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Exporter Guide

Annual Update 2013

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Report Highlights:

This 2013 report updates last year's FAS 2012 Exporter Guide. Senegal, an alternative trade hub in West Africa, is attempting to produce energy mix to improve electricity deficiency. Residents in Dakar, including a large expatriate population, have relatively high disposable incomes which translate into a vibrant retail market for food products and other consumer goods. Senegal's geographic position *vis-a-vis* the U.S. east and gulf coasts, and availability of roads, ports and airports offer trade opportunities for U.S. exporters if it can offer competitive prices, especially for bulk (wheat and rice), intermediate (meat, condiments), and consumer-ready products (drinks and canned foods).

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Section I: Market Overview

Senegal is primarily an agricultural country with a growing industrial sector, especially in Dakar, the capital. The main food crops are millet, corn, sorghum, rice and vegetables. Peanuts are the primary cash crop and the country's main agricultural export. Cotton is also grown, and there is a sizable coastal fishing industry. Large numbers of cattle, poultry, pigs, sheep, and goats are raised, although intermittent drought conditions can reduce numbers. The country earns foreign exchange from fish, phosphates, peanut oil, peanuts, cotton, tourism, and services. Senegal has a small export-oriented horticultural industry. Its economy is highly vulnerable to variable rainfall. As the country depends on imports for approximately 70 percent of its food needs, Senegal remains vulnerable to changes in world commodity prices.

Senegal is economically much stronger than its immediate neighbors. Senegal's economy has been growing steadily at rates close to 5 percent since the mid-1990s. The steady growth gained in 2004/2005 dropped to 3-4 percent in 2006 and 2007, as the result of two consecutive poor agricultural harvests and to 2 percent in 2009, due to the downturn in the global economy. The GDP recovered to 4.1 in 2010 with assistance from the government, but an extensive drought across the Sahel caused a steep decline in agricultural production to overshadow the positive results in other economic sectors leading to a contraction in the GDP to 2.6 percent in 2011. Inflation stood at 3.4 percent in 2011, driven by the increase of food and transport prices, with respect to rising global commodity prices. The *International Monetary Fund* (IMF) reported a GDP of 3.5 percent in 2012 due to the recovery of the agricultural production and public investment in infrastructure with and inflation of 1.4 percent the same year. The Senegalese *Directorate for Forecasting and Economic Studies* (DPEE) forecasts a growth increase to reach 4 percent in 2013 and 4.6 percent in 2014 anticipating the improvement of the Malian situation, the beginning of the implementation of the *National Strategy Economic and Social Development* (SNDES) and continued investment in energy and road infrastructure in addition to a good implementation of the *Millennium Challenge Account* (MCA) project and the continuation of the construction of the *Blaise Diagne International Airport* (AIDB).

Senegal benefits from the *African Growth and Opportunity Act* (AGOA) preferences and the *Millennium Challenge Account* (MCA) compact worth \$540 million which was signed in December 2009 for infrastructure and agriculture development. USDA Food for Progress program funded the Shelter for Life NGO for a three year (2012-15) project to rehabilitate and construct 150 km of feeder roads and 300 km of irrigation system in the Casamance and Delta regions of Senegal. The project will cost \$8 million dollars.

With its well-developed (although aging) physical and social infrastructure and diversified industrial base, it is the economic hub of the region and the most visited country in West Africa for business and tourism. Senegal has well-developed, though costly port facilities, an international airport serving 28 international airlines (including U.S. airliner and other foreign airliner with U.S. destinations) that serves as a regional hub. The Leopold Sedar Senghor International Airport is ranked first in the ECOWAS zone in terms of its flow of passengers. The *Blaise Diagne International Aeroport* (AIDB), is being constructed in Diass, 29 miles from Dakar, and is slated to cover 452,084 square feet. The opening date of this airport was expected at the end of 2012 but it has been postponed to an unknown exact date, likely in 3 to 5 years. The current airport and port of Dakar are both well situated as they are located at the foremost western point on the African coast and are a crossroads for several maritime

roads between Europe, North America, Latin America, and the African continent. The port is over 350,903,470 square feet and hosts mainly container-carriers, cargo vessels, roll-on roll-off vessels, tankers, and fishing boats. It includes infrastructure for transit to inland countries such as Mali and Burkina Faso and is connected to the international railway network.

