acquainted with the BD4FS approach to co-creation and learned more about the importance of food safety practices. Staff circulated key messages of food safety through conversations at the BD4FS information booth, posters at the booth and trainings, flyers at the booth and trainings, banners and kakemonos, while conducting the information campaign during the mobile caravan, during the trainings (Non-core GFBs trainings) which took place in Saint Louis for better understanding to the target populations; in particular, butchers, fruit and vegetable sellers, restaurant operators, and other perishable food vendors.

Some of the main messages conveyed were:

1. Ensure compliance with good hygiene practices in food processing
2. Wear clean clothes while handling foods
3. Disinfect food handling rooms regularly after cleaning
4. Separate food from waste and garbage
5. Separate raw materials from finished products



*Food safety specialist Mobamed Dia managing the BD4FS booth in the Saint Louis Codex expo to inform the public about the project and food safety.*

To celebrate World Food Safety Month, BD4FS produced a video highlighting the accomplishments of BD4FS's partnerships with Senegalese GFBs. Click on the link below to hear how BD4FS promotes more successful businesses through safe food handling:

<https://lnkd.in/gPYf3Tf6>



### The Strengths of a Food Business Manager

-  Know the food regulations and standards relating to your activity
-  Ensure the application of good hygiene
-  Keep sick staff away from food
-  Obtain supplies from suppliers who respect hygiene standards
-  Separate raw materials from finished products

To learn more about the BD4FS Project, visit [www.foodsolutions.global](http://www.foodsolutions.global), send an email to [info@foodsolutions.global](mailto:info@foodsolutions.global), or visit us on social media.



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