

A value chain analysis of bissap (*Hibiscus sabdariffa* L.) in Senegal

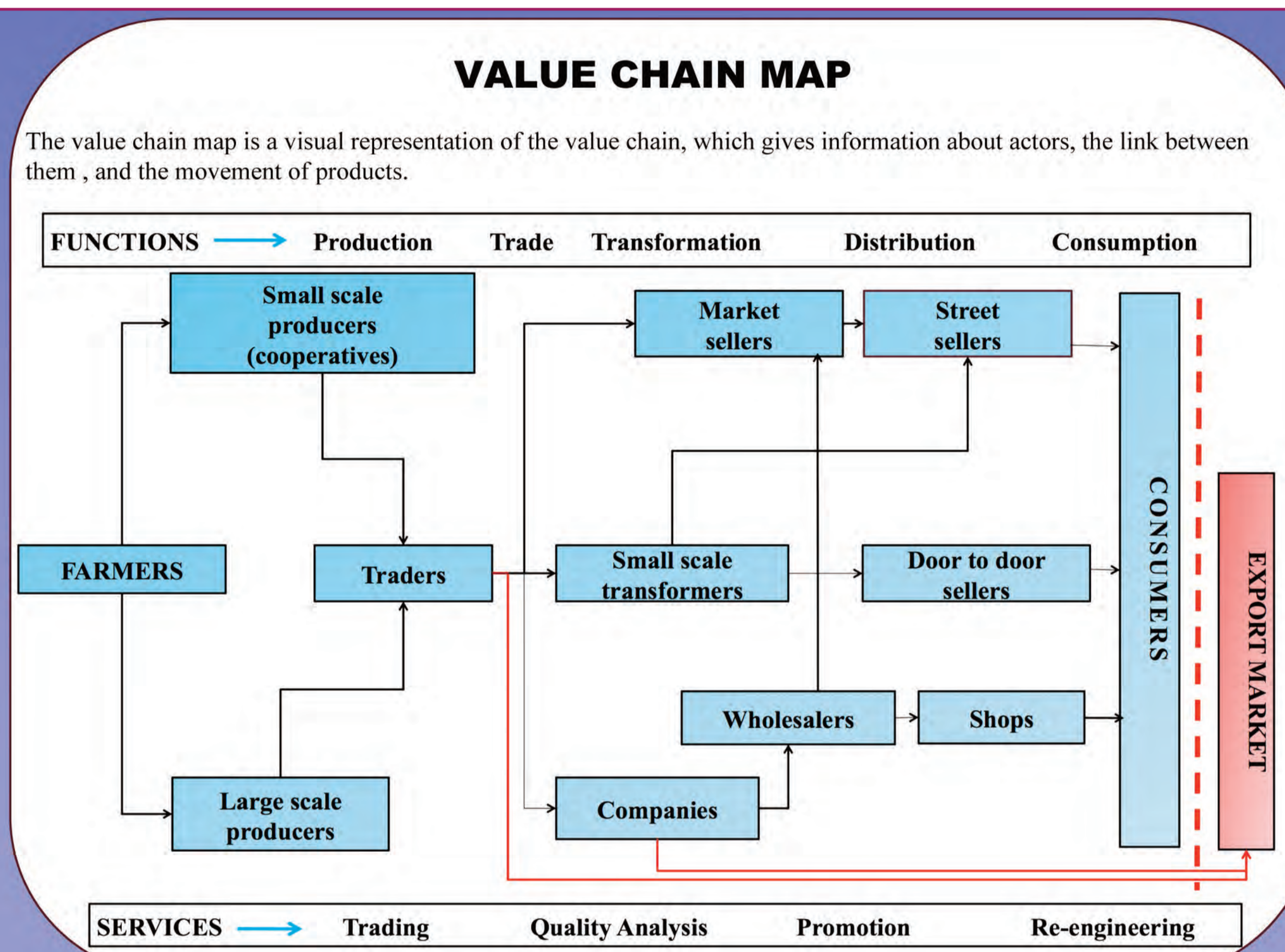
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THE AFTER project, African Food Tradition Revisited by Research, involves seven African countries (Benin, Cameroon, Egypt, Madagascar, Senegal, Ghana and South Africa) and four EU countries (France, Portugal, Italy and the UK). The aim of this project is to identify and characterize the African food technology know-how of ten traditional products, and share this information in developing countries and particularly with the EU; in order to help local products and technologies to become competitive on national and international markets.

