

PARTNER FACT SHEET

Entreprise Aïssatou Gaye

Projected Impact



Increase the company's area of cultivated land for rice from 1,753 to 2,128 hectares and double the company's rice processing capacity.



Generate at least 7 million in sales to wholesalers by the third year of the project.



Create and sustain jobs for 700 new paddy rice producers and factory and farm workers.



Aïssatou Gaye, founder of Entreprise Aïssatou Gaye and the rice brand "Jongoma." Photo credit: Entreprise Aïssatou Gaye

About Entreprise Aïssatou Gaye

Entreprise Aïssatou Gaye (EAG) is a woman-owned rice production company in the Ross-Béthio area of Saint Louis in Senegal. Founded in 2008 with just a \$300 personal investment, the company now generates revenues of \$1.6 million per year while supporting more than 1,300 paddy rice producers in Senegal.

Co-Investment Partnership

Through its COVID-19 rapid response program, the USAID-funded West Africa Trade & Investment Hub (Trade Hub) awarded a \$450,842 co-investment grant to EAG to support the company to increase white rice production in the Ross Bethio area of Senegal and help reduce the country's dependence on imported rice. EAG will leverage \$5.3 million in privately raised capital as part of its 3-year partnership with the Trade Hub. Through the co-investment, EAG will be able to purchase the milling equipment required to produce an additional two tons of white rice per hour, acquire the machinery needed to cultivate an additional 375 hectares of land to boost crop production, and onboard 375 farmers to its current network of 1,545 paddy rice producers. As a result of the co-investment, EAG expects to process and market 12,783 tons of white rice by June 2022.

Partnership Opportunities

Paddy rice producers and white rice producers such as EAG face several constraints in Senegal that contribute to the country's dependence on imported rice, including limited access to financing for quality agricultural inputs and modern farming equipment, underdeveloped land for rice cultivation, and limited processing capacity. EAG seeks additional partners to assist it in combatting these challenges and boosting food security in the region through the production of locally grown rice.

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



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