Small businesses committed to supporting African farmers!

2018 ANNUAL REPORT
Ensure the heart of our mission

Despite events in Africa, we moved on with our actions including a new project in Burkina Faso, where the country has been facing deadly jihadist attacks for two years and two projects in Benin, while the political situation is very unstable. All this led us to adjust selection criteria and areas of action to guarantee the quality and impact of projects supported by the Fund.

To recap, 2018 at SEED Foundation meant:

• A total of 11 projects supported during the year including three new ones, two in Benin and one in Burkina Faso. Two projects were completed and 2 projects were visited by an Interecpo representative;

• A unifying event organized at Coblence and Partners’, a loyal contributor for many years;

• Repeated events to raise awareness through the support and investment of a Civic Service volunteer as well as other contributors;

• At the financial level, the reduction of the SEED Foundation team marks a change and implies refocusing on priority actions of the Fund in the months and years to come;

• 7 partner firms donated over 9 000 €;

• A dynamic and constantly changing project selection committee with again new skills around the table for a thorough selection of projects.
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4  Action on the field
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Action on the field

TRANSMIT PROVEN PRACTICES THROUGH IMAGES IN BURKINA FASO

**Partner:** La Tie, Terre Verte | **Local partner:** AZN

**CONTEXT**

Guie is a village confronted for decades with droughts, desertification and malnutrition.

The traditional crop of cereals is particularly sensitive to rains that follow sowing. Cyclical droughts are accompanied by “disturbances” to the rainy regime with lack of rain at unusual times that ruins crops.

**OBJECTIVES**

The cultural technique of zai protects harvests by the concentration of rainwater in basins previously dug and filled with compost. The audio-visual documentary proves to be a particularly powerful tool to raise awareness to transmit and popularize while skirting illiteracy. Thus the local team will be trained in the creation and broadcasting of films. They will identify actors and processes for the zai-compost technique and will present the films to the public.

**IMPACTS**

At the end of the project, the expected results are as follows:

- 5 films or episodes made, constituting a coherent collection on zai and compost
- 10,000 views at least of Facebook movies and more than 300 shares
- 30% increase of areas cultivated with the zai technique in targeted villages
VISIT OF THE (RE)VALORIZATION PROJECT FOR MIXED PLANTS IN BENIN

- When selecting projects, I had reservations about this project as its global reach gives it an elusive dimension. I had the opportunity to visit several gardens in the company of project leaders and I was convinced. The practical impact of the project appeared obvious: the oversight of local vegetables had led to a loss of competitiveness, know-how, biodiversity. Their reintroduction allows a cultural reappropriation and an environmental benefit, these plants being perfectly adapted to the soil. The visit ended with all of us sharing a dish composed of pounded yam with a sauce made with vegetables from the garden, a delight! – Philippe Schwab, administrateur SEED Foundation

REVIEW OF THE PROJECT ON THE USE OF BUSH PLANTS IN CONGO BRAZZA

Feedback on the project that aimed at better exploiting abundant local resources to reduce chemicals in agricultural production.

ESTABLISH A FARMER-EXPERIMENTER AGRICULTURAL TRAINING

The project has developed a participative approach that has been the main factor of assimilation: 94% of farmers use at least 5 agroecological practices promoted by the project.
All training sessions either came from the local team or from farmers who feel valued in their work and knowledge.

STRENGTHEN PRODUCTION BY ENHANCING LOCAL PLANTS

- Before knowing about the project, I was worried about the effects of climate change: heavy rains that swallow production, long-term droughts, what’s going on? With plantations ... With all that I’ve learned about mulching, water management, nursery on stilts, crop associations. I can stay with my family and continue to work the land – Justin

IMPROVE THE MARKETING OF VEGETABLES

Since January 2018, Benoit receives orders for vegetables by phone call: he packs vegetables in bags and distributes them to different households. His customers prefer to buy from him because it offers good quality production. He is proud of the trust deriving from his practice of agroecology which results in loyalty from his customers. In total, 17 cooperatives producing and marketing agroecological vegetables were created.
GROUP WOMEN TRANSFORMING CASSAVA IN COOPERATIVES IN BENIN

Partner: CUMA Bénin  Local partner: Union Nationale des CUMA du Bénin

CONTEXT
Cassava is an essential product in the local diet. It is obtained by processing tapioca and is in great demand locally. Women master cassava processing techniques but lack means to cope with growing local demand: only 47% of the demand was met in 2017.

