



## BUSINESS CASE • CÔTE D'IVOIRE

# Coco baca & female leadership: Diane Seri's incredible journey

**Diane Seri, Founder of Ayani**



### Brief overview of the traditional fermented food product

**Coco baca** is a porridge, traditionally from millet. However, due to the high cost of millet, the raw material of Coco baca has now shifted to maize. The Gontougo (Bondoukou) region in northeastern Côte d'Ivoire is traditionally the main production and consumption area for Coco baca.



Produced mainly by women, it is traditionally consumed within families during ceremonies such as weddings, funerals or baptisms, as well as to break religious fasts. In Côte d'Ivoire, it is eaten by all age groups, either as a breakfast, an afternoon snack, or an evening meal, often served with fritters or bread. Some mothers also use it as a dietary supplement for their infants.





## Food Processor

**Diane Seri**'s passion for entrepreneurship, particularly in agri-food processing, led her to create her company, Ayani, which specialises in the production of ready-to-cook flours, including coco baca. Her products are sold both nationally and internationally. She is a powerful example of determination and perfectly illustrates that, with a clear vision, any dream can become a reality.

## Value Chain

<b>FARMERS</b>	Farmers manage primary agricultural activities, including sowing, harvesting, drying, shelling, bagging and storage. Agricultural inputs, such as seeds, fertilisers, and pesticides, are either purchased directly by farmers or, in some cases, provided by the government or agricultural cooperatives.
<b>COLLECTORS</b>	Collectors purchase raw materials from producers in villages. The collection process can span several weeks. The bags of maize are then transported to wholesalers or, in some cases, stored for a more or less extended period before shipment.
<b>WHOLESALERS</b>	Wholesalers purchase raw materials in large quantities from village producers. They check the quality of the maize for moisture, insects, mould, and chemicals. They then transport the raw material to their warehouses, where, if necessary, they dry, sort, sift, and bag it for sale.
<b>RETAILERS</b>	Retailers purchase raw materials directly from wholesalers. Once in possession of the maize, they transport it to their store or point of sale. There, they conduct a meticulous sorting process, sieve and winnow the maize to ensure its quality, and store it appropriately before putting it up for sale.
<b>COCO BACA PRODUCERS</b>	Coco baca producers begin by purchasing maize. The maize is then washed and carefully sorted before being soaked for 24 hours to ensure optimal grinding. After soaking, ingredients such as chilli peppers and cloves are added. Once the ingredients are mixed, the maize is ground to create a paste, which is then filtered to remove impurities. The paste is left to ferment for at least 24 hours, giving it its unique properties. Finally, the coco baca is prepared using this fermented paste.





## Quote

“ I want to become the first brand to offer 100% locally produced flour in Côte d'Ivoire. My company, Ayani, specialises in the production of ready-to-cook flours, including Coco baca.

## Social media information and website

FACEBOOK

🔗 <https://www.facebook.com/profile.php?id=100089053549327>





## Gallery of Pictures



↑ Fermentation



↑ Filtration



↑ Grinding



↑ Packaging



↑ Sorting



↑ Storage