

3rd February 2022

Innovations Session N°8

Catalysing young African agripreneurs' investments

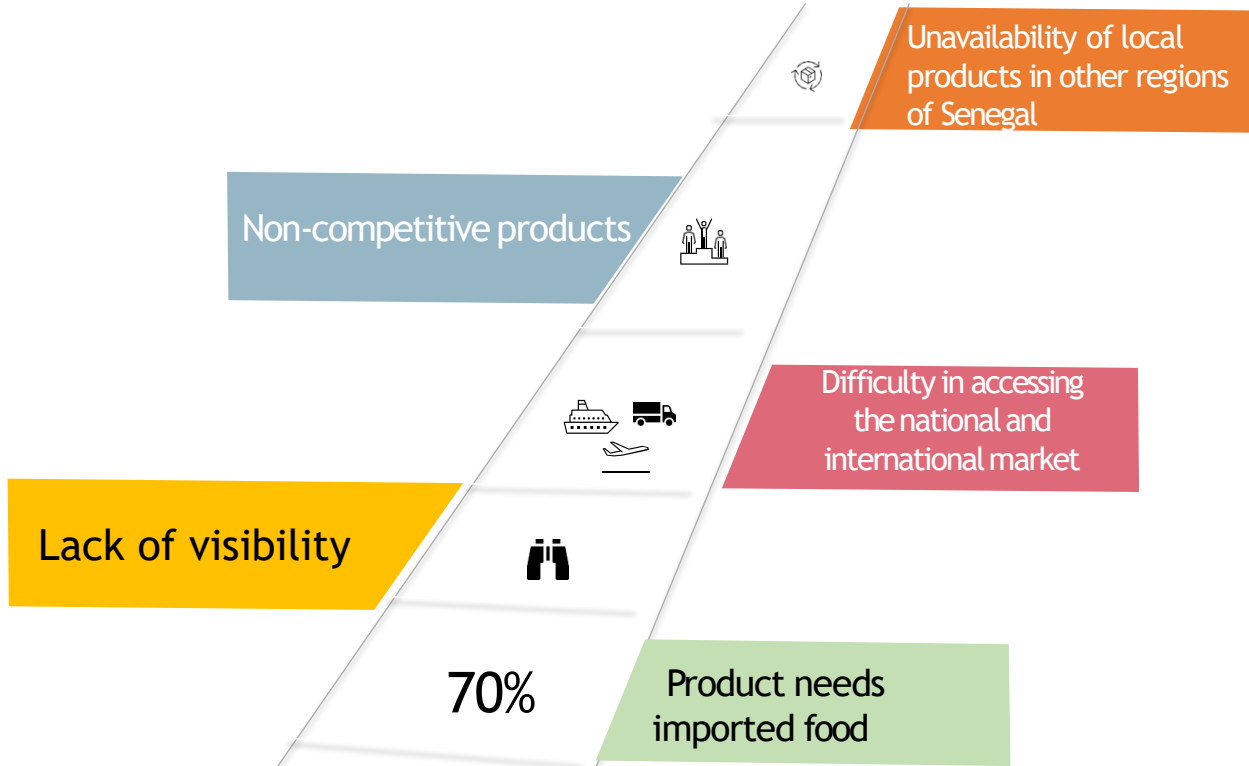


INNOVATIONS
SERIES



Genesis of the Project

Findings



Senegalese agri-food industry

2nd in West Africa, after Côte d'Ivoire, **thanks to women transformers!**



Senegalese women, strong pillars in the agri-food sector

- Representing 80% of the agribusiness sector in Senegal
- Contribution to the development of the sector
- Promoting our local products
- Processing of our local products into quality products without health risks

New operators

- Appearance of numerous SMEs (Small and Medium-sized enterprises) in the processing and marketing of local products during the last decade

Growth of the sector

- Development of private processors, craftsmen and small businesses operating in the field
- Explosion of urban demand based on local products: dairy products, fruit juices, vegetables, cereals etc.



Solution



- Connecting rural supply to urban demand by distributing food and cosmetic products
- Empower and support women in rural areas through a range of services
- Enabling consumers to access local products at the click of a button
- Use digital technology to market local processed products (digital platform, web and mobile application);
- Direct access to processed agricultural products through a digital platform
- Catering service based on local products



Services



- ❖ Exclusive local and export sales of local products. Local sales are made through various channels: the digital platform and the physical shop.
- ❖ Catering service that offers dishes made exclusively from local products for companies and events.
- ❖ Service for the design of digital and marketing solutions dedicated to the support of agri-food actors. The service also offers technical support to governments and NGOs in the implementation of their policies and programs for the development of the agri-food sector.



Proximity

- Services and products at your fingertips
- Natural & organic products
- Home delivery & in-store collection

A variety of products

- 400+ products listed
- 10 categories (cereals, jam, cosmetics, juice, syrup, tea, etc)
- Exclusivity of certain products
- Discovering new local flavours
- New opportunities and new markets for SMEs



Achievements

- ❖ First platform to have digitised more than **400 agricultural products** processed by rural women in **7 regions of Senegal**;
- ❖ Soreetul has enabled the women to have a new type of customer in addition to the clientele in their region and rural area, as well as a new product positioning in Dakar and internationally;
- ❖ Soreetul offered **23 SMEs** the opportunity to sell their products outside the traditional market and trade fair circuit;
- ❖ Soreetul has enabled SMEs to have an average of monthly and continuous revenues

- ❖ **+ 2500 women** indirectly **impacted** in the distribution of agricultural products
- ❖ **05 SMEs** have changed their packaging on the basis of customer recommendations and feedback;
- ❖ **04 SMEs** received media coverage;
- ❖ **02** participated in international fairs.





Soreetul

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This series of events is organised by PAFO and COLEACP. COLEACP operates within the framework of development cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union (European Development Fund – EDF).

Thank you

