

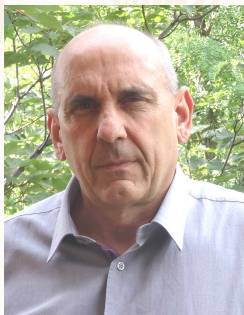


Small businesses committed to
supporting African farmers!



2018
ANNUAL REPORT

EDITORIAL



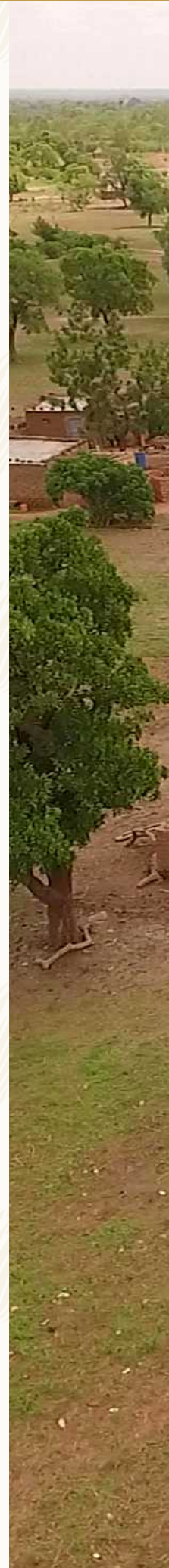
Alain Barbier
President

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 Coblenz 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.

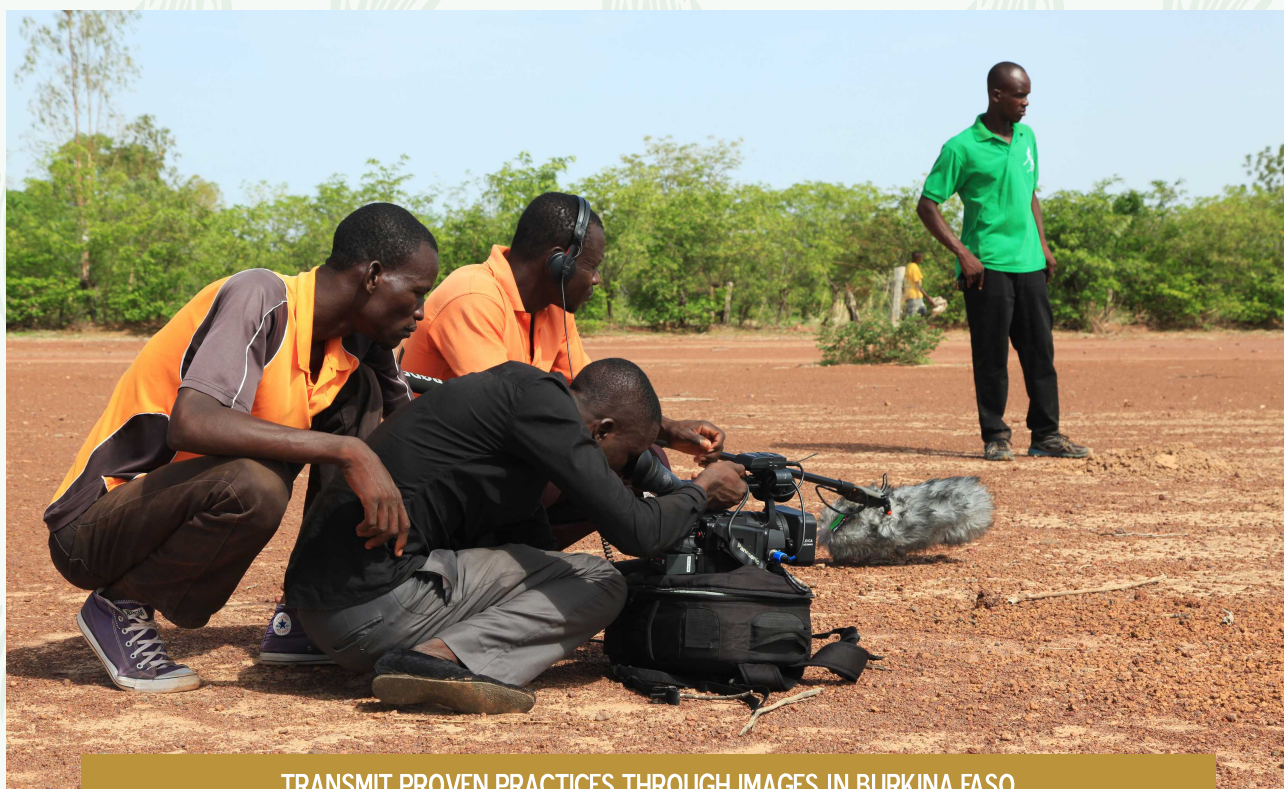




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Action on the field



TRANSMIT PROVEN PRACTICES THROUGH IMAGES IN BURKINA FASO

Partner: La Trame, Terre Verte Local partner: AZN

CONTEXT

Guïé 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 zaï 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 zaï-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 zaï and compost
- 10,000 views at least of Facebook movies and more than 300 shares
- 30% increase of areas cultivated with the zaï technique in targeted villages.

