



# ssnup

Smallholder Safety Net  
Upscaling Programme

## TECHNICAL SUPPORT OF SMALLHOLDERS FOR CLIMATE-SMART PRACTICES, PRODUCTIVITY AND QUALITY IMPROVEMENTS



Africa



Latin America



Asia



Financial services



Non-financial services



Market building



Internal management

### CONTEXT

The economy of Mali is primarily based on agriculture and agro-pastoralism with most farming defined by small-scale, rain-fed subsistence systems with little reinvestment in mechanisation. Most of the land lies within the Sahara Desert making Mali one of the hottest countries in the world. The agricultural sector employs about 80% of the workforce and is mainly small-scale family farming, with 68% of farms cultivating less than 5 hectares. Other forms of agricultural operation are limited, with only 14% of farms exceeding 10 hectares.

### CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Karit'Or is a Mali-based company created in 2020 that specialises in the production and marketing of cosmetic products made mainly from shea butter. The company has one workshop and a unit plant located in Bamako and work with distributors in Mali, Senegal, Côte d'Ivoire and France. The company established sustainable partnerships with 400 women gathered in cooperatives mainly located in the region of Kayes and Bamako in Mali. These cooperatives provide the company with shea butter, the main ingredient used by Karit'Or for manufacturing its products. Thanks to the building of a unit plant, Karit'Or switched from a handcrafted to an industrial production. While the market potential is there, Karit'Or currently faces difficulties meeting the demand especially from Europe due to regulatory constraints and lack of certification.

### OBJECTIVE OF THE PROJECT

The project aims to increase the quality and the quantity of shea butter used by the company through strengthening shea butter value chain, and on the other hand to increase sales around and over Africa.

The expected results of the project are:

- Establish sustainable partnership with 600 women producers.
- Improve quality and increase quantity of shea butter production.
- Train 600 women and aggregator to be ECOCERT certification compliant.
- Development of an ESG strategy and implementation of best practices.

### IMPACT INVESTOR



### BENEFICIARY ORGANISATION

Karit'Or (SME) – Mali

### TARGET

600 smallholder farmers

### AGRICULTURAL VALUE CHAIN

Shea butter

### STARTING DATE

July 2024

### DURATION

6 months

### TOTAL TA BUDGET

€ 34,850  
Including € 27,850 (80%)  
contribution from SSNUP

