PARTNERSHIPS IN AGRICULTURAL VALUE CHAINS

ROLE PRIVATE SECTOR
- ensures long-term sustainability
- attracts donor support

ROLE (LOCAL) GOVERNMENT
- prevents overlaps and gaps
- avoidance of inefficiencies

EACH PARTNER
- has a distinct role
- should be mobilized in an appropriate way

BASED ON 3 VALUE CHAINS IN GHANA

Agricultural partnerships

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Feeder road development in Ethiopia

- Direct effects on employment less important
- Indirect effects on employment most important
- Benefits from rural roads are not equally distributed
- Inclusive development through interventions in transport and local market development?
Inclusive business strategies in Africa

- 75 stakeholders in 6 African countries
- CSOs give higher priority to inclusiveness than businesses

Major constraints:
- A lack of skills, knowledge, and knowhow
- Limited financial resources

Priorities in inclusive business
- Women
- Smaller enterprises
- Poor people
- Poor (potential) employees
- Rural inhabitants
- Illiterate people
- Medium sized enterprises
- Disabled people
- Children
- Indigenous peoples
- Conflict affected people
- Environmentally vulnerable people
- Sick/unhealthy people
- Ethnic minorities
- Religious minorities
- Animals (biodiversity)
- Migrant workers

Strategies for inclusive business
- Affordable products for low-income customers
- Value chain development

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IT sector Kenya

MOTIVATED YOUNG ENTREPRENEURS

- learn faster
- acquire skills more pro-actively
- are more likely to report early venture growth

Youth based organisations play a central role in entrepreneurial development and growth

Learning mechanisms are key in entrepreneurial development and venture growth

Sustained and coordinated government engagement can support young entrepreneurs

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Dutch MNCs in Kenya and Nigeria

KENYA
- 500,000 indirect jobs in floriculture
- 2 million livelihoods impacted by floriculture

NIGERIA
- Identification of real stakeholders is essential for operationalization of policy
- Integration of farmers into value chains of MNCs is hampered

But...
- New entries are difficult
- Corruption constraints workers' representation
- Private sector received limited donor support

Governments should better promote the use of raw materials by MNCs

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Productive employment in segmented fresh produce markets in Kenya

Prerequisites for smallholders to benefit from export markets:

- Training on:
  - harvesting methods
  - Global GAP standards

- Information on grading

- Transparent producer groups

Government can facilitate

women and youth play minor role in avocado production process

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Empowering Rural Female Entrepreneurs

Empowering rural female entrepreneurs:
- understand their context
- acknowledge their diversity
- know their aspirations

Group formation and local resource centers promote entrepreneurship
- Engage men
- Improve social connectedness through simple ICTs or local radio stations

Uganda

Do not expect quick fixes
Successful projects need to go through several learning iterations

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The Africa opportunity

Sub-Saharan Africa average annual GDP growth, 2000-2012

Forecast average annual GDP growth, 2012-2017

Sources: International Monetary Fund, World Economic Outlook Database, April 2012; International Monetary Fund Direction of Trade Statistics

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Source: Standard Chartered
YOUTH EMPLOYMENT in sub-Saharan Africa

The UN estimates that Africa’s 15 to 24 year old population is expected to grow by about 6,000,000 each year for the next decade.

7 out of 10 young workers are self-employed.

Enhancing the productivity and income of youth is a key priority.

12% of youth are unemployed. Over 70% of young workers are underemployed.

Young people with higher education are twice as likely to be unemployed as those with basic education.

60% of youth aged 15-24 have not gone beyond primary school.

Millions of young people work in agriculture.

Some key factors that constrain youth livelihoods:
- Skills mismatch
- Lack of information about opportunities
- Lack of access to credit

Lasting solutions:
- Provide evidence on what interventions work, what do not, and what is scalable.
- Uncover the barriers to school-to-work transitions.
- Foster an enabling environment that spurs youth-led innovations.
- Improve data collection and use.

Source: IDRC and Mastercard Foundation

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Approximately one billion people live in chronic hunger and more than one billion live in extreme poverty. Most are small farmers in the developing world. Helping these farming families to be more productive is one proven solution to reducing poverty and hunger. Simple solutions like the ones shown here are helping make a difference in the lives of smallholder farmers and their families.

**SIMPLE INNOVATIONS HELP AFRICAN FARMERS THRIVE**

### Better Information

**TEACHES FARMERS TO INCREASE YIELDS**

Working with radio stations in five African countries, a radio project has reached 39 million farmers with valuable information on a range of agricultural techniques to help farmers improve their productivity and access to markets.