NEW PROJECT

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 he offers good quality production. He is proud of the trust deriving of his practice of agroecology which results in loyalty from his customers. In total, 17 cooperatives producing and marketing agro-ecological vegetables were created.



GROUP WOMEN TRANSFORMING CASSAVA IN COOPERATIVES IN BENIN

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

CONTEXT

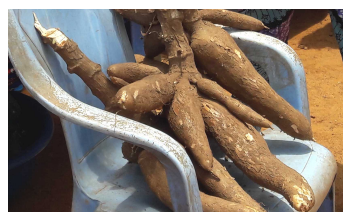
Cassava is an essential product in the local diet. It is obtained by processing tapioca and is in great demand locally. Women master cassava processing techniques but lack means to cope with growing local demand: only 47% of the demand was met in 2017.

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

Partner: MFR Monde Local partner: UB-MAFAR

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

NEW PROJECT



« 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. »

- Ncodou

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

KEY

On-going projects

Finished projects

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 Lcaol 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: IECD 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

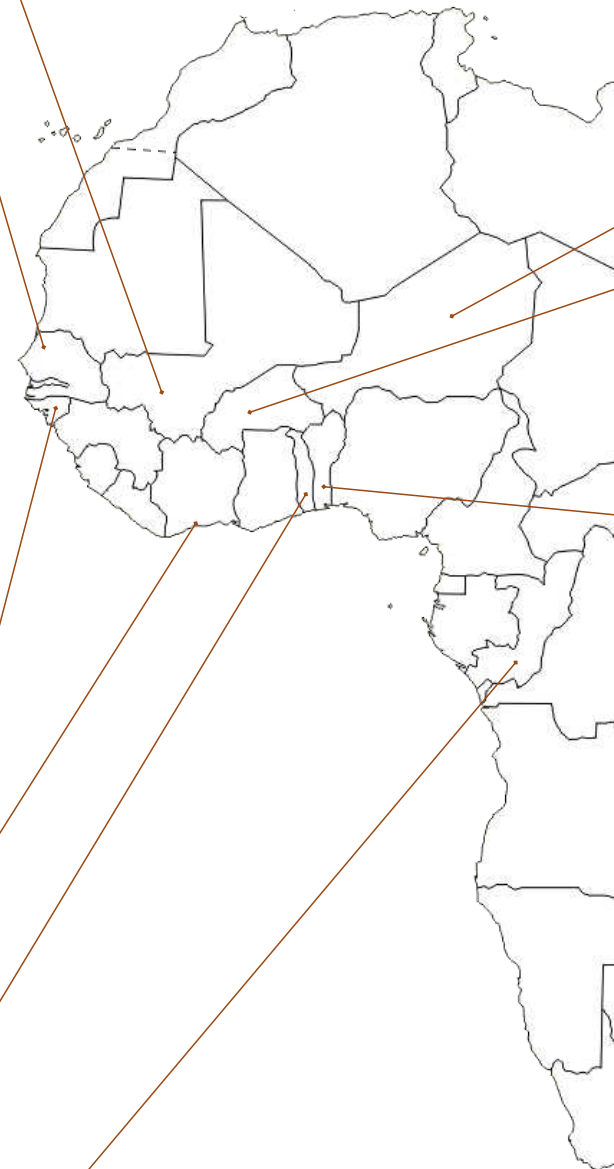
REPUBLIC OF CONGO

ASSIST THE LOCAL COMMUNITY IN DEVELOPING A SUSTAINABLE BEEKEEPING ACTIVITY

Partner: Apiflordev Local partner: CIB, APVPS

USING BUSH PLANTS AS NATURAL FERTILIZERS AND PESTICIDES

Partner: ESSOR Local partner: AGRIDEV



projects



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: APME2A

GIVE FARMERS ACCESS TO INNOVATIVE SERVICES

Partner: SOS Sahel France Local partner: SOS Sahel Burkina Faso, FIIMBA

STRUCTURING THE PRODUCTION AND PROCESSING OF LOCAL CEREALS

Partner: ADESAF Local partner: Comité Sul Baoré

TRANSMIT PROVEN PRACTICES THROUGH IMAGES

Partner: La Trame, Terre Verte Local partner: AZN

BENIN

PROMOTING ENDANGERED VEGETABLES

Partner: Compétences Solidaires 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-MAFAR

KENYA

INTRODUCING SACK FARMING AND APICULTURE

Partner: Interactions & Solidarity Local partner: Strategies for Northern Development