Senegal has one of the most reliable telecommunications infrastructures in West Africa. However, in 2010, the Senegalese people demonstrated against frequent power cuts. The government promised to expand capacity and to promote renewable energy. A few private companies are still in discussion with Senelec to provide energy. The IMF reported in June 2013 in its fifth Policy Support Instrument (PSI) review that the Government reform on the energy sector supported directly and indirectly the Senegalese Electricity company (Senelec) for 2.5 percent of the GDP in 2012. Support was poorly targeted and results were ineffective. The IMF believes that the situation will improve in 2013 due to a better energy production mix, but the burden on the budget may remain heavy. The main newspaper “Le Soleil”, reported in March 2013, that a production of 905 MW from renewable energy is expected to be produced by 2017. Senegal will purchase 80 and 100 MW of electricity starting in 2015 from Mauritania. An agreement between the two governments has been reached.

Senegal’s commercial policies are primarily oriented towards regional integration as the country is an active member of *West African Economic and Monetary Union* (WAEMU), along with other eight countries: Benin, Burkina Faso, Cote d’Ivoire, Guinea-Bissau, Mali, Togo, and Niger. WAEMU is a union based on free markets and reliance on a common commercial policy (harmonized customs), and is becoming a dynamic regional financial market. Senegal is also member of the *Economic Community of West African States* (ECOWAS), which is a market of 200 million consumers from 15 countries.

Imports of agricultural commodities and packaged foods offer increasing potential as Senegal is a food deficit country for cereal staples, such as wheat and rice. It is the second largest African importer of rice after Nigeria and Cote d’Ivoire. Rice imports were 918,365 tons in 2012 and 745,937 tons from January to October 2013. Population growth, urbanization and evolving diets have led to impressive growth in wheat imports in Senegal and throughout West Africa. Senegal imported approximately 504,000 tons of wheat and wheat flour in 2012 compared to 430,500 tons in 2011 (17 percent increase) and 400,000 tons from January to October 2013.¹

Wheat, rice, meat, canned fruit and vegetables, and condiments are potential markets exports for U.S. suppliers. (See table C and D for market share and export data)

The import market for food and agricultural products is dominated by European, Asian, South America and African suppliers. France dominates the market for wheat and high value processed products due mainly to competitive prices compared to the United States..

The population of higher-income consumers has increased significantly over the last five years as the result of an increasing number of expatriates. This has contributed to greater demand for *high-value products* (HVP). The high population growth (2.5 percent) and urbanization (3.3 percent) indicate that this trend will continue². *Casino*, a major French grocery is well established in Senegal, bringing with it

¹ Statistical Source: Global Trade Atlas

² The World Fact Book – Central intelligence Agency (CIA) <https://www.cia.gov/library/publications/the-world-factbook/geos/sg.html>

a much expanded product range which includes U.S. origin products. Another supermarket chain, *CityDia*, a subsidiary of the French owned Carrefour group, opened six stores in Dakar. King Cash, a wholesale supermarket, has chained its name to ATAC. It distributes practically all French AUCHAN brand products.

In the last three years (2010-2012), Thailand was the leading rice exporter while India, Vietnam and Brazil were increasingly gaining a large share of the rice market. However, in 2012 India becomes the top rice supplier with 59 percent of the market share supplying 546,000 tons of rice. It was back to 2007 that India supplied 25 percent of the market. Market potential exists, however, for new entrants in the market for bulk, intermediate and consumer products. For example, a wide assortment of Turkish snack and consumer goods has recently penetrated the market. Senegal has applied a ban on the imports of frozen poultry from all origins since November 2005, claiming to prevent and control avian influenza but having the effect of protecting its local poultry sector.

U.S. exports of food and agricultural products (total commodities) increased from \$8 million in 2009 to \$15 million in 2010, \$26 million in 2011, and decrease to \$13 million in 2012 due to a reduction of rice imports from \$13.6 million in 2011 to \$8.3 million in 2012. The two top commodities imported in 2012 were broken rice (\$8 million), and tomato paste (\$1.6 million). Exports of food and agricultural products have reached \$10 million from January to October 2013. Data does not include food aid.

