

## BD4FS Celebrates USAID 60<sup>th</sup> Anniversary of Development Partnership with Senegal



Peter Trenchard, USAID Senegal Director (center) with BD4FS Senegal Program Director Mariama Dieng (left) and Senior Technical Advisor Makhtar Thiam (right). Photo credit: Mariame Sow.

On November 3, 1961, President John F. Kennedy established the United States Agency for International Development (USAID). Today, USAID is the world's premier international development agency and a catalytic actor driving development result through the generosity of the American people.

Feed the Future Business Drivers for Food Safety (BD4FS) joined USAID on November 3, 2021, to launch the celebration of 60 years of development partnership with Senegal. The BD4FS Senegal Program Director, Mariama Samb Dieng, and her team of communications and food safety experts participated in the event. They were joined by businesses with whom BD4FS has partnered to build a culture of food safety in

Senegal.

BD4FS, funded by USAID and implemented by Food Enterprise Solutions (FES), is building on this 60-year partnership with Senegal and helping achieve USAID's long-term goal to have partner countries transition from being recipients, to partners, to donors. As Senegal is making progress, the challenges facing the Senegalese government and its people are evolving. BD4FS is working hand in hand with the Senegalese private sector to improve the resilience and adaptability of growing food businesses (GFBs) through codesigning food safety solutions.

According to FES President Russ Webster, "Improving the food safety performance of Senegalese growing food businesses is a major development opportunity for the country and a priority for BD4FS. By working with BD4FS to improve food safety practices, businesses can expand their market access and profit margins while also promoting a culture of food safety, enhancing health and nutrition outcomes, and providing employment opportunities." This was confirmed by a young entrepreneur participating with the BD4FS Senegal team in a Panel on Youth and Entrepreneurship organized by the USAID Mission.



Youth and entrepreneurship panel. Photo credit: Astou Diop.

Alimatou said, "Thanks to the Feed the Future Senegal-BD4FS Program, I am being coached by qualified experts to improve the whole food safety management system of my agri-food business. And without them I could never afford paying for these trainings."

FES relies on and actively supports the BD4FS Senegal team and GFB partners in addressing critical gaps around food safety. This is accomplished through providing capacity building activities as well as working in partnership to address challenges related to regulatory conformity, infrastructure, cold chain logistics, and more.

FES is in sync with USAID and is committed through BD4FS to boost processing of safe, healthy, and nutritious food in Senegal and accompany the country's tremendous potential for transformational development. Siny Samba, one of our business participants highlighted that "Our goal is to become a competitive company which respects food safety standards, be able to sell our products everywhere in the country and internationally and create jobs all around the value chain."



BD4FS business partners Fatou Diop of Tuti Tuti and Alimatou Diagne of Carvi Food visiting the BD4FS event booth and talking with Makhtar Thiam. Photo credit: Astou Diop.



Siny Samba presenting le Lionceau products. Photos credit: Marie Lechapelays.

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