OBJECTIVES
The solution is to group involved women and create a farm equipment cooperative (CUMA). They will be trained and supported both for their internal organization (management and governance) and for the development of their processing activities by pooling their resources (human, technical and financial) to reduce the harsh working conditions, increase their productivity and improve their incomes.

IMPACTS
At the end of the project, the 5 existing groups of women will be gathered and trained to CUMA and production. Income and profits will be multiplied by 2.

NEW PROJECT

REVIEW OF THE PROJECT ON THE VALORISATION OF SENEGALESE CEREALS

Feedback on the ambitious project led by SOL and FONGS which objective was to strengthen food sovereignty and quality as well as rural employment in Senegal by reducing dependence on wheat imports by promoting local cereals.

SUPPORT CEREAL PRODUCTION TO ENSURE AVAILABILITY OF RAW MATERIAL
Family farms saw their yields increase by 42%. The producers involved in the project have always performed better than their neighbors, which often encourages them to copy the practices taught.

"The training received in sustainable agriculture has promoted waste management, improved yields and encouraged an exchange of experience between producers by pooling our knowledge." - Vice president of the EGAK Farmers Association

TRAIN TO NEW BREAD AND DONUT RECIPES
80% of trained bakers and processors replace wheat with local cereals on a daily basis.
- Thanks to the experience gained during these trainings, I obtained the Diploma of Excellence at the Regional Forum for Mil / Sorghum Innovations. - Mbaye says.
Improving working conditions for bakers has increased their income by 60%. Revenue for women processors have increased by 20% even though the potential of this activity is not yet fully exploited.
HELP WOMEN PROCESS TOMATOES IN BENIN

CONTEXT
Agriculture in Lalo remains for subsistence purposes only. The processing of tomato puree is virtually non-existent because there is only one processing company and its capacity does not satisfy demand. Groups suffer from insufficient material and appropriate equipment and a lack of knowledge on the steps of processing.

OBJECTIVES
The project aims at enabling women to improve their tomato production practices and increase their productivity at enhancing their know-how through the improvement of their tomato puree preservation and processing techniques, at training them on marketing strategies and eventually sustainably increase their income.

IMPACTS
At the end of the project, the expected results are as follows:
- Improved tomato yield by 70%
- 2000 cans of one kilogram of tomato puree marketed off-season
- 50% increase in household income

- I found the training sessions interesting and the donuts are very good. I enjoy making these donuts from my husband’s production. Every day I buy 1 kilo of local cereal flour, except Sunday, market day when I buy 2 kilos.
Consumers prefer corn-based donuts. I regularly see other women processors, at the end of the month, during our meetings we encourage each other and we talk about work and our constraints. 
- Ndou

RAISE CONSUMER AWARENESS OF THESE NEW PRODUCTS
96% of bread and donut shoppers are satisfied with local cereal products. In 2017, nearly 80% of consumers have been using local cereal bread daily for at least 6 months. For donuts, the ratio is 73.3%.
Consumers of bread and donuts are satisfied with 96% of the products offered to them. 64% of bread consumers and 93% of donut consumers think that these local cereal products are of very good quality compared to wheat bread.
**MAPS OF**

**Mali**

**Live and work in Dogon country**
Partner: Fédération Ensemble Local partner: Ensemble Mali

**Improve market access and support production**
Partner: CIDR Local partner: ICD

**Senegal**

**Intensifying rice production in Casamance**
Partner: GRDR - cellule de Ziguinchor Local partner: CRCR

**Professional rehabilitation of young adults through organic farming**
Partner: GRAIN Drôme Ardèche Local partner: Village Pilote

**Support production and commercialization in the palm oil sector**
Partner: Grdr Local partner: Groupement d’intérêt économique Kadiamor