There are also growing commercial sales of rice, sweeteners, fruit and vegetable juices, and red meats. Although Senegal's domestic market is small by U.S. standards, its increasing openness to foreign trade and investment, its geographic location and market forces are significant opportunities for U.S. exports making the country an alternative gateway for companies interested in doing business with other countries in the region. An American Chamber of Commerce opened in 2005 in Dakar to assist U.S. and local companies increase investments and trade between the two countries, while the U.S. Department of Agriculture maintains a Foreign Agricultural Service (FAS) office in Dakar at the U.S. Embassy Dakar, which covers Burkina Faso, Chad, Cote d'Ivoire, The Gambia, Mali, Niger, and Senegal.

USDA FAS organized in September 2013 an agribusiness trade mission for Sub Saharan countries followed by the participation of 11 U.S. companies to the Africa's first International Food and Drink Event (IFEA) in South Africa. It was an opportunity for US exporters to meet with African buyers and expand U.S. commercial sales. The U.S. companies reported \$5,000 on-site sales and projected close to \$1.5 million sales in 12-months. U.S. trade shows have the advantage for sellers to learn more about product demand including requirements for packaging and labeling and for buyers to know better about different offers especially for many African buyers who ignore the U.S. market.

The population of Senegal is estimated at 13.3 million people, with 42.5 percent living in urban areas with the capital city, Dakar, hosting 37 percent or roughly 2.9 million people. The other highly populated area is the peanut belt (center of the country), which accounts for more than 35 percent of the population. The population is quite young as 54.3 percent are between the ages of 15 and 64 years. Rural farmers involved in rain-fed agriculture account for 77.5 percent of the workforce. Foreigners represent about 2 percent of the population, mainly based in Dakar, where they are involved in business activities, industrial and services sector, as well as in international organizations.

In November 2013, Government of Senegal, G8 members, technical and financial partners, and private sector committed to a New Alliance for Food Security and Nutrition (NAFSN) to attract and mobilize national and international private investment to stimulate and support sustainable development of the agricultural sector. The Government's objective is to reduce poverty from the current 46.6% to 39.48% by 2016. Yet, 35 national and international companies have signed letters of intention to invest in the sector for a total amount of \$468 million.

The table below shows U.S. comparative advantages and challenges:

Advantages	Challenges
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Senegal's status as a major commercial hub in West Africa; sophistication of higher-income consumers.	Lack of U.S. interest due to the relatively small market size. French and Asian domination of the market as well as competition from cheaper and lower quality food products from Asia and Turkey such as rice and wheat.
Senegal has one of the region's more active maritime ports; Regular airlines from east coast airports, including American airlines.	Higher freight rates and longer transit times from the U.S. than from EU, Asia or South Africa.
Senegal's population of 13.3 million is growing at an annual rate of 2.5 percent per annum. Gross Domestic Product (GDP) in 2012 is estimated at 3.5 percent compared to 4.2 percent in 2011 ³	In 2012, the average per capita income is estimated at \$2,100 ^[2] . Cases of poor governance and administrative hurdles have discouraged foreign and domestic investment in the economy.
Creation of the <i>Agence de Promotion et Investissement des Grands Travaux</i> (APIX) in 2000 with the mandate to promote Senegal as an investment destination.	U.S. exporters don't take advantage of this useful service
Opportunities exist for U.S. products targeting niche markets, and there is a growing interest by U.S. commodity associates (U.S. Wheat, U.S. Rice Federation, <i>World Initiative for Soy in Human Health</i> (WISHH) and <i>U.S. Soybean Export Council</i> (USSEC) etc.) in Senegal and extensively West Africa.	U.S. exporters have incomplete knowledge about the Senegalese market and normally are not used to dealing in French.
Common external tariffs for imports and elimination of tariffs among the 8 countries of the <i>West African Economic and Monetary Union</i> (WAEMU).	High business costs relative to neighboring African countries such as port processing and customs duties. WAEMU recommended value added tax (VAT) may apply for some imported agricultural and food commodities at the port of entry as a duty.
The Senegalese consumer perceives U.S. products as meeting high quality standards. Export financing opportunities exist through EXIM Bank.	U.S. products are not always price-competitive due to high freight costs for products shipped from the States. Financing packages such as supplier credit, made available by European competitors have disadvantaged U.S. companies.

