



Contacts

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Business sector

Our company is committed to the production, improvement, marketing, import, and export of organic agricultural, food, and cosmetic products. Our main areas of specialization include market gardening, rice farming, cereal production, fodder cultivation, and livestock breeding. Additionally, we work closely with producers who meet our high quality standards to source fruits and vegetables. Our processing facilities handle a diverse range of products, including vegetables, dried fruits, oils, milk, eggs, meats, and other undisclosed items. Moreover, we offer comprehensive services such as collection, storage, packaging, labeling, shipping, delivery, catering, and ecotourism.

Why choose organic agriculture?

In order to address the increasing global demand for healthy products, the crisis in the French agricultural sector due to strict regulations can be seen as an opportunity for the African continent. With its rich farming traditions that prioritize nature-friendly methods, Africa has the potential to modernize and revitalize its agricultural sector.

Traditional agriculture may boast high productivity, but it often overlooks the negative impacts on consumer health, soil degradation, and the environment. The costs associated with repairing these damages are significant. Organic farming not only offers a more sustainable and environmentally friendly approach, but it also presents a promising commercial strategy for the future, especially if markets are diversified.

A quality label

One of the goals of "Green Saara" is to bring together producers who follow our guidelines and create natural and organic products under our brand.

To achieve this, we need a processing laboratory that meets global standards. This facility will offer a safe working environment, reducing the risk of dust or other pollutants.

We will also have to implement quality control measures to ensure consistent product quality that meets international standards. We also want to enhance the management and marketing skills of cooperatives, empowering them to negotiate effectively with agri-food companies.

Furthermore, we intend to establish partnerships between cooperatives and agri-food companies. This collaboration will allow for the sharing of resources, knowledge, and risks, ultimately leading to the development of processing facilities and the expansion of export capabilities.

Organizational principles

At the heart of "Green Saara" is a cooperative model that brings together producers, consumer cooperatives, individuals, legal entities, and supportive organizations to enhance the business activities of group members. Our aim is to foster a collaborative environment where family farms can enhance their production and create job opportunities in industry, commerce, and services. Producer cooperators play a crucial role in our company, offering their labor and land. While they have the freedom to sell to any market, they are also required to sell a portion to the cooperative for processing. "Green Saara" will lease short-term crop lands for a specific period, while lands with structures and sustainable vegetation will be owned by the company for agroforestry development.

The economic activities will be centered around three main areas:

1) Production Pole:

This involves the collection of fresh products such as fruits and vegetables from producers who meet our specific requirements.

2) Industrial Pole:

Processed products such as vegetables, dried fruits, oils, dairy products, and other items are produced here. Some products cannot be disclosed for commercial reasons.

3) Distribution Pole:

Local marketing involves selling products directly to restaurants and sales counters within the "Saara Coop'S" distribution network. Additionally, products are sold at various sales points, mobile and fixed stands, modern

butchers, and co-managed restaurants in collaboration with women and youth organizations.

International trade is also a focus, with the collection and production of local products that meet international quality and standard norms.

Farm organization

The main site will be centered around a farm that follows the principles of agroecology, incorporating organic farming and permaculture. It will consist of different areas such as market gardening, subsistence farming, ornamental plants, medicinal plant preservation, and an orchard. There will also be spaces for experimental plants, seed production, a processing laboratory, workshops, storage facilities, and a composting area.

Additionally, we plan to create a tourist area with guest rooms, a restaurant, hiking trails, a playground, and animal spaces. Our target audience includes local customers, the diaspora seeking a change of scenery, and individuals looking to recharge mentally and physically. Visitors will have access to healthy food, a pleasant environment, and the opportunity to participate in farm activities. The site will also welcome interns and volunteers interested in organic farming.

A co-working space will be available for short-term or annual rental, equipped with furniture, internet access, and a meeting room for start-ups. Our aim is to provide a conducive working environment for developers and professionals, fostering entrepreneurship and promoting modern and efficient agricultural solutions through the use of new technologies.

