

PARTNER FACT SHEET



Projected Impact



Strengthen the production capabilities of 400 additional small-scale producers in Senegal.



Increase smallholder farmer and small producer sales by \$2.5 million between the first and third year of the project.



Create and sustain a total of 2,000 jobs.



Club Tiossane staff preparing a package for delivery.
Photo credit: Club Tiossane

About Club Tiosanne

[Club Tiossane](#) is an online fresh-grocery delivery service based in Dakar, Senegal. As part of its mission, Club Tiossane aims to create market opportunities for women working in the agricultural sector and women entrepreneurs in agri-food micro, small, and medium-size enterprises.

Co-Investment Partnership

Through its COVID-19 rapid response program, the USAID-funded West Africa Trade & Investment Hub (Trade Hub) awarded a \$495,194 co-investment grant to Club Tiossane to strengthen market linkages between small-scale Senegalese producers and urban consumers and to help the company meet the growing demand for food deliveries because of the pandemic. During its 3-year partnership with the Trade Hub from March 2021 to March 2024, Club Tiossane will build distribution partnerships with 400 additional small-scale producers in Senegal to expand its pool to 500. Club Tiossane will also leverage approximately \$1.5 million in capital and resources to build a modular cold storage and packing infrastructure, increase its food storage capacity from 10 metric tons to 30, and purchase 14 delivery trucks to increase the number of its home deliveries from 1,200 to 4,000 deliveries per week. In addition, Club Tiossane will deploy a new technology platform that offers wide-scale accessibility to the company's products and services. Read more [here](#).

Partnership Opportunities

This partnership supports business growth and income generation for small-scale producers in Senegal. These small-scale producers will be supported to strengthen their production capabilities and ability to identify market opportunities, diversify their product range, and link to additional markets. Even prior to the pandemic, there was growing demand for Club Tiossane's fresh grocery delivery service—a need that has increased as urban consumers seek safe ways to purchase and receive fresh food during this health crisis. In 2020, Club Tiossane closed its year at \$1 million in revenue—a 100 percent increase from 2019. Through additional private sector investments, the company can continue to support small scale producers in Senegal, grow an already profitable business, and help ensure food security among Senegal's urban population.

To learn more about investment and partnership opportunities with high-potential companies in West Africa, visit the Trade Hub's Virtual DealRoom at asokoinsight.com/deals/watih/investor



[Westafricatradehub.com](https://westafricatradehub.com)



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