

Guideline to improve quality and starting the rice of Burkina

1. Contexte and justification

Rice is now one of the major grains consumed in Burkina Faso, especially in urban areas. Consumption rose from 4.5 kg in 1960 to 14.8 kg in 1992 to 18.1 kg in 2000 / year / capita. Today, it is 80 kg in large urban centers (Ouagadougou and Bobo -Dioulasso) (IABER, 2014). This increase in demand is explained by both urbanization (especially rice adapting to urban life), population growth, changes in eating habits and easier access (market opening, especially Asian rice distributions in the context of food security, etc.).

However, the rice of Burkina which enters the circuit of the market represents only a very low part of the marketed quantities.

Many shortcomings related to the weaknesses of the methods of production and processing are the main causes.

The low quality of the raw material, the low availability of efficient machines on the local domestic market, and the lack of a skilled network of technicians in charge of maintenance seriously hamper optimal use of Burkina rice to make it competitive in local markets.

Although progress was registered in the field of the promotion of the best practice of rice processing and the standards on the rice with the elaboration of document relative to it, the quality of the rice of Burkina always remains low and does not allow him to compete favorably in the national market.

A primary distribution channel also marks the marketing of Burkina rice. Unlike that of imported rice, it includes very few shops of those neighborhoods and villages. Added to this are the unappealing presentation of packaging and poor communication on the specific characteristics of rice and its nutritional values.

The local rice also been weak protection offered by the government and lack of a preference policy for public consumption and institutional purchases. This corroborates the sometimes contradictory nature of both proactive policy to develop local products and favorable to importers, illustrating the dilemma of political powers between protecting the interests of producers or consumers.

The conquest of the national market will depend on their capacities to offer products competitive and adapted to the demand, both on the plan qualitative and quantitative. The passage of a market "all comers " to a market of processed products, diversified , adapted to the specific requirements of different segments of demand , is a crucial issue that concerns the takeover of the sector

This guideline is the result of the study conducted by CIR -B on the perception of actors in Burkina rice sector on policies and strategies implemented. It feeds the ambition to contribute by

lightings to guide the political and strategic choices and to contribute by programs of support specific to the links of the sector, , to the operationalization of the SNDR.

2. Working Axes

On the priority domain of the improvement of the quality and the marketing of Burkina rice, retained by the actors, she proposes five (5) working axes which are:

2.1 Implementation of innovative policies for the protection of Burkina rice and support local consumption

Rely on imports to meet growing demand from a narrow and uncertain market (in the long term) cannot be a convincing strategy to sustainably feed the people of Burkina Faso. It is therefore desirable to establish a mechanism to limit imports to ensure a revival of local rice production. It is necessary to adopt a rice policy capable of ensuring sustained growth in domestic production, to prevent the precarious population's rice supply and ensure stable and sustainable income to rice farmers.

The following actions can be envisaged:

- implement binding measures and ensure their application in case the obligation for merchants to link imports to buy rice in Burkina;
- create a secure market for for the actors of the sector(network) by opting for a systematic preference of the rice of Burkina for the institutional purchases (canteens of barracks, hospitals, schools, center penitentiaries,
- regulate the importation of rice in the medium and long term depending on the amount of rice production;
- boost the consumption of Burkina rice by granting it an important part of the food offered to participants at workshops and seminars;
- strengthening the supply of agricultural services (agricultural advice and agricultural research) and facilitate their access to rice sector actor;
- Establishing well adapted support policies and measures for the enhancement of existing rice potential.

2.2 Intensification of the trade in value chains and improvement of the communication on the rice of Burkina

The difficulties of access to the market and the low communication on specificities and nutritional values of the rice of Burkina limit the promotion of the rice of Burkina for the benefit of the imported rice. To invert this tendency, it is important of:

- intensify the trade in the value chains of the rice of Burkina by the use of the platform SIMAGRI of the CIR-B;

- connect production to the domestic market through contracts between the different categories of stakeholders;
- Enhance communication on consumption Burkina rice by organizing media campaigns (documentaries, press briefings, radio commercials, visual posters etc.);
- support the organization of fairs and promotional days to provide visibility to rice products;
- Integrate social networks into the communication channels on the consumption of rice in Burkina.

2.3 Improving production equipment and processing units and intensifying the dissemination of good practice processes and rice processing technology

Producers, steamers and white rice processors have difficulties to acquire and maintain equipment to meet their needs. It is therefore necessary to promote development policy of the offer extended equipment, accessible and adapted.

The following actions can be taken:

- subsidize equipment intended for steamers;
- suppliers and organize the market of agricultural equipment (service offering after-sales priority actions);
- strengthen the capacity of producers and processors on the maintenance and use of equipment;
- promote the upgrading of the old processing units and the installation of modern units in the basins of rice production can handle larger volumes;
- Disseminate good practice processes and rice processing technology. The manuals developed by the IRC-B in collaboration with the PDA / GIZ and DGPER can be leveraged;
- Promote access to appropriate financing for producers to dispose of the crop and harvesting equipment and post players in the transformation of specific equipment (cleansers, graders, etc.).

2.4 Promotion of standards, norms and labeling of Burkina rice

One of the challenges to improve the image of the rice of Burkina is the normalization and the standardization. It is important to carry out activities to reduce substantially all rice from the domestic market and propose processed products, diversified, adapted to the specific requirements of different segments of demand.

The following actions can be taken:

- lay down production standards, the storage of paddy, storage and handling at every stage;
- develop a quality charter to print an integral quality policy;
- Establish mechanisms for certification and labeling;
- to widely disseminate standards, both among producers, processors and consumers.

Burkina advertisements on the rice associated label promoted by the trade can bring interesting results. This will have the dual effect of quality control and guide consumer choice.

2.5 Improving the quality of packaging, packaging and distribution system rice Burkina

Promote better packaging Burkina rice to remove the image of by-product by the poor presentations (makeshift packaging, bags sometimes unable to guarantee product quality, illegible handwriting) which is the object is a need to make more attractive rice Burkina. The packaging of products through the selection of attractive packaging designs adapted to the ecological conditions will improve rice image while contributing to marketing. Similarly, an effective distribution network improves product availability for consumers. To achieve this will require:

- make bulk orders of packaging to achieve economies of scale and reduce logistics costs;
- support the proliferation of Burkina's rice outlets in urban centers (capitals locations of regions and provinces) and integrate the local shops in the distribution circuit