

LINKING WEST AFRICAN SMALLHOLDERS TO GREATER VALUE-ADDED ACTIVITIES



JOHN STAATZ
MICHIGAN STATE UNIVERSITY



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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

Study's sponsor & objective

- ▶ 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**.

Study Organisation

- ▶ 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



This Workshop & Next Steps

- 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.



*A friendly
researcher*

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!