



## INVESTMENT OPPORTUNITY

# MELON

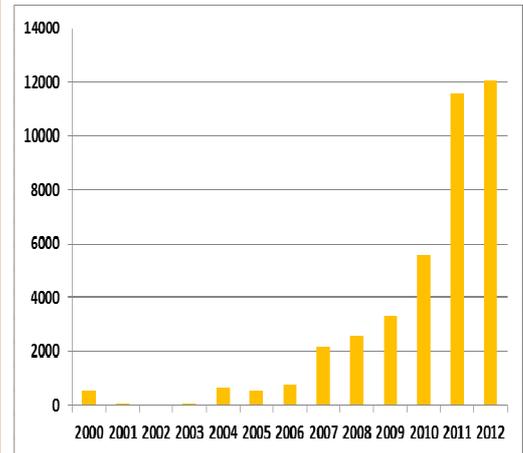
### Description of the sector

**Prior to 1980:** Introduction of melon in Senegal as part of the BUD Project. Commercial-scale production of the *Canary Yellow* species and exports by sea. About 10,000 tonnes produced.

**1980 - 2000:** Following the cessation of the BUD Project, the melon production was sidelined and exports put on hold ♦ In the 1990s, only one company (SEPAM) continued the production and export of *Galia* melon (Israeli species) ♦ Produced in the Lac de Guiers area, the exported volumes did not exceed 100 tonnes per campaign ♦ export programme abandoned in 2000 (technical and logistic problems).

**2000 – To date:** test programmes targeting new species introduced by the PPEA Project ♦ Renewed interest for melon production by several national and foreign enterprises ♦ Implementation of several commercial projects targeting the export markets.

### Volume of Senegal's melon exports over 12 years



500 T / month x 8 months

Estimation of local market absorption (urban markets, quality melon)

### Why invest in this sector ?

**Market:** It is following an upward trend and a renewed interest for the origin of products has been noted among distribution networks in Europe. → See *Melon Market Sheet*.

**Competitive potential:** Owing to weather-related reasons and the production cost structure, Senegal can seek to position itself against Morocco and South American countries ♦ Given the reliable maritime logistics and a short transit time, it is possible to envisage shipments of fragile species by boat.

**Establishment conditions:** there is a short production cycle, but it requires relatively substantial investments (inputs/ effective irrigation schemes) and mainly a high level of technical control by the field team in charge of the production.

### Supply Window

Dec. Jan. Feb. Mar. Apr. May

>High production<

### Interest per type of melon in Europe:

• Charentais lisse	FR	✓✓✓
• Charentais brodé	EU	✓✓✓
• Galia	UK/EU	✓✓
• Piel de Sapo	SP/EU	✓✓✓
• Canari yellow	EU-Nord	✓✓
• Cantaloup	EU -North	✓✓
• Seedless melon	EU	✓✓





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## Melon: Instructions

**Where to produce:** Melon for exports can be produced in the areas close to the coast, notably in the Niayes and in the North, along the Lower Senegal River Delta ♦ The Mbour area presents weather conditions and soil characteristics that are more adapted to melon production in Senegal (the country's tradition melon production area) ♦ However, this area presents special limitations in terms of access to land (very difficult) and irrigation resources (boreholes) ♦ Some areas in the River Delta are well adapted to host investment projects for the production of export-bound melon.

**Type of investment recommended:** The production of export-bound melon requires substantial investments on an adapted production site ♦ The establishment of a motivated and trained field team will tip the balance ♦ a proper command of the production tool with a qualified supervision is necessary → See the *Typical Project Sheet (describing a project over 500 ha)* ♦ Downstream investments are necessary at the packaging centre for the selection, packaging and cooling operations.

### Establishment phases to be considered:

- ♦ **Year 1:** Search for a site adapted to melon production and conduct of a test campaign (species, technical itineraries, training of key resources of a field team, etc.)
- ♦ **Year 2:** Organising of a test commercial programme over 25 ha and intensification of the varietal tests.
- ♦ **Year 3 and beyond:** Extension of the programme and increase in the planted areas per plot of 25 to 50 ha. Furtherance of the varietal tests. Supply by independent producers on contractual basis to be developed gradually.

## To be explored

### Areas with a high potential for melon production in Senegal



### A line of products in consideration:



There is a good potential for a line of products already tested in Senegal, including seedless watermelon for exports

→ Melon production is very demanding and requires a period of adjustment to local conditions. An excessive risk-taking is not recommended even for seasoned producers

