

Africa-Europe Conference on Higher Education Collaboration, 25 October 2019, Brussels

„Investing in people, by investing in higher education and skills in Africa“



LE LIONCEAU

Maggue ak tawfékh! Growing up with health!

Project Presentation

The WHO 2016 report on malnutrition in Senegal shows that :

- 19% of children under 5 suffer from stunting;
- 6% are acutely malnourished;
- 13% are underweight.

However, the country is full of natural resources that are very rich nutritionally but are not well exploited. By creating Le Lionceau, we want to tackle this challenge by offering fortified products developed from local organic raw materials which will help to fight against malnutrition.

We offer, on the one hand, an unique value proposition to **Senegalese moms** for their baby (age: 6-36 months), with ready to use purees adapted to their nutritional needs and made from local organic ingredients (mango, banana, moringa, millet, baobab fruit, etc.), directly processed in our semi-industrial plant. Our products are free of preservatives nor artificial flavours, 100% natural and bring to children the nutritional elements which they need to better promote their physical growth and brain development.

On the other hand, we strengthen the **food value chain**, by making long term contracts with local farmers that help them:

1. Stabilizing their annual revenue;
2. Planning their crop productions, knowing in advance how much they will sell during the year;
3. Reducing field losses, especially for fruit production like mango and banana.



Project Activities

Le Lionceau focuses its activities on two main fields:

- The production and commercialization of highly nutritional and 100% locally babyfood solutions, with a product range of **10 baby purees** and **4 baby biscuits**. More products are to come, with the aim to impact all the population, especially rural and low-income families, with affordable and highly nutritional solution;



- Improving moms and dads awareness and understanding of infant nutrition, helping them integrating what are the key factors that determine children development during the first 1000 days of their life. This is done through the implementation of awareness campaigns, like short explanatory videos in Wolof (local language), or workshops directly in the field. Le Lionceau deploys these awareness campaigns through a Nutrition education program, in cooperation with *1000 Jours Suñu Yonn* (1000 first days matters), a no profit association created by Siny Samba herself.

Project Results

Our impact is encouraging and everyday growing, both on our customers (moms and babies), and on our suppliers (farmers). Indeed, since our launch in mid 2018, we :

- Impacted more than 500 families (800 babies);
- Are working with with 3 local federations of farmers, totaling more than 5000 producers;
- Created 5 direct jobs, and more than 20 indirect jobs;
- Saved more than 2 tons of plastic waste thanks to our glass jar reuse system (some jars are totaling more than 20 cycles since the beginning);
- Give to babies highly nutritional purees made with local ingredients without any added sugar or added salt to accustom them to the natural taste of food at the early stage.

Sustainability & Synergies

Le Lionceau is fully integrated in its territory, and aims to strengthen the whole food value chain, while having a positive impact on the environment. Thus, the impact on farmers is double:

- We provide them revenue by buying locally and at a fair price;
- We compost and redistribute our organic waste to help them improving the soil, which is even more important in the Sahelian region where soils lack of humus, in part because of increasing desertification.

In addition, we opted for glass jars with a reuse system, to drastically reduce the impact on environment of our packaging, avoiding the dispersion of thousands of plastic bags in the environment.

Information

CONTACT INFORMATION

LE LIONCEAU SARL
Yoff Ranhrar, Dakar, Senegal
contact@le-lionceau.com
+221 776875896

www.lelionceau.com

[Facebook.com/lelionceausenegal](https://www.facebook.com/lelionceausenegal)

[Twitter.com/lelionceauSN](https://twitter.com/lelionceauSN)

[Instagram.com/lelionceauSN](https://www.instagram.com/lelionceauSN)



IMPLEMENTING PARTNERS



Siny SAMBA – agri-food engineer and nutrition specialist
Rémi FILASTO' – agri-food engineer

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