Section II: Exporter Business Tips

The following is a list of tips on exporting food and agricultural commodities to Senegal. They are grouped into subject headings "*Marketing and Communication*" and "*Exporting*."

Marketing and Communication

³ The World Fact Book – Central intelligence Agency (CIA) <https://www.cia.gov/library/publications/the-world-factbook/geos/sg.html>

- Senegal operates at Greenwich Mean Time (GMT). Dates are written in day/month/year format. For instance 4/11/2012 means November 4, 2012. Make sure your correspondence and contacts with your local partners and facilitators take these differences into consideration.
- The official language is French which is used everywhere in the administration and is spoken by most literate/educated Senegalese. Wolof is the most widespread among the six national languages (it is spoken by 80 percent of the Senegalese); the other national languages are Diola, Serere, Pulaar, Soninke and Mandingo. Try to learn a few words of Wolof, at least social greetings. Senegalese usually socialize first before getting down to real business.
- Be patient and be prepared to be invited for non-business related meetings such as dinner or lunch. When invited for lunch or dinner at home, do not bring any food with you, but do not hesitate to say politely what foods you do not eat.
- As a westerner, Senegalese who are not yet acquainted with you will formally address you with “Mr.” or “Mrs.” followed by your family name.
- Although you may start with direct informal contacts with your local partner, Senegal’s administrative system influenced by the French system and requires that you write formally to your contacts to introduce yourself and your export project.
- Foreign businesses are highly recommended to hire a representative or agent (s) with strong connections. The agent should have an extensive knowledge of the local economy and government regulations and institutions involved in trade as several government bodies still regulate and are assigned to approve commercial initiatives. Good connections with government officials can speed up administrative procedures related to your business. However, set a mechanism to monitor closely your agent against agreed performance.
- There is a strong consumers’ preference for small pack size.
- There are several companies and private consultant firms providing information and guidance to exporters to Senegal and other WAEMU countries. To find out about services available, visit:
 1. The *Agence Nationale Chargée de la Promotion et de l’Investissement des Grands Travaux* (APIX) website <http://www.investinsenegal.com/>
 2. the website of Trade Point Senegal (<http://www.tpsnet.org>),
 3. the *Centre International du Commerce Extérieur du Sénégal (CICES)* website <http://www.cices.sn>
 4. *Agence de Développement et d’Encadrement des Petites et Moyennes Entreprises* (ADEPME) web site <http://www.senegal-entreprises.net/import-export.htm>.
 5. *Chambre de Commerce d’Industrie et d’Agriculture de Dakar* (CCIAD) <http://www.cciad.sn/>

You are also strongly advised to consult with the Office of Agricultural affairs (USDA-FAS) at the U.S. Embassy Dakar (*see contacts under Section V*).

Exporting

- Conduct market research, especially for product testing, price comparisons, identifying your competitors, and reviewing export statistics of the five previous years to determine the size of the market. Be patient and take time to understand the dynamics of the market and consumers’

preferences.