**Promote local cereals**
Partner: SOL Local partner: Fédération des ONG du Sénégal

**Integrating ducks in rice fields in Casamance**
Partner: Afrique en Vie Local partner: AGADA

**Producing and consuming local and organic in urban areas**
Partner: Sukhali Local partner: CEEDD

**Guinea Bissau**

**Solar salt production**
Partner: Univers-Sel Local partner: APROSAL

**Ivory Coast**

**Professional & entrepreneurial agricultural training**
Partner: ICD Local partner: PEFACI

**Togo**

**Support family livestock farming**
Partner: Elevages sans frontières Local partner: ESF Togo, GARDEGI

**Selling a brand of local rice on a short circuit**
Partner: Elevages sans frontières Local partner: ESF Togo, GRAPHE

**Republic of Congo**

**Assist the local community in developing a sustainable beekeeping activity**
Partner: Apifordev Local partner: CIB APVPS

**Using bush plants as natural fertilizers and pesticides**
Partner: ESSOR Local partner: AGRIDEV
**NIGER**

**SUPPORT WOMEN’S GROUPS TO HELP FEED CITIES**
Partner: Afrique Verte  Local partner: AcSSA Afrique Verte Niger

**BURKINA FASO**

**REVIVE THE AGRICULTURAL PRODUCTION AFTER FLOODS**
Partner: SOS Sahel France  Local partner: SOS Sahel Burkina Faso

**DEVELOP THE LOCAL POULTRY SECTOR**
Partner: CIDR Local partner: APMEZA

**GIVE FARMERS ACCESS TO INNOVATIVE SERVICES**
Partner: SOS Sahel France  Local partner: SOS Sahel Burkina Faso, FilMBA

**STRUCTURING THE PRODUCTION AND PROCESSING OF LOCAL CEREALS**
Partner: ADESAF  Local partner: Comité Suli Baoré

**TRANSMIT PROVEN PRACTICES THROUGH IMAGES**
Partner: La Trame Terre Verte  Local partner: AZN

**BENIN**

**PROMOTING ENDANGERED VEGETABLES**
Partner: Compétences Solidarités  Local partner: Action Bénin Solidarité

**GROUP WOMEN TRANSFORMING CASSAVA IN COOPERATIVES**
Partner: CUMA Bénin  Local partner: Union nationale des CUMA

**HELP WOMEN PROCESS TOMATOES**
Partner: MFR Monde  Local partner: UB-MAFAIR

**KENYA**

**INTRODUCING SACK FARMING AND API CULTURE**
Partner: Interactions & Solidarity  Local partner: Strategies for Northern Development

**MADAGASCAR**

**DEVELOP RICE/FISH FARMING**
Partner: APDRA  Local partner: INRA, Cooperative FIFIMPANA

**MOZAMBIQUE**

**DEVELOP AN AGROECOLOGICAL AGRICULTURE**
Partner: ESSOR  Local partner: Direction de l'agriculture, Conseil municipal
Involving
stakeholders

SOLIDARITY AFTERWORK

A SOLIDARITY AFTERWORK TO TRAVEL
On Thursday, May 31st, SEED Foundation was welcome by Coblence & Partners, a long-time donor to host its annual event. It was an opportunity to invite employees of corporate sponsors of SEED Foundation to thank them with a festive evening full of surprises.

A COLORFUL PROGRAM
On the program of this evening, buffet and bar with African flavors offered, demonstration and introduction to kizomba (Angolan traditional dance), selling ethical and solidarity creations, treasure hunt to discover more about SEED Foundation’s projects and awarding prizes of the lottery. This colorful and flavorful evening, was the opportunity for SEED Foundation to say thank you to all its supporters and donors.

TEAM’S WORD
Many thanks to the eight volunteer dancers and creators for their contribution through a prize at the lottery or by donating some of their profits this evening to SEED Foundation. Thank you also to the law firm Coblence & Partners for their welcome!
FESTIVAL DES SOLIDARITÉS / ALIMENTERRE

A REFLECTION ON THE POWER OF TODAY AND TOMORROW


The film “L’eloige des mils: l’héritage africain” directed by idris Diabate and BEDE, is a plea for the valorization of the production and consumption of millet in Africa and inspired us about the stakes of food sovereignty.

