

# Encouraging the private sector to move to new markets: AGRA's experience

*Tuesday 7th March, 2017*

*Anne Mbaabu*  
*AGRA Head of Markets*

# AGRA visions and impact goals

## AGRA's vision

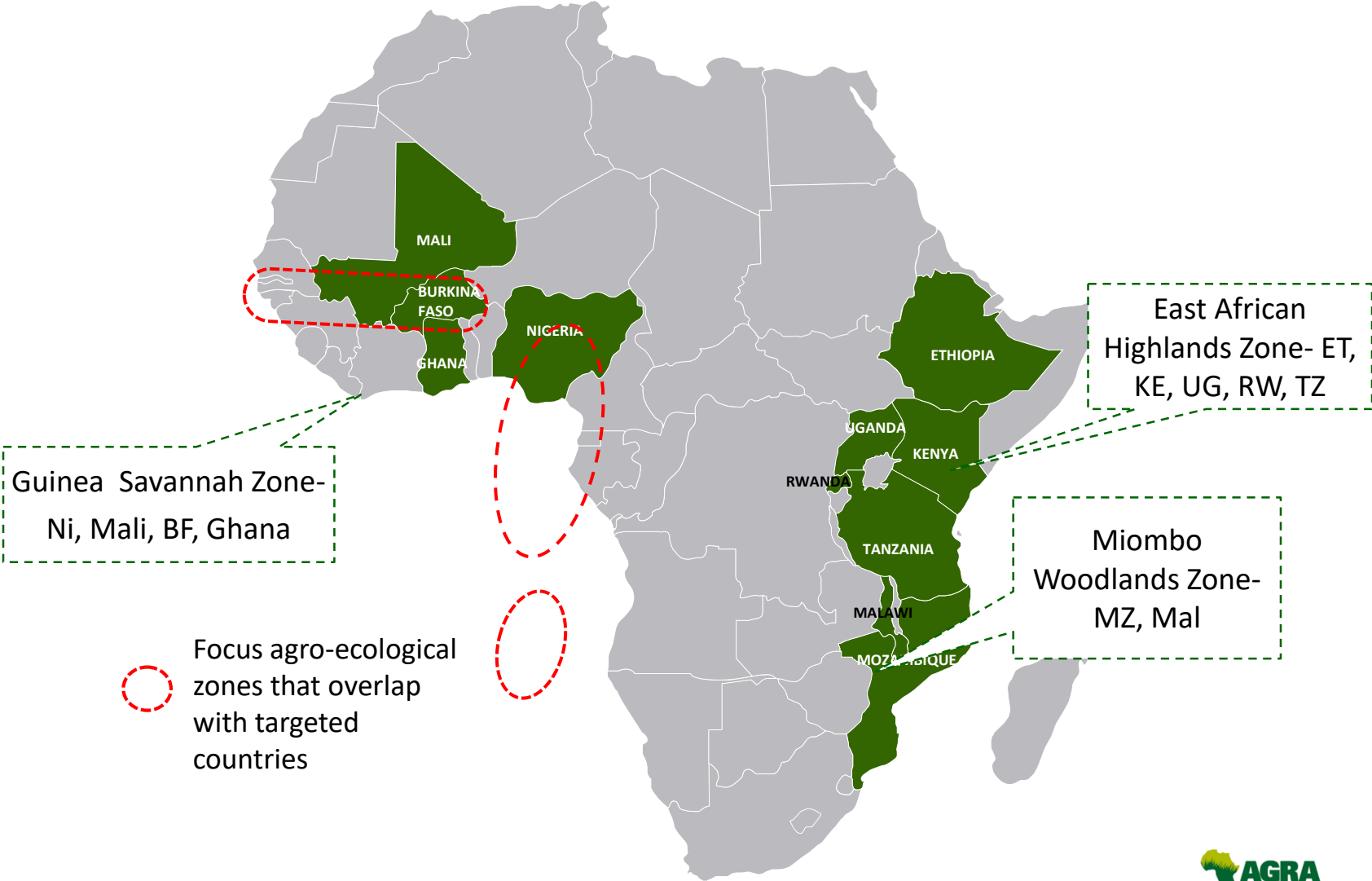
**To catalyze and sustain inclusive agriculture transformation in Africa by increasing incomes and improving food security for 30 million smallholder households in Africa; to support countries on a pathway to attain and sustain an agriculture transformation.**

## AGRA's headline goals 2017-2021

1. Increasing the incomes, improve food security for 9 million farm households through the direct result of activities of AGRA, grantees, and partners to increase productivity and access to markets and finance
2. Contribute to increasing the incomes and food security of another 21 million farm households through the contributions of AGRA, grantees, and partners to policies, programs, and partnerships that increase productivity and access to markets and finance
3. Support 11 focus countries on a pathway to attain and sustain an agricultural transformation

# work across 11 countries across Africa

## AGRA's 11 focus countries in Africa, 2017 - 2021



# Why Post-harvest loss management is URGENT

- 15% of income reduction for 470m smallholder farmers.
- 1.6bn could be fed with food lost each year (1.2bn people are food insecure)
- 25% of freshwater and 20% of farmland wasted on unconsumed food
- 50% of fruits & vegetables lost
- 40% of roots and tubers lost
- 20-23% of cereals lost

# Partnership with The Rockefeller Foundation - YieldWise

- YieldWise initiative aims to reduce food loss by 50% for millions of farmers

The YieldWise initiative is anchored on four pillars:

- Linking smallholder farmers to market demand of both large anchor buyers of local alternative markets
- Aggregating farmers to train them in post-harvest management, promote their adoption of technologies and aggregate their crops to meet buyer quantity and quality requirements
- Using innovative finance mechanisms to promote agricultural investments and facilitate distribution and acquisition of technologies, particularly among smallholder farmers
- Promoting the adoption of appropriate loss-reducing technologies to improve crop handling, storage and processing

# What are the key issues/experiences

- Market demand- quality & quantity- anchor buyers- FtMA
- Create farmer awareness on PHM (training, demos, Shamba Shape Up)
- Link to last mile delivery- agro dealers, coops, service providers for technologies and mechanization ( TZ, MZ, BF)
- Access to finance- revolving funds – TZ, MZ)
- Create win-win partnerships (All + Govts)

# What are the key issues/experiences

- Enabling policies- import/export bans/ duties & taxes
- Create de-risking mechanisms for the value chain actors ( farmers, processors, financiers, service providers)
- Market transition development ( new industries to absorb the surplus- feed industry, beverages, starch, syrups etc)

THANK YOU