- Be cognizant that good market data may not exist. You can contact the National Agency for Statistic and Demography (ANSD) for trade data⁴. The supply of imported goods is erratic, and there may very well be pent-up demand for your product. The best approach is to contact the importers – they will know customers tastes and needs as well as feasible quantities.
- Senegal organizes each year in Dakar international trade fairs: *Foire Internationale de Dakar* (FIDAK) in November-December, *Foire Internationale d'Agriculture et de Ressources Animales* (FIARA) in March. Plan to participate in at least one event to advertise your products and/or make business contacts including with companies located in other West African countries. U.S. companies can expand or strengthen business relationships between participants and access to a sub-regional market.
- Make sure your local partner (importer or agent) can fulfill the administrative requirements for the entrance of your products in Senegal. Several services are involved in the processing of import authorizations.
- Commercial food commodities that enter the port of Dakar are submitted to phytosanitary inspections by the *Directorate of Plant Protection* (DPV) and the *Ministry of Commerce*. These tests are conducted on samples selected from the shipment, but they do not preclude your agent from pursuing the registration approval process. Prior to shipping your products make sure your agent or importer has received the bill of lading and the phytosanitary clearance documents.
- Exporting documents required in Senegal include the following:
 1. Two copies of the commercial invoices *which indicate the identity and contacts of exporter and the importer*; a complete description of the merchandise, its weight and quantity, and CIF value; and a complete description of the merchandise. The invoice should be done in French or issued with a certified French translation.
 2. A Pro Forma Invoice containing the aforementioned information
 3. A Certificate of Origin provided by the importer, specifying the quantity, quality and prices of the products subject to customs duties. COTECNA, a Swiss private company, is assigned to determine the value of the shipment, on the basis of which customs fees are determined and deliver a certificate of verification if the amount exceeds 5 million CFA (\$10, 000). U.S. exporters are urged to contact COTECNA's U.S. office at www.cotecna.com or visit the following document http://www.cotecna.com/en/Services/Government-Programs/~media/Documents/PDFs/EN/Guidelines_for_Exporters.ashx for further information
 4. A bill of lading
 5. A phytosanitary certificate

Import procedures include the following:

- Importers must deposit a Preliminary Import Declaration seven days before shipping imported goods having a value equal to or greater than \$2,000.
- Automatic approval of the Preliminary Import Declaration is obtained from The Division of Consumption and Quality of the Ministry of Commerce by submitting three copies of the pro forma bills of lading with the declaration. The Preliminary Import Declaration is valid for six

⁴ www.ansd.sn

months and can be extended for three months. This must be canceled and reissued if there is a change in supplier, an increase in the value of the order of more than ten percent, or a modification in the quantity of the order.

- Any FOB import value equal to or greater in value than CFA three million (\$6,000) must be inspected by a U.S. pre-shipment inspection company before the shipment. This company must present a clear report of findings; and issue a Pre-Shipment Inspection Certificate (PSI). Note that PSI is not required for the following products:
- Live animals
- Perishable goods for human consumption neither frozen, nor deep frozen (meat, fish, vegetables and fruit)
- Plants and flowers
- Cereals (HS chapter 10) imported by the public sector or approved by the public sector
- Imports with a total order FOB value equal to or below CFA 3 million

The following chart describes the documentation flow for imports:



- Make sure your product is packed and shipped for a tropical climate and provide clear storage instructions (preferably in French). This is important as few cold storage or air-conditioned facilities and delivery trucks exist.
- Consider investing in promotion and advertisement, especially when introducing a new product or brand. Most local distributors of imported products will expect their suppliers to provide or participate in advertising and promotional support. Sales promotion material and technical documentation should be also in French.
- Payment may be made by cash, check, wire transfer or any other legal and accepted methods. Most suppliers demand a 50 percent down payment at the time of order and the remaining half after delivery. Some require advance payment. Be aware of government and parastatal clients whose payments may be delayed. Normally, payments are made within 30 to 60 days. Any payment for imported goods greater in value than CFA one million (\$2,000) must be made through an approved Senegalese bank or financial institution.
- There are several private customs and transit consultant firms that can assist your agent or

importer speed up these procedures and thereby reduce cost related to administrative authorizations.

- Be aware about Senegalese labor laws⁵
- Study the most recent GAIN reports for Senegal and West Africa produced by the Foreign Agricultural Service (FAS). These reports are available in the internet at <http://www.fas.usda.gov>. You may also need to visit the U.S. Embassy Dakar website⁶ to read the Country Commercial Guide for Senegal for further trade and guidance.
- Contact the Foreign Agricultural Service (FAS) in the U.S. Embassy, Dakar (Agdakar@fas.usda.gov) for any issues such as standards, tariffs, regulations, labeling, potential buyers and other concerns.

Section III: Market Sector Structure and Trends

Distribution Channels

The distribution network in Senegal can be sub-divided by importers-wholesalers; semi-wholesalers; and retailers. Most importers have storage facilities and so do wholesalers. Their clients are semi-wholesalers who sell to retailers and directly to customers.