CONCRETE TESTIMONIALS

Two international solidarity professionals, Mariam Ouologuem agronomist and Audrey Bouilot, program manager at SOL, presented their field experience in Africa and answered questions from the public. They detailed several sustainable alternative production and distribution methods such as agroecology and local consumption to meet the challenges of ecological transition.

“ In Mali, traditional agriculture is family farming, healthy and sustainable. The proof that the effects of agroecology are good in Mali is that the farmers themselves spread these practices.”

- Mariam Ouologuem

“ We should not ask ourselves why organic products are expensive but rather why the regular food we buy is so cheap.”

- Audrey Bouilot

RAISING AWARENESS AT HALAGE

Every Wednesday, the Enfants de la Goutte d’Or association organizes a gardening workshop for children in the Univeret collective garden. Once a month, SEED Foundation co-hosts the workshop and educates children on biodiversity through games and crafts. Children are invited to question themselves and to take an interest in the role of insects and birds, they learn to take care of the garden and to preserve the fauna which lives there.

“ The volunteer in charge of raising awareness brings a new breath with fun ideas: children discover the diversity of beings around them, they get to know them and respect them.”

- Annick, facilitator

RAISING AWARENESS AT ARCO IRIS

A day of animation was conducted in the leisure center Arco Iris in Boulogne Billancourt around African food.

L’AFRIQUE DANS NOS ASSIETTES

jeudi 26 juillet 2018

les enfants découvrent des aliments africains

Thirty young kids aged from 5 to 10 were able to discover and taste mango, peanuts, millet, ginger, sweet potato... and even make their own bissap for the afternoon snack!
Financial & tax highlights

Costs

<table>
<thead>
<tr>
<th>COSTS</th>
<th>2018 costs in euros</th>
<th>Allocation of collected donations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Mission</td>
<td>54 460</td>
<td>1 839</td>
</tr>
<tr>
<td>Payments to partner organizations</td>
<td>54 460</td>
<td>1 839</td>
</tr>
<tr>
<td>Fundraising</td>
<td>620</td>
<td>230</td>
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<tr>
<td>Call for public donations charges</td>
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<td>230</td>
</tr>
<tr>
<td>Other private fundraising charges</td>
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<tr>
<td>Running costs</td>
<td>8 652</td>
<td>230</td>
</tr>
<tr>
<td>Reserve</td>
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<td>0</td>
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<tr>
<td>Social Mission to be achieved</td>
<td>46 678</td>
<td>0</td>
</tr>
<tr>
<td>Surplus</td>
<td>793</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>111 203</td>
<td>2 299</td>
</tr>
</tbody>
</table>

FIGURES PUT IN PERSPECTIVE

+27% OF COSTS DEDICATED TO THE SOCIAL MISSION

-74% OF FUNDRAISING COMPARED TO 2017

7.8% ONLY OF RUNNING COSTS
Revenues

PARTNER FIRMS

Since its creation, SEED Foundation has been sponsored by various partner firms which committed themselves alongside the Fund and supported its actions. SEED Foundation wishes to thank them:

AIBC
BOLLORÉ LOGISTICS
LE BASIQ
RUDYARD & JONES CONSEILS

-35% of in-kind contributions due to the reduction of the SEED Foundation team

TAX INFORMATION

SEED Foundation is an Endowment Fund authorized to receive donations and legacies. Donations made to SEED Foundation entitle individuals as well as companies to a tax deduction.

Individuals
Donations are deductible from taxes up to 66% of their amount within the annual limit of 20% of taxable income.

Companies
60% of the amount of donations is deductible within the limit of 0.5% of turnover H.T.

