



PAGE 4: B.1) YOUR CASE STORY: TITLE AND DESCRIPTION

Q1: TITLE OF CASE STORY

The Gambia Growth and Competitiveness (GCP) Sponsored Mango Out growers Scheme

Q2: CASE STORY ABSTRACT

The GCP working with Rad-ville, Gambia Horticultural Enterprise and EMPASS Poultry as investor firms is implementing an out grower program that benefits; mango, vegetable and poultry farmers. Under the mango program 250 farmers are currently benefiting leading to increased mango production, productivity and sales. In 204 mango season, these farmers sold 352 tonnes of mangoes for the export market with a total revenue of GMD 3, 320, 297

Q3: LONG DESCRIPTION OF THE CASE STORY

The case is a description of a mango out grower program that is being currently implemented by the GCP through the Ministry of Trade, Industry, Regional Integration and Employment funded by World Bank/IDA. . the project is being implemented through two commercial agricultural firms in the Gambia called RADVILLE and Gambia Horticultural Enterprise (GHE). these are known as the investor firms (IF) that works directly with the farmers. this has helped beneficiary farmers to increase thier income through sales of mangoes for export market.

In order to spread the benefit of the project, Radville tried to buy mangoes from all the outgrowers who have harvest. in all, the IF bought 288.7 tonnes at GMD 10.00 per kilos from 124 registered out growers. Like wise the GHE bought 63.391 tonnes from 113 famers

Q4: Please add here web links to project/programme materials.

Respondent skipped this question

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Q5: YOUR CONTACT DETAILS

Name:	Mr Abdoulie Jammeh
Ministry/Institution/Organization:	Ministry of Trade, Industry, Regional Integration and Employment
Country:	The Gambia
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PUBLIC SECTOR CASE STORY TEMPLATE

Q6: FUNCTION	Public sector
Q7: FUNDING PARTNER Tick the appropriate box(es)	Multilateral organization
Q8: Additional information	<i>Respondent skipped this question</i>
Q9: START DATE OF PROJECT/PROGRAMME	February 2011
Q10: STATUS OF PROJECT/PROGRAMME	On-going
Q11: DURATION OR, IF ON-GOING, EXPECTED DURATION OF PROJECT/PROGRAMME	3-5 years
Q12: COST OF PROJECT/PROGRAMME	Between US\$1 million and US\$5 million
Q13: Additional information	<i>Respondent skipped this question</i>
Q14: TYPE OF FUNDING FOR PROJECT/PROGRAMME	Grant

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Q15: PROJECT/PROGRAMME TYPE	Single country / customs territory
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Q16: SINGLE COUNTRY/CUSTOMS TERRITORY	GAMBIA
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Q17: REGION (If the region does not appear in the drop down menu, please enter manually.)	West Africa
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Q18: MULTI-COUNTRY (Enter all countries or customs territories)	<i>Respondent skipped this question</i>
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PUBLIC SECTOR CASE STORY TEMPLATE

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Q19: CASE STORY FOCUS Tick the appropriate box(es)	Support for compliance with non-tariff measures (including standards) , Other (please specify) Improving product quality and supply to enable producers access overseas markets through linkages with existing exporters
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Q20: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME Tick the appropriate box(es)	Successful
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Q21: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)	New food safety measures or processes, Other (please specify) Vallue addition and boost in export products
Q22: Additional information(maximum 300 words)	<i>Respondent skipped this question</i>

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Q23: WHAT WERE THE OUTCOMES OF YOUR PROJECT/PROGRAMME Tick the appropriate box(es)	Increase in merchandise exports, Increase in shipping volumes, Increase in airport cargo volumes
Q24: Additional information(maximum 300 words)	<i>Respondent skipped this question</i>

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PUBLIC SECTOR CASE STORY TEMPLATE

Q25: WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)	Increase in domestic investment, Increase in employment, Increase in women's employment, Reduction in export market concentration, Increase in per capita income
Q26: Additional information(maximum 300 words)	<i>Respondent skipped this question</i>

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Q27: LESSONS LEARNT Tick the appropriate box(es)	Importance of alignment with national priorities , Importance of alignment between different development partners in programming , Importance of engagement by private sector
Q28: Additional information(maximum 300 words)	<i>Respondent skipped this question</i>
Q29: PROJECT OR PROGRAMME MONITORING AND EVALUATION FRAMEWORK Tick the appropriate box(es)	M&E framework used, Project baselines set, Impact assessment