Senegal's food market is made up of various levels of distribution channels. Its modern distribution sector which includes a hypermarket, supermarkets, and modern convenience stores is dominated by a few French and Lebanese owners although some Senegalese investors have entered this market niche in recent years. The main modern hypermarket and supermarkets are *Hypermarket Exclusive*, *Casino*, *CityDia*, *ATAC*, *Pridoux*, and *le Parcours* (Hoballah). These companies import and retail their products. They are mostly supplied directly by European, American and Asian suppliers. Most of these stores are in Dakar (the main trade hub of the country with nearly 2.9 million people), and their main customers are upper and middle class workers and the expatriate community. The modern distribution sector includes also very competitive traders in the wholesale and retail distribution channels of various consumer foodstuffs. These include gas station convenience stores.

The retail food sector is essentially made up of independent shops called "boutiques" selling primarily food products. They account for the largest portion of the food distribution sector since they cater to the largest population, especially those with lower purchasing power. These are small convenience stores, such as *Select*, *CityDia Express* and *Mary Market* located in residential areas; close to the consumers and selling diverse food items. Their share in the food market is difficult to quantify because most are informal. The informal food distribution sector also includes small retailers of fruits, vegetables, fish, meat, and beverages located in street or municipal markets⁷.

Tourism is the second dynamic sector after fishing followed by phosphates and peanuts. Senegal hosts 500 registered hotels and resorts. Some of them are of European or American standards out of

⁵ <http://www.nationsencyclopedia.com/economies/Africa/Senegal-WORKING-CONDITIONS.html>
http://www.senegalaisement.com/NOREF/legislation_travail_senegal.html
<http://www.equalrightstrust.org/ertdocumentbank/Senegal%20-%20Code%20du%20travail.pdf>

⁶ <http://dakar.usembassy.gov>

⁷ Refer to FAS GAIN report on Retail Food Sector

thousands of restaurants, bars and catering services. Most of these HVP consumers and food service providers are in Dakar, Mbour, Saint-Louis and Ziguinchor, the most important tourism cities. On average, Senegal hosts 450,000 tourists each year including 50 percent from France, but only 5 percent from the U.S.⁸.

The number of fast food restaurants, modern bakeries and ethnic foreign restaurants (Indian, Chinese, French, Vietnamese, Italian, etc.) has also increased noticeably in recent years. Although, these are relatively small consumers of HVPs, the increasing urban and middle class population, the increasing number of expatriates, and the tourism industry, offer sales opportunities for U.S. High-value food, such as U.S. beef and food services.

The domestic food processing industry is dominated by the wheat, sugar, fish and tomato paste industries. Most HVP are imported from Europe and Asia. U.S. brands are increasingly entering the market since 2000 with the freeing of the import markets. Senegal processing capacity of HVPs is very limited due to under-developed industrial infrastructure. Most locally produced HVPs are of lower quality (particularly cereals and beverages) and do not meet HVP consumer needs.

Section IV: Best Consumer Oriented Product Prospects

Best Agricultural Product Prospects⁹ :

- Rice
- Wheat
- Corn

⁸ www.ansd.sn

⁹ Refer to GAIN reports on Rice and Oilseeds

- Vegetable oil
- Soybeans/soybean meal
- Feed and fodders
- Planting seeds (peanuts, fodder plants)

Best HVP product prospects:

- Milk (Liquid milk, Skimmed and whole powdered milk)
- Canned fruits and vegetables
- Tomato puree/ketchup
- Bottled vegetable Cooking oil
- Fruit preparations and juices
- Spices and sauces including soy sauce
- Mixed seasoning
- Condiments
- Breakfast cereals
- Margarine/butter
- Pasta products
- Snack foods (biscuits, cakes etc.)
- Confectionery products (candies, gums etc.)
- Ice cream
- Spirits, liqueurs
- Beers and Wines
- Nonalcoholic beverages (Tea, coffee, fruit drink)
- Bakery and other food Ingredients (Yeast & Baking powder)
- Mayonnaise and Salad Dressing
- Baby Foods
- Canned soups/powdered soups
- Health food products