A Value Chain is a method to identify all the steps of a product transformation, used to study the current and future markets, products and consumers in Africa and European Union. The analysis of the bissap value chain defines the position in the existing market, and shows the re-engineering possibilities to improve the bissap quality and competitiveness.



MARKETING MIX

The Marketing Mix (4 P's of Marketing) gives information about the product itself: the Price, the description of the Product, the Place where it would be best to provide it to the consumer, and how it might be Promoted.

PRODUCTS	<i>Hibiscus sabdariffa</i> L. calices	<i>Hibiscus sabdariffa</i> L. Drink	<i>Hibiscus sabdariffa</i> L. syrup
PRODUCTS DESCRIPTION	<ul style="list-style-type: none"> • Red color • Rich in anthocyanins, phenolic acids and others polyphenols • Varieties: VIMTO, KOOR, THAI, CLT92 • Sun dried • Packed in bags 	<ul style="list-style-type: none"> • Water extract of calices • Addition of sugar: 10 to 14 °BRIX • Acid • Packed in glass or plastic bottles 	<ul style="list-style-type: none"> • Water extract of calices • Addition of sugar: 55 to 60 °BRIX • Packed in glass or plastic bottles
PRICE	<ul style="list-style-type: none"> • Min: 0.4 Euro/kg • Max: 2 Euros/kg 	Average: 0.8 Euros/Liter	Average: 3 Euros/Liter
PLACE	<ol style="list-style-type: none"> 1. Wholesalers 2. Export market 3. Street markets 4. Shops 	<ol style="list-style-type: none"> 1. Street markets 2. Restaurants 3. Supermarkets 4. Hotels 	<ol style="list-style-type: none"> 1. Supermarkets 2. Restaurants 3. Hotels 4. Shops
PROMOTION	Training of farmers, improvement of the hygienic quality, label with nutritional interests, partnership with private companies, promotion through media (TV, the Internet), development of new functional products.		

METHOD

The work builds upon the AFTER survey organized in Senegal, and the bissap literature review (Cissé, 2010). The main results were obtained to follow-up interviews with key value chain actors. The value chain information has been used to build the SWOT and the GAP analysis, as well as the Mix Marketing.

Three bissap by-products have been studied: the calices, the drink and the syrup. The survey has been made in the main production and consumption regions in Senegal: Dakar, Kaolack, Kédougou, Mbour, Thies and Velingara.



Bissap drink, made and sold in Senegal
 Calices of *Hibiscus sabdariffa* L. after harvesting

DISCUSSION

The value chain analysis is used to know the situation of actual bissap by-products on the market space, and to find out the ways to improve it (new markets, new products).

The Marketing Mix aim is to point out the place of actual products on the market, and then to find out the market places the potential new products could enter. This method permits to know the potential of market spaces to host new products, and the potential of new products to find clients on a market space.