MADAGASCAR

DEVELOP RICE/FISH FARMING

Partner: APDRA Local partner: INRA, Coopérative FIFIMPAVA

MOZAMBIQUE

DEVELOP AN AGROECOLOGICAL AGRICULTURE

Partner: ESSOR Local partner: Direction de l'agriculture, Conseil municipal

Involving stakeholders



SOLIDARITY AFTERWORK

A SOLIDARITY AFTERWORK TO TRAVEL

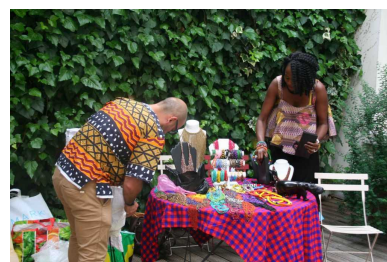
On Thursday, May 31st, SEED Foundation was welcome by Coblenz & Partners, a long-time donor, to host its annual event. It was an opportunity to invite employees of corporate sponsors of SEED Foundation to thank them with a festive evening full of surprises.

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 Coblenz & Partners for their welcome!



FESTIVAL DES SOLIDARITÉS / ALIMENTERRE

A REFLECTION ON THE POWER OF TODAY AND TOMORROW

On November 26, 2018, SEED Foundation, with the Collective "International Solidarity and Local Development in Ivry" composed of ADESAF, InTerre-Accion and Metishima, organized a big screening-debate evening on the theme: "Traditional Agriculture: a solution to food challenges?"

The film "L'éloge des mils: l'héritage africain" directed by Idriss 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 Bouillot, 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 Bouillot

RAISING AWARENESS AT HALAGE

Every Wednesday, the Enfants de la Goutte d'Or association organizes a gardening workshop for children in the Univert 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

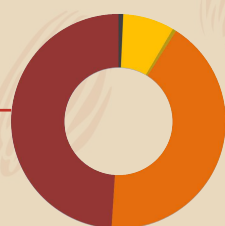
A day of animation was conducted in the leisure center Arco Iris in Boulogne Billancourt around African food.



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



49%	Social Mission
42%	Social Mission to be achieved
8%	Running costs
1%	Surplus
1%	Fundraising

COSTS	2018 costs in euros	Allocation of collected donations
Social Mission	54 460	1 839
Payments to partner organizations	54 460	1 839
Fundraising	620	230
Call for public donations charges	616	230
Other private fundraising charges	304	0
Running costs	8 652	230
Reserve	0	
Social Mission to be achieved	46 678	
Surplus	793	
TOTAL	111 203	2 299

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	SAE
BOLLORE LOGISTICS	TECHNISEM
LE BASIQ	YIDIA
RUDYARD & JONES CONSEILS	

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

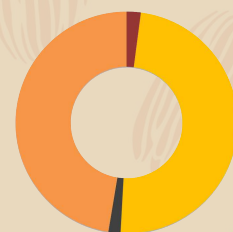
Donations are deductible from taxes up to 66% of their amount within the annual limit of 20% of taxable income.

Companies

60% of the amount of donations is deductible within the limit of 0.5% of turnover HT.

-35% OF IN-KIND CONTRIBUTIONS
DUE TO THE REDUCTION OF THE
SEED FOUNDATION TEAM

REVENUES	2018 revenues in euros	Monitoring of collected funds
Collected donations	2 299	2 299
Other private funds	54 269	
Other revenues	1 957	
Recovery of dedicated funds	52 678	
Deficit	0	
TOTAL	111 203	2 299
EVALUATION OF IN-KIND CONTRIBUTIONS:		76 663



49% Other private funds
47% Recovery of dedicated funds
2% Collected donations
2% Other revenues

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.seed-foundation.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-Arnold CAMPHUIS, Director, Ets H PIERSON

Catherine DAVICO-HOARAU, Senior Partner, Cabinet Coblenz & Associés

Angelo D'ALESSIO, Administrator, Centro Esportazioni Conservati s.r.l

Amadou NIAGADO, CEO, Supermarket sarl

Philippe SCHWAB, Responsable for the Export Departement, Interepco

Joëlle URBAND, Accountant, Pierson Export

PROJECT SELECTION COMMITTEE

Representants of members

Marjorie CARON, Sales Assistant, Pierson Export

Chantal GIRAUD-VAN GAVER, Senior Partner, Cabinet Coblenz & Associés

Philippe SCHWAB, Responsable for the Export Departement, Interepco

Qualified experts

Henri ROUILLE D'ORFEUIL, Engineer agronomist and Doctor in applied economy

Kerstin SCHONAUER, Responsable for fundraising, Agence des Microprojets

Irène SÉROT ALMERAS, CEO, Efiscens

Matthieu SALPETEUR, Researcher in anthropology, PALOC

Stéphanie DUVAIL, 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 Verdurme

CREDITS:

ESSOR (couverture, p.5), Photos Ciné Yam (p.3,4), Compétences Solidaires (p.5), CUMA Bénin (p.6, 15), SOL (p.6, 7), Fondation MFR Monde (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.



Centro Esportazioni Conservati S.r.l.

COBLENCE
& associés

Ets HPIERSON et Cie

