

Improvement of production, transformation of noni into juice and powder in Mali

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Introduction

Malian agriculture includes an entire area which is agroforestry, that is to say harmoniously combining agriculture and trees. In the current context, Malian agriculture is concerned about the phenomenon of climate change, therefore it is developing its agroforestry component for carbon capture. In fact, Malian agriculture seeks to fight against malnutrition with products rich in vitamins. The cultivation of noni alone fulfills these different functions and constitutes an innovative product of Malian agriculture.

Problem statement

Mali is experiencing food and nutritional crises. The result is a worrying nutritional situation, particularly for vulnerable households. Nutrition security involves more than just access to adequate food. It requires access to micronutrients at affordable costs given the level of poverty of households. Consequently, credible alternative solutions with a strong socio-economic and environmental impact must be considered

Solution approach

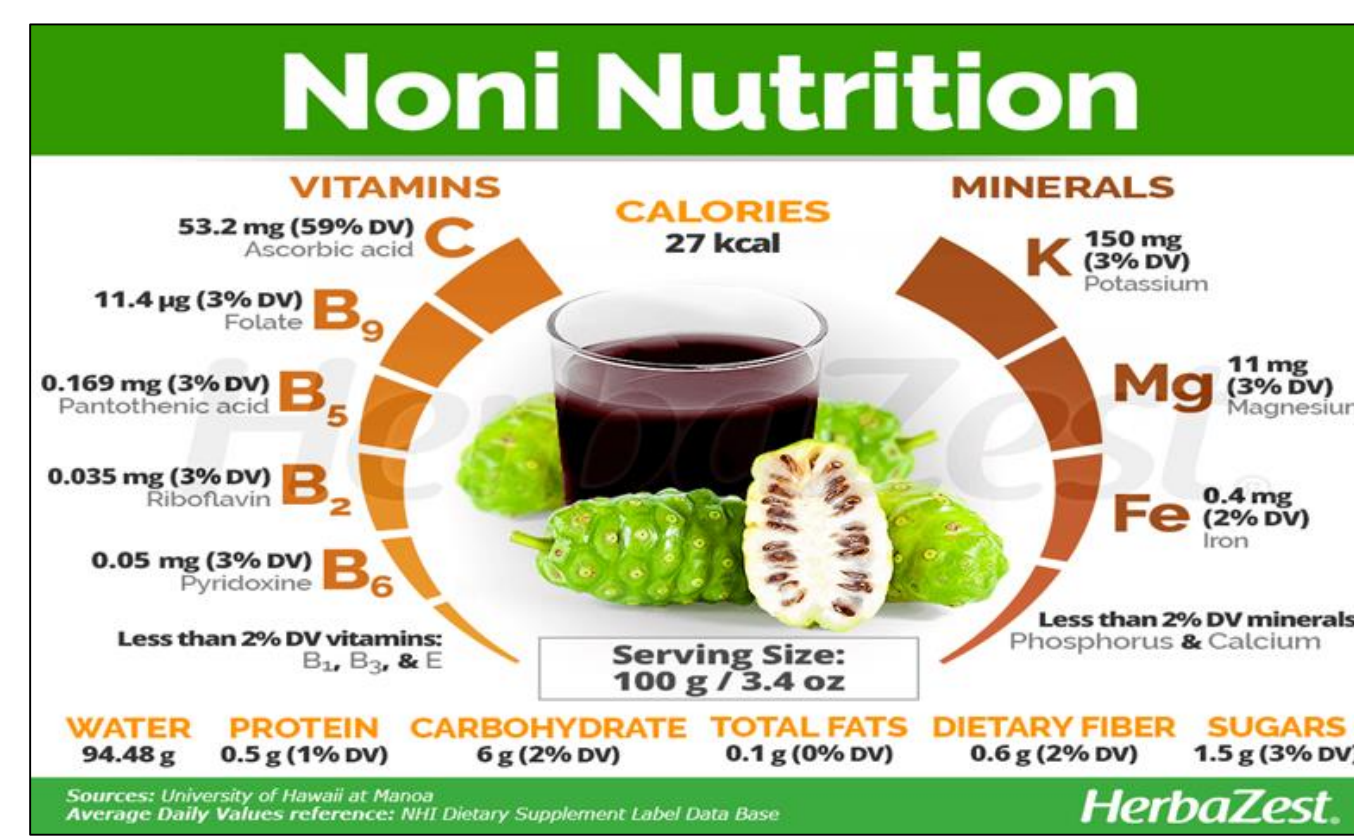
Morinda citrifolia is our solution with a high concentration of Vitamins

Objectives

- Contribute to an improvement in the food and nutrition situation of populations,
- Provide a source of income for the promoter through self-employment and the creation of other jobs.
- In the future put Noni among the main sectors of Malian agriculture.

Improvement strategy

- ❖ Improve production and transport
 - Phytosanitary care using ecological products
 - Control of supply i.e. ensuring the water needs of plants
 - Tricycle transport
- ❖ Improve processing
 - Machine wash
 - Mechanical pressing
 - Sieving and centrifugation
 - Pasteurization
 - Bottle packaging
 - Labeling
 - Flour mill solar



Expected costs

NAME	QUANTITY	AMOUNT
press	1	6 798€
Pasteurizer	1	1 870€
Tank	1	630€
Bottling packaging	1	597€
Flour mill	1	3 990€
Motocycle tricycle	1	1769€
TOTAL		15655€

Strengths

- Experience and dynamism of the promoter of the project
- Benefit of the product : Original, organic, benefits on health

Opportunities

- New product: existence of a large market (local, sub-regional and international)
- Possibility to diversify production by introducing other noni products to the market
- Existence of partners ready to support noni value chain (GIZ, etc.)

SWOT

Weakness

- Manual production process which limits the production capacity
- Lack of human resources specialized in food production
- Difficulties to diversify production
- Lack of financial resources

Threats

- Reluctance of the population
- Political instability in Mali
- Regulations and standards to respect for a large market