

TESTIMONY from Ouattara Fatimata, an agri-food processor supported by Pro-ARIDES in Burkina Faso



Ouattara Fatimata, 47, lives in Dédougou and has been promoting Saniya, a company specializing in agri-food processing, since 2015. Despite her determination and years of experience, her business faced several challenges. Her income, although estimated at around 4,000,000 CFA francs per year, remained limited by significant challenges related to the packaging of her products and a lack of management training. These constraints reduced her competitiveness in the market and hampered the growth of her business, despite its strong potential.

In 2024, thanks to the Dédougou town hall, Fatimata discovered the Pro-ARIDES program and decided to participate. She benefited from crucial support in the form of practical training, raw materials, modern equipment, and business opportunities through B2B meetings.

This support enabled her to modernize her production processes, enhance the value of her products, and, above all, solve one of her biggest challenges: packaging. Thanks to the project, she now has suitable and more attractive packaging that strengthens her company's image in the market. *« It's thanks to Pro-ARIDES that I am now able to package my products with the packaging that the project has provided me with,»* she says.

Since receiving support, Saniya has experienced remarkable growth. Its annual revenue has increased from 4,000,000 CFA francs to nearly 20,000,000 CFA francs, a fivefold increase. The number of permanent employees has also increased from two to five, reflecting the expansion of the business. It received the 1st prize for excellence from the Directorate General of Taxes, worth 1,250,000 CFA francs. In her family and community, the impact is visible through improved incomes and greater economic



stability. « *Pro-ARIDES has boosted my production and opened up many new avenues and opportunities for me*» says Ouattara Fatimata

Aware of how far she has come, Fatimata now has big ambitions. She wants to strengthen her employees' skills, increase production in terms of both quantity and quality, and obtain AB Norme certification to conquer new markets. Her dream is to create a showroom and become one of the most recognized processors in the West African sub-region.

Ouattara Fatimata's story illustrates how Pro-ARIDES is helping to transform local agri-food activities in a sustainable way. From an entrepreneur limited by packaging and management challenges, she has become a competitive business leader, generating jobs and looking to the future. Her journey is a source of inspiration for all women processors in Burkina Faso and beyond.