Section V: Post Contacts and Further Information

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Appendix: Statistics

Table A: Key Trade & Demographic Information

	2010	2011	2012	Jan - Oct 2013

Agricultural Imports From All Countries (\$Mil) / U.S. Market Share (percent)	1.0/1.5%	1.3/2%	1.4/0.9%	1.2/0.8%
Consumer Oriented Agricultural Imports From All Countries (\$Mil) / U.S. Market Share (%)	666/1%	402/0.3%	410/0.7%	374/1%
Fish and Seafood Imports from All Countries (\$Mil) / U.S. Market Share (%)	5/0.08%	17/1%	15/0.01%	17/0.02%
Total Population (Millions) / Annual Growth Rate (%) ¹⁰	12.6 (July 2011 est. /2.55 (2011 est.)	12.6 (July 2011 est. / / 2.55 (2011 est.)	12.9 (July 2012 est.) 2.53 (2012 est.)	13.3 (July 2013 est.) 2.51 (2013 est.)
Urban Population (Millions) / Annual Growth Rate (%) ¹⁷	5.3/3.3%	5.8/3.3%	5.9/3.3%	5.9/3.3%
Number of Major Metropolitan Areas	2	2	2	2
Per Capita Gross Domestic Product (U.S. Dollars) ¹⁷	2,000	2,000	2,000	2,100
Unemployment Rate ⁶	48%	48%	48%	48%
Percent of Female Population Employed - Youth Age 15-24 ¹⁷	20.1 %	20.1 %	20.1 %	20.1 %
Exchange Rate (US\$1 CFA BCEAO Franc) ¹¹	485	494.74	495.35	477.34

Table B: Consumer Food & Edible Fishery Product Imports

Senegal Imports	Senegal Imports from the world	U.S. Exports to Senegal	U.S. market Share %
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¹⁰ <https://www.cia.gov/library/publications/the-world-factbook/geos/sg.html>

¹¹ <http://www.oanda.com/currency/historical-rates/>

(in million U.S. Dollars)	2010	2011	2012	Jan-Oct 2013	2010	2011	2012	Jan-Oct 2013	2010	2011	2012	Jan-Oct 2013
Consumer-oriented Agricultural Total¹²	353	402	410	374	2.7	1.4	3.1	4.3	1%	0%	1%	1%
Red meats, fresh, chilled or frozen	12.5	10.8	12	7.5	1	0.6	0.6	0.5	8%	6%	6%	6%
Red meats prepared or preserved	1.9	2.52	2.4	2	0	0	0	0	0%	0%	0%	0%
Dairy Products Excl cheese	112.5	102.7	79.4	60.7	0	0	0	0	0%	0%	0%	0%
Eggs & products	6.6	7.4	5.6	4.9	0	0	0	0	0%	0%	0%	0%
Breakfast cereals and Pancake mix	0.7	0.9	1.5	3.6	0	0	0.1	0.18	0%	0%	8%	5%
Fresh Fruits	21	20.4	19.6	18.3	2	5	0	0	10%	25%	0%	0%
Fresh Vegetables	33	42.1	42.6	30.5	2	5	0	0	6%	12%	0%	0%
Processed Fruit & vegetables	17.0	16.2	20.8	19.9	0.7	0.9	1.6	2.7	4%	5%	8%	14%

¹² There has been a ban on poultry imports of frozen chicken since November 2005

Fruit & vegetable juices,	6.7	10.8	10.5	9.7	0	0	0	0	0%	0%	0%	0%
Feeds & Fodders	3.8	2.7	5.7	3.8	0	0	0	0	0%	0%	0%	0%
Fish & Seafood Products	5.9	16.9	15.2	16.9	0	0	0	0	0%	0%	0%	0%

Source: *Global Trade Atlas System*

Table C: Top U.S. Exports of Agricultural Imports to Senegal (Value in millions of dollars)

Products	2010	2011	2012	Jan-Oct 2013
Broken Rice	3	13.6	8.3	0
Tomato Paste (not Prepared with Vinegar)	0.4	0.2	1.6	2.6
Livers of Bovine Animals, Edible, Frozen	0.9	0.4	0.4	0.2
Groats and Meal of Wheat	0	0	0.4	0
Food Preparations	0.3	0.1	0.3	0.3
Nonalcoholic Beverages	0.2	0.1	0.2	0.07
Others	10.6	11.5	2	6.93
Total	15.4	25.9	13.2	10.1

Source: *Global Trade Atlas System*