Expected impact:

The expected impact of this initiative is to improve the local food system by providing better nutrition at affordable prices and strengthening the connections between producers and consumers. Additionally, it aims to address the issue of agricultural financing, which currently limits the development of the sector. The high cost of credit puts farmers at risk of debt, hinders their activities, and threatens food security.

To achieve these goals, a new cooperative approach is proposed that is less reliant on the state and more entrepreneurial. This shift in mindset will enable farmers to benefit from a more active and self-sustaining model.

To illustrate the potential of this approach, consider the numerous programs that have been implemented over the years to support farmers. Some of these programs claim to have tens of thousands of members. By collecting a monthly contribution of 1,000 francs CFA from each member, these organizations could generate sufficient resources annually to modernize the economic and industrial landscape of our country.

The essential **point** is to find more efficient ways to mobilize financial resources in order to compete with other sectors and mitigate various threats, such as agricultural and climatic risks.

By creating a multisectoral cooperative, the vulnerability of actors in the sector can be reduced. This can be achieved by diversifying their sources of income through the various activities of the cooperative.

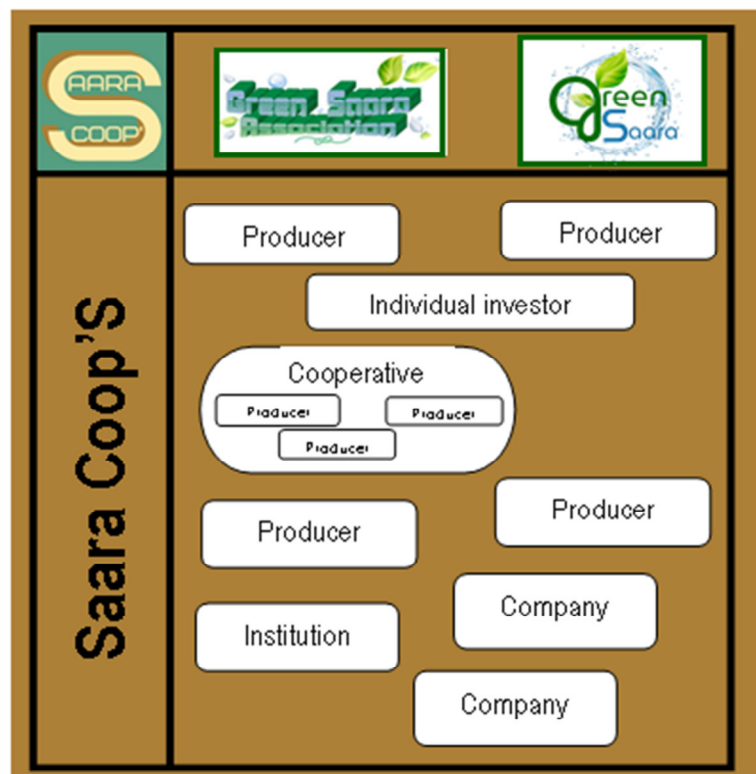
Using clean energy to solve post-harvest losses.

This not only addresses the issue at hand but also contributes to rural electrification and the construction of storage facilities on a national level. Taking inspiration from successful companies in France, we plan to rent out rooftops for compensation in various forms, such as one-time or annual rental fees, financing for construction projects, or financing for roof renovation.

Our approach consist of using local materials for thermal insulation, implementing construction techniques for better ventilation, and putting up photovoltaic modules to power cold rooms for perishable goods storage and processing workshops.

By grounding entrepreneurship within the local ecosystem, we wish to create a modern and efficient and cohesive economic structure while remaining open to global opportunities.

Our team is made up of highly motivated individuals dedicated to making a positive impact, offering innovative products and services, and possessing a strong commercial vision. Unlike others in the sector, we are committed to building a strong corporate identity and upholding a sense of rigor and commitment.



*Investment/
Production*

Shares

*Collection/
Processing/
Storage*



*Payment of a
portion of the
profits.*

Organisation	<ul style="list-style-type: none"> • Carry out research and innovation activities that enable the development of agro-ecological and organic agriculture • Provide trainings for cooperative members • Provide technical ,financial and social support

Saara Coop'S membership card

Recto




Verso



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