PRO MILCH MALI

GLOBAL RESILIENCE PARTNERSHIP

NEWSLETTER XIV, DECEMBER 2019

„Anw yé gnéta bara tiama waleya mounouw ba anw da bara gnèta la“

In Bambara, the local language mostly spoken in Bamako:

„We achieved important steps and are looking forward to next improvements”

- **Winner of the Global Resilience Partnership Innovation Challenge**
- **We strengthened our milk supply by leasing a tricycle to Maimouna in Siby**
- **We opened a new point of sales in Bamako and provide a full- and part-time job to Fatoumata and Maimouna, respectively**

The objective of the association Pro Milk Mali is to support the local agriculture sector in Mali in a sustainable way that creates jobs based on economic principles. We are achieving this objective with technical and managerial support we provide to the small-scale dairy DJOM KOSSAM and with knowhow transfer to local farmers. In addition we fund selected activities of DJOM KOSSAM or local farmers based on our possibilities.

Although 2019 hasn't finished, we are confident that 2019 will be one of our most successful years in terms of building a sustainable business in Mali that provides local employment and reduces poverty in one of the must vulnerable places.

Figure 1: The newly opened point of sales in Bamako. We could refurnish and paint this point of sales thanks to your generous donations.

New Point of Sales in Bamako & new local job opportunities

Three years ago, the authorities in Bamako banned point of sales at the roadside almost overnight and removed our sales kiosk we had been running for over 10 years. It turned out to be very difficult to rent a well-located shop, as demand and rents have

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Figure 2: Fatoumata, who opens the new shop every morning at 9 AM and starts selling healthy milk from Mali.

significantly increased. In September this year we were very happy to open our new point of sales in Bamako. Thanks to your donations we could refurnish and paint the new point of sales (figure 1).

We also hired Fatoumata and Maimouna as our full and part-time shopkeepers, respectively (figure 2). Both were excited to joined DJOM KOSSAM as their salaries are substantially improving their living conditions. Fatoumata and Maimouna run the small shop daily from 9 AM to 9 PM and very often our local representative Idrissa keeps the shop open from 9 to 11 PM. Sales increase steadily and with their efforts we are confident to do even better in 2020.

Milk collection by tricycle & how Maimouna financed the wedding of her son

Last year we described in our newsletter that we surprisingly faced competition from a local NGO that promised farmers short-term awards that motivated them to not supply DJOM KOSSAM with milk anymore. We were able, again thanks to your donations, to buy a tricycle that we could lease to Maimouna (figure 3). Maimouna collects for us milk in a remote village and uses the tricycle for additional business. She substantially increased the family income since last year and already paid back 58% of the lease. This additional income allowed her to cover all expenses of her son's wedding and even buy new clothes for the family. We were very glad to see which impact we could make in the family of Maimouna.

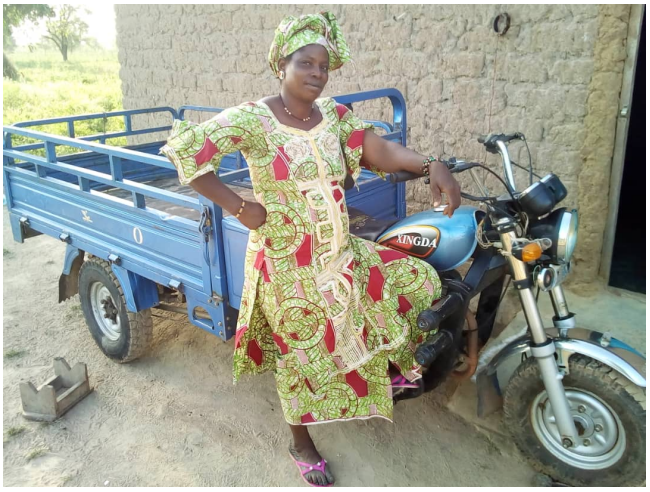

Figure 3: Maimouna in front of her tricycle with which she collects milk for DJOM KOSSAM and does additional businesses.

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The success of Maimouna allowed DJOM KOSSAM to handle another critical situation in its journey to a self-sustainable dairy. In the mean time we gained three additional small-scale farmers that supply us with milk daily.

Winner of the Global Resilience Partnership Innovation Challenge

The Global Resilience Partnership (GRP, www.globalresiliencpartnership.org) is a public private organization joining forces towards a resilient, sustainable and prosperous future for vulnerable people and places and is mainly supported by USAID and KPNG. The winning initiatives aim to build resilience at the intersection of Peace and Stability, Food and Water Security, and Disaster Resilience in the Horn of Africa, the Sahel, South Asia and Southeast Asia (figure 4).

Figure 4: The winner of the GRP Innovation Challenge with the organizing committee. Dr. Stephan Wullschleger first row on the left represented the association pro milk Mali.

We were happy to partner with a global expert team in sustainable farming that got previously awarded with the United Nation Global Climate Action Award. Together we developed an innovative and fully integrated dairy value chain from the production of feed to the consumption of milk. The innovative dairy value chain can be scaled in full, in parts or copied to other stressed regions.

We were honoured to be selected as a winner of the innovation challenge. This recognition allowed us to present our innovation at an investor forum in London and participate at a two days leadership course.

We are now following up on all newly gained contacts and are looking for opportunities to bring our innovation to scale. Please let us know in case you are interested to learn more or if you could point us towards potential sources for funding.

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We will reach our objectives with your support – Thank you very much!

The objective of our association is to develop the local dairy sector in Mali and thus to improve the standards of living of local people. Our focus in 2020 will be to further strengthen the self-sustainability of the small-scale dairy DJOM KOSSAM, create more local job opportunities and collaborate with more farmers.

These objectives can only be realized with your support.

Become a member of the association pro milk Mali (annual membership fees: individual CHF 100, student CHF 40, organization CHF 1.000), sponsor a name for a new-born calf (Figure 5, CHF 250) or buy a cow in Mali (CHF 1250) and support us to develop the local agriculture sector in Mali.

Please visit our homepage (www.promilchmali.ch) or contact us via email (info@promilchmali.ch) for more information.

I thank you for your generous and continuous support and wish you Merry Christmas and a Happy New Year.

Kind regards

Dr. Stephan Wullschleger,
President, Association Pro Milk Mali.

Figure 5: Our youngest calf, which was born on 3. December 2019 needs to be given a name.

P.S.: The cantonal tax office of the canton of St. Gallen excluded the association Pro Milk Mali from its liability for taxation. The exclusion for taxation was declared on harmonized national taxation law and is valid in each canton of Switzerland. The deductibility of donations is regulated on cantonal taxation law.