### Better Seeds

**30% MORE YIELD IN DROUGHT-PRONE AREAS**

New and improved maize (corn) varieties that can survive on less water are already helping more than 2 million smallholder farmers in Africa get higher yields and incomes.

### Better Tools

**50% MORE AFFORDABLE THAN MOTORIZED PUMPS**

Instead of buying motorized pumps that are costly and difficult to maintain, farmers are using “foot power” to operate treadle pumps that can lift water from 20 feet below the surface.

### Better Storage

**PROTECTS CROPS FROM INSECTS**

Special storage bags cost only $2 and protect cowpea crops from destructive insects. Since 2007, more than one million bags have been sold, saving harvests for thousands of farmers.

**GROWING SUCCESS IN GHANA**

Facing severe food shortages in the mid-1980s, the Ghanaian government increased investments to help rebuild the nation’s agricultural system. Through this effort, farmers received technical advice, seeds, fertilizer, ways to manage insects and disease, and gained access to new markets.

- **75%** hunger levels dropped by 75 percent between 1990 and 2004.
- **50%** child malnutrition has been reduced by almost 50 percent since the end of the 1980s.
- The proportion of underweight infants decreased from 30 percent in 1988 to 17 percent in 2008.
- The population living in poverty fell from 52 percent in 1991-92 to 28.5 percent in 2005-2006.

**Source:** Bill and Melinda Gates Foundation
African Youth

Home to the youngest population in the world

600 MILLION under age 25

72% of youth in Africa are unemployed or vulnerably employed

11 million youth expected to enter Africa’s labour market every year for the next decade

Opportunities in Agriculture

Africa has the largest amount of arable land

63% of the total population in Sub-Saharan Africa live in rural areas where agriculture is the largest source of employment and income

Agricultural growth can be 2 to 3 times more effective in reducing poverty as growth in other sectors

Our Commitment to Africa

$300 MILLION The MasterCard Foundation’s commitment to projects that are improving agricultural productivity, connecting rural youth to employment and increasing access to financial services for smallholder farmers

Source: Mastercard Foundation

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TOP THREE DRIVERS OF ENTREPRENEURSHIP

37% REINVESTMENTS IN NATURAL RESOURCES
27% GOVERNMENT POLICIES & PROGRAMS
24% ACCESS TO CAPITAL / FINANCING

72% OF YOUNG SUB-SAHARAN AFRICANS PREFER TO START THEIR OWN BUSINESS THAN WORK IN AN ORGANIZATION

INDUSTRIES EXPECTED TO CREATE THE MOST ENTREPRENEURS AND JOBS IN THE NEXT 5 YEARS

43% AGRICULTURE & AGribusiness
36% NATURAL RESOURCES
33% TECHNOLOGY / TELECOMMUNICATIONS

Download full report at www.djembeinsights.com
Note: Survey results based on 4,000 respondents aged 16-49 in Angola, Ghana, Mozambique and Nigeria.
The yield gap between men and women farmers averages around **20-30%** mostly due to differences in resource use.

Given equal access to resources as men, women would achieve the same yield levels, boosting total agricultural output in developing countries by **2.5-4%**.

This additional yield could reduce the number of undernourished people in the world by **100-150m or 12-17%**.

Source: Farmingfirst.org
A BETTER WORLD

STRENGTHENING WOMEN'S LAND RIGHTS

PROSPEROUS
Women with strong property and inheritance rights earn up to 3.8 times more income

NOURISHED
Children whose mothers own land are up to 33% less likely to be severely underweight

EDUCATED
Families where women own more land devote more of their budget to education

SAFER
Women who own land are up to 8 times less likely to experience domestic violence

RESILIENT
Where women's property and inheritance rights are stronger, women's individual savings are up to 35 percent greater

HEALTHY
Children in households where women own land are up to 10% less likely to be sick


Source: Landesa
As labor markets become more competitive, the need to provide young people with productive jobs becomes more acute.

Each month, nearly 1 million people enter the labor market in India alone.

Globally, 600 million jobs will be needed over the next 15 years to keep employment rates constant.

1 in 4 young people can’t find work for more than $1.25 a day.

In the Middle East and North Africa, more than 80% of young workers work in the informal sector.

In sub-Saharan Africa, more than 40% of young workers are unpaid.

Sources: World Bank, International Labour Organization, Education for All Global Monitoring Report

Source: The World Bank and the International Labor Organization
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