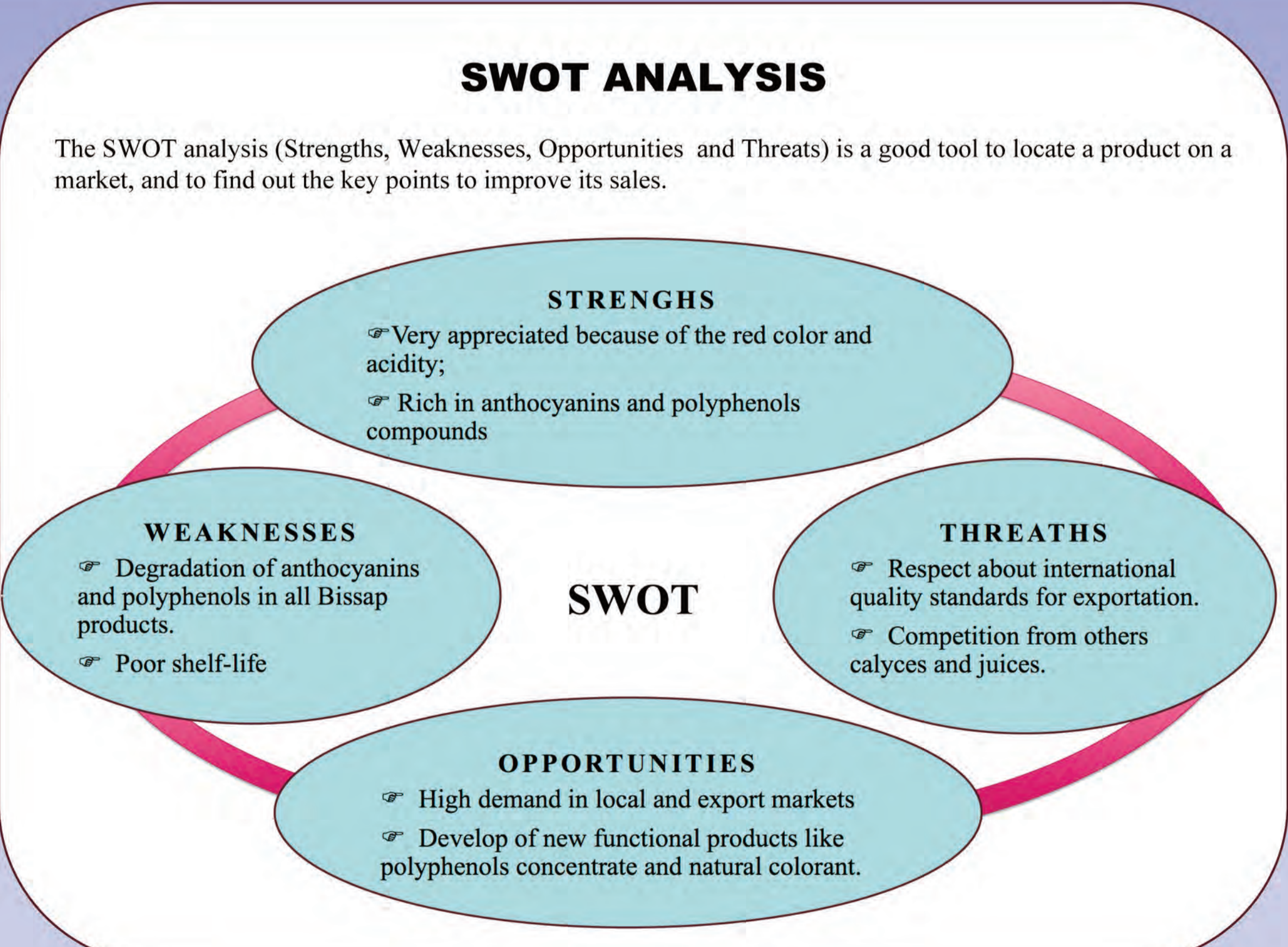
The SWOT analysis is convenient to know the obstacles to the market's entering of bissap products, such as the non-respect of international quality standards for export market, the competition with other products for local market, or the storage limits for supermarkets and export. However, the SWOT analysis also shows the opportunities to work on for a better market's entering of products.

MARKETING GAP

A market gap is an opportunity in a market where no supplier provides a product that buyers could need.

The classification occurs from market 1 to market 4, which means the first place where the product is sold to the fourth place (in terms of quantity).

	<i>H. sabdariffa</i> L. calyx	<i>H. sabdariffa</i> L. syrup	<i>H. sabdariffa</i> L. drink
Market 1	Wholesalers	Supermarket	Street market
Market 2	Export Market	Restaurants	Restaurants
Market 3	Street Market	Hotel	Supermarket
Market 4	Shops	Shops	Hotel
Competing products	Baobab fruit, ginger and tamarind (local market). Other varieties of <i>Hibiscus sabdariffa</i> and tea calyx (export market).		



CONCLUSION

To improve the competitiveness of bissap on local and export markets, the first important step is to re-engineer the by-products in order to fit into non-exploited market places and get new customers (improvement of traditional processing and production methods, development of new products).

Improving the shelf-life and respecting the international quality standards is necessary for processed bissap products to enter the export market.

The street sales have a big potential for new products, as well as supermarkets for products with improved shelf-life and safety.

Acknowledgements

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