REVENUES

<table>
<thead>
<tr>
<th></th>
<th>2018 revenues in euros</th>
<th>Monitoring of collected funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collected donations</td>
<td>2,299</td>
<td>2,299</td>
</tr>
<tr>
<td>Other private funds</td>
<td>54,269</td>
<td></td>
</tr>
<tr>
<td>Other revenues</td>
<td>1,957</td>
<td></td>
</tr>
<tr>
<td>Recovery of dedicated funds</td>
<td>52,678</td>
<td></td>
</tr>
<tr>
<td>Deficit</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>111,203</strong></td>
<td><strong>2,299</strong></td>
</tr>
</tbody>
</table>

EVALUATION OF IN-KIND CONTRIBUTIONS: 76,663

TRUST AND TRANSPARENCY

Like any endowment Fund, SEED Foundation is subject to regular controls that guarantee the quality of its management and the transparency of its communication. SEED Foundation’s accounts are audited and certified every year by an external auditor. Financial reports are available on the Fund’s website.

Except for the contribution of its Associated Members, SEED Foundation entirely depends on the generosity of firms and individual donors. It receives no government funding whether local, regional or national. In return, the Fund regularly shares information with its Members and donors through its website www.seedfoundation.org its Facebook page and by way of its newsletters.
Governance

BOARD OF DIRECTORS

President
Alain BARBIER. CEO. Pierson Export

Representants of individual members
Christian FONTAINE. Former Sales Director
Alida PIERSON. Administrator

Representants of firm members
Pierre-Arnaud CAMPHUIS. Director. Ets H PIERSON
Catherine DAIVICO-BOUREAU. Senior Partner. Cabinet Cobienne & Associates
Angelo D’ALESSIO. Administrator. Centro Esportazioni Conservati srl
Amadou NIAGADO. CEO. Supermarket sarl
Philippe SCHWAB. Responsible for the Export Department. Intereco
Joëlle URBAND. Accountant. Pierson Export

PROJECT SELECTION COMMITTEE

Representants of members
Marjorie CARON. Sales Assistant. Pierson Export
Chantal GIRAUD-VAN GAVER. Senior Partner. Cabinet Cobienne & Associates
Philippe SCHWAB. Responsible for the Export Department. Intereco

Qualified experts
Henri ROUILLE D’ORFEUIL. Engineer agronomist and Doctor in applied economy
Kerstin SCHÖNAUER. Responsible for fundraising. Agence des Microprojets
Irène SÉROT ALMERAS. CEO. Efiscens
Mathieu SALPETEUR. Researcher in anthropology. PALOC
Stéphanie DUVAULT. Researcher in geography. PALOC
Florette RENGARD. In charge of missions. Réseau FAR (Formation Agricole et Rurale)

SEED FOUNDATION TEAM

Anabelle VERDURME. General manager
Occasional volunteers
BRIEF HISTORY

A vision for solidarity

SEED Foundation was created in 2009 on the initiative of PIERSON EXPORT, a French SME specialized in the distribution of food products in Africa since 1925.

With the desire of acting in Africa beyond its business, it offered its SME network to pool skills and finances in order to create an endowment Fund.

8 firms from various countries of its network and 2 individuals created SEED Foundation to act in favor of food security in Africa through the development of the agricultural sector.

SEED Foundation’s mission

FACT: hunger is still the main issue in Africa.
SOLUTION: developing the agricultural sector is the key leverage to improve self-sufficiency and to give an impulse to the economy through the creation of additional incomes.
PARADOX: this fair cause is only marginally supported by other foundations.
COMMITMENT: SEED Foundation has decided to make it its core mission by sponsoring NGOs working on the field.

SEED Foundation aims at promoting rural and agricultural development in Africa in order to improve food security and the living conditions of the most vulnerable populations.

Design and production: Anabelle Verdonne

Credits:
ESSOR (couverture, p.5), Photos Cine Yam (p.1-4), Compétences Solidaires (p.5), CUMA Benin (p.6, 15), SOL (p.6, 7), Fondation NFP Mende (p.7), SEED Foundation (p.10, 11)

Icons:
Freepik (p.12)
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Rejoignez-nous sur les réseaux sociaux !

MEMBRES ASSOCIÉS DE SEED FOUNDATION

La contribution annuelle des entreprises membres est indispensable à la poursuite des actions de SEED Foundation. Informés régulièrement du développement des activités du Fonds, impliqués dans sa gestion, les entreprises membres et leurs collaborateurs sont au cœur de l’action.