



Thiès, Monday april 15, 2024

Subject :  
"Green Saara" project

Dear Sir/Madam

We have come to share with you the "*Green Saara*" project, which consists in the creation of a company specializing in the production, processing, marketing, importing and exporting of organically grown agricultural, food and cosmetic products.

We intend to offer products with high nutritional value for the local, sub-regional and international markets, targeting three main marketing channels:

- Organic trade
- Fair trade
- Exotic products.

"*Green Saara*" is a company that intends to integrate every link in the value chain in its development: water production, irrigation systems, renewable energies, seed production, compost, livestock feed, processing, packaging, transport; to enhance the value of agricultural potential by combining high-demand, high-value sectors with so-called subsistence sectors.

This is a social enterprise project run by the "*Green Saara Association*", whose main objectives include helping to combat malnutrition in both rural and urban areas by supporting local agricultural and poultry production, through the practice of organic farming, permaculture and agroforestry, strengthening the resilience of the rural world, preventing some farmers from being forced to sell off their land, and above all creating job opportunities.

Because we are aware that the beauty of an ideal cannot guarantee its viability, we believe it is important to take into account the macro-economic contingencies that affect people's immediate survival needs, we are seeking to reconcile economic and financial profitability with community and environmental balance.



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This is why "*Green Saara*" intends to use an organization that reconciles the cooperative model and commercial law, economic performance and social requirements, to help provide solutions for access to water, seeds, equipment and distribution markets on the African continent and throughout the diaspora, diversifying production and supply zones for greater responsiveness.

Our ambition is to gradually build a network of cooperatives bringing together producers, processors and professionals sharing the same vision, in order to create clusters in the different agro-ecological zones of the country and the sub-region.

By gradually integrating all the links in the value chain, "*Green Saara*" aims to instill a spirit of rigor and dedication in these different structures, and to ensure the adoption of solutions and best practices enabling the sustainable management of human and ecological resources.

This project is in line with the political vision we defend at "*Souffles Panafricains*".

We militate for a pan-Africanism fundamentally based on the agro-ecological revolution, the only guarantee of our sovereignty, in order to build our own modernity, based on our own values, knowledge and know-how.

The quest for autonomy in the food sector in particular, and economic autonomy in general, lies at the very heart of the Pan-Africanist project. Beyond simply satisfying a primary need, it involves all the processes of collective reflection and work, and the technical and social innovations needed to achieve it.

Several decades after independence, we are still complaining about bad governance. The reduction of our political sovereignty is dramatically accompanied by the reduction of the territorial space over which this sovereignty is exercised, due to the proliferation of private enclaves controlled by mining and agribusiness companies.

Farmers in our various countries suffer from lack of access to water, inputs, equipments and expertise, from land predation, and are increasingly stifled by European, Asian and other companies, which continue to exploit our land and our people for their food needs, while hunger and malnutrition continue to grow out of all proportion in both urban and rural areas.

While it's true that certain public policies can only be implemented at state level, a great deal depends on us, at whatever level we find ourselves. We are in a position to play a part in the new dynamics that will influence public policy and transform our societies.



Africans cannot continue to live according to programs designed and developed elsewhere.

We want to break with the culture of assistance that prevails in relations between Africa and the rest of the world, and which conceals the relations of domination and exploitation at the root of its endemic poverty.

We wish to establish relations based on mutual respect, far from this logic which maintains the status quo through selfish obsequiousness on one side and condescending paternalism on the other.

Today, we need to take bold initiatives, to become ourselves, the agents of changes we want to see in the continent.

The "*Green Saara*" project is a call to build a truly pan-African distribution network, since it's a fact that we very rarely control the major distribution channels for our products; to explore numerous avenues of collaboration in the field of agricultural product processing, the design, manufacture and distribution of agricultural machinery better adapted to our environment and more affordable, of water access technologies and more efficient irrigation systems.

Through this project, we want to refocus entrepreneurship in the local ecosystem, while remaining open to the rest of the world.

For this venture, we currently have two sites where we intend to start with food production, market gardening, forage production and livestock breeding. In the medium term, we plan to create processing units, practice ecotourism and promote ecological construction by using local materials in the construction of the farm's various facilities (housing, storage warehouses, workshops and a training center).

We would like to obtain from the State the management of abandoned land under a lease contract, to develop cereal crops, fodder, agroforestry and ecological tourism in cooperation with village communities.

We'd like to find fellow travelers who share a common vision, for profound transformations in our country's agricultural sector, tackling the main challenges hindering its development.

If you are interested in this project and would like further information, please do not hesitate to contact us.

Yours sincerely

Sidya Diop



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