LINKING WEST AFRICAN SMALLHOLDERS TO GREATER VALUE-ADDED ACTIVITIES

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Case study design workshop: Hotel Ange Hill, Accra-Legon
Outline of the presentation

- Motivation for the study
- Study’s sponsor and objective
- Study organisation
- Proposed partners in Ghana
- This workshop & next steps (including asking for your suggestions!)
Motivation for this study

- Demand for agricultural products is rapidly evolving:
  - From undifferentiated bulk products to
  - Specific attributes sought by consumers (healthfulness, ease of preparation, etc.)
  - Innovative new uses for “traditional products” (e.g. cassava)
  - Rapid growth in demand for processed and export products
Motivation for this study

- Processors, modern retailers and exporters need a reliable supply of local agricultural products of consistent quality and quantities to meet this demand.
- Yet the supply of high-quality raw materials from smallholders is often very dispersed & irregular.
- Downstream actors therefore have an incentive to develop partnerships with large farmers or turn towards imports for their raw materials.
- But this leads to the exclusion of smallholders from the lucrative new markets.
The Syngenta Foundation for Sustainable Agriculture

**Mission:** “To create value for resource-poor small farmers in developing countries through innovation in sustainable agriculture and the activation of value chains”

**Strategy:** Focus on smallholders, productivity and markets

Consistent with its mission and strategy, the foundation is supporting a series of case studies of different value chains in West Africa to identify factors contributing to the success (or failure) of partnerships linking smallholders to the growing demand for value-added products.

Particularly interested in identifying key elements in successful public-private partnerships.
Michigan State University is working with West African research partners to carry out the following case studies:

- **With University of Ghana:** cassava and rice value chains in Ghana
- **With IPR/IFRA and IER:** rice, maize, and millet/sorghum value chains and mango export value chain in Mali
- **With University of Abeokuta:** maize-poultry feed value chain in Nigeria

Other key partners are the value chain actors involved.
Proposed partners in Ghana

- Cassava value chain:
  - Guinness Ghana Ltd.
  - Avensu Starch Co.
  - DADTCO
  - Accra Brewery Ltd.
  - Caltech
  - Farmer organizations

- Rice value chain:
  - WEINCO Ghana Ltd./GADCO
  - Mawuwoe Cooperative Rice Processing and Marketing Society Ltd.
  - Weta Irrigation Project
  - Farmer organizations
As Prof. Asuming-Brempong has explained, workshop is to help inform you about the study and solicit your cooperation.

Based on information received today, the research team will schedule times to meet with the key participants.

We would like to meet with you for more detailed discussions/interviews during the month of September, if possible.
Next Steps

- During these interviews, we would appreciate hearing from you about:
  - Your experiences in linking farmers, directly or via other actors, to value-added activities
  - **How and why** your arrangements with farmers (or other parties linked to farmers) are structured the way they are.
  - Your views on factors that contribute to or hinder the success of such efforts
  - Your ideas on needed actions by both the private and public sectors to promote such linkages
Next Steps

- Preliminary report to be shared with you for your feedback in October
- Final report, and policy bulletin outlining key lessons learned and steps needed to promote “win-wins” to be shared with you, MoFA and the Syngenta Foundation in November.
- Other suggestions for outreach? Who else needs this information?
Thanks for your participation!

- The research team is very grateful for your participation
- Any sensitive business information discussed will be held in strict confidence
- We value your expertise and will seek your feedback on preliminary results
- We also want your ideas on most useful ways to share results with key decision makers
Thank you very much!