



Rethinking Food Markets
and Value Chains for
Inclusion and Sustainability

Rethinking Food Markets and Value Chains for Inclusion and Sustainability
Science, Innovation and Policy Symposium

IFPRI HQ, Washington D.C., 10-11 December 2024

Welcome Remarks

ROB VOS, Initiative Lead



Rethinking Food Markets
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Food System Challenges



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01

Food sector is largest source of income & employment but unable to provide decent livelihoods for billions depending on it

02

Rural and urban workers employed in the agrifood sector only get a small piece of the economic pie and are unable to afford a nutritious diet

03

Weaknesses & inefficiencies in VC are generating poor outcomes for the people and the environment

To address these challenges...

...the ***Rethinking Food Markets Initiative*** is generating evidence on innovations, incentives and policies effective for creation of equitable income and business opportunities.

Key Objectives of the Rethinking Food Markets Initiative

1

Poverty reduction

...through more employment and better incomes for smallholders and SMEs (especially women and youth)

Less food loss

...and waste through improved quality control and logistics

4

2

Lower GHG emissions

...in domestic and global food markets and value chains

Affordable healthy diets

...for poor people and nutritionally vulnerable population

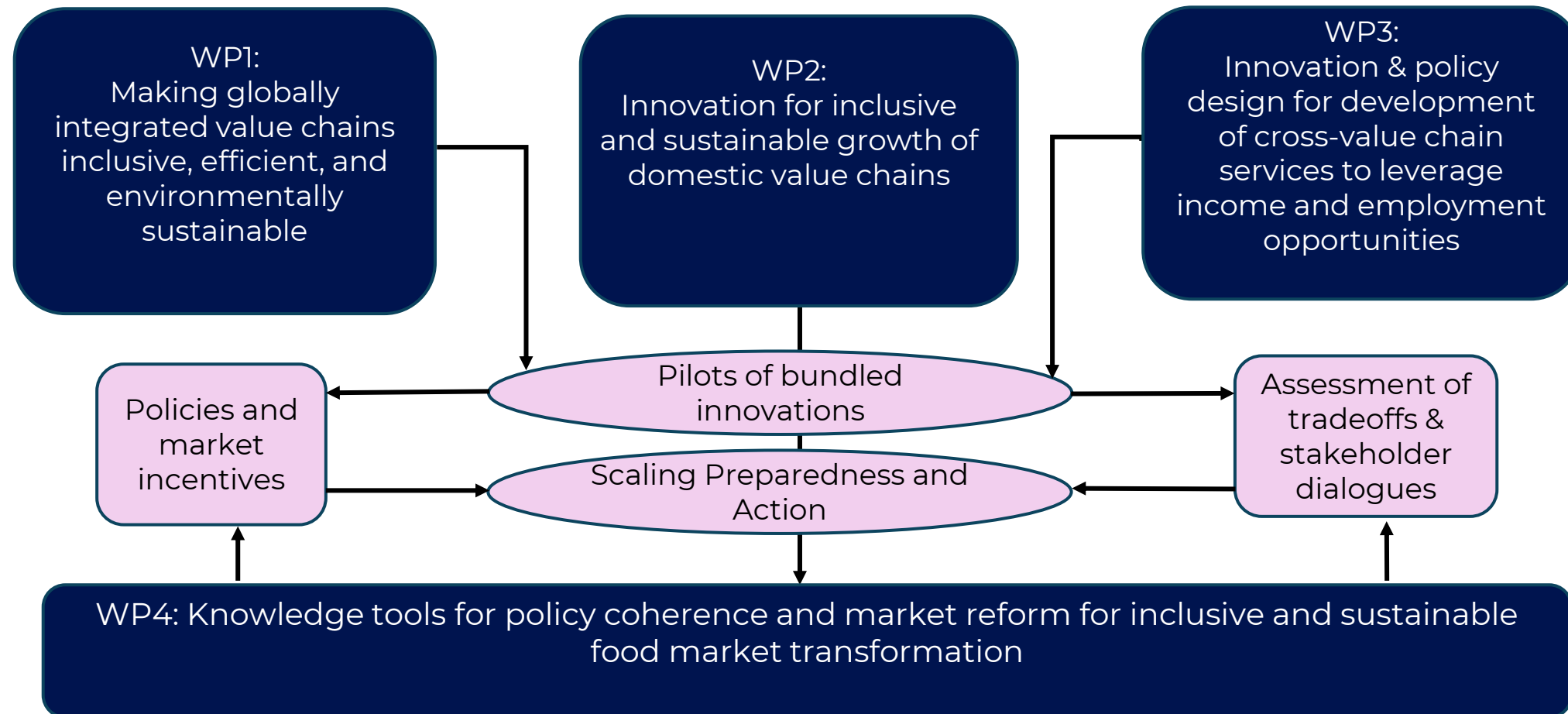
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Work Packages under the CGIAR *Rethinking Food Markets Initiative*



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Research approach



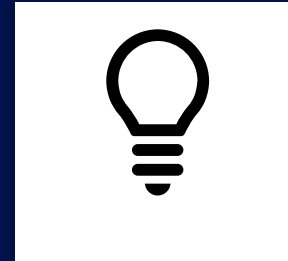
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01



- Scoping studies to identify VC development potential and innovation needs
- Co-design innovations with stakeholders

02



Testing of bundled innovations in food markets, VCs and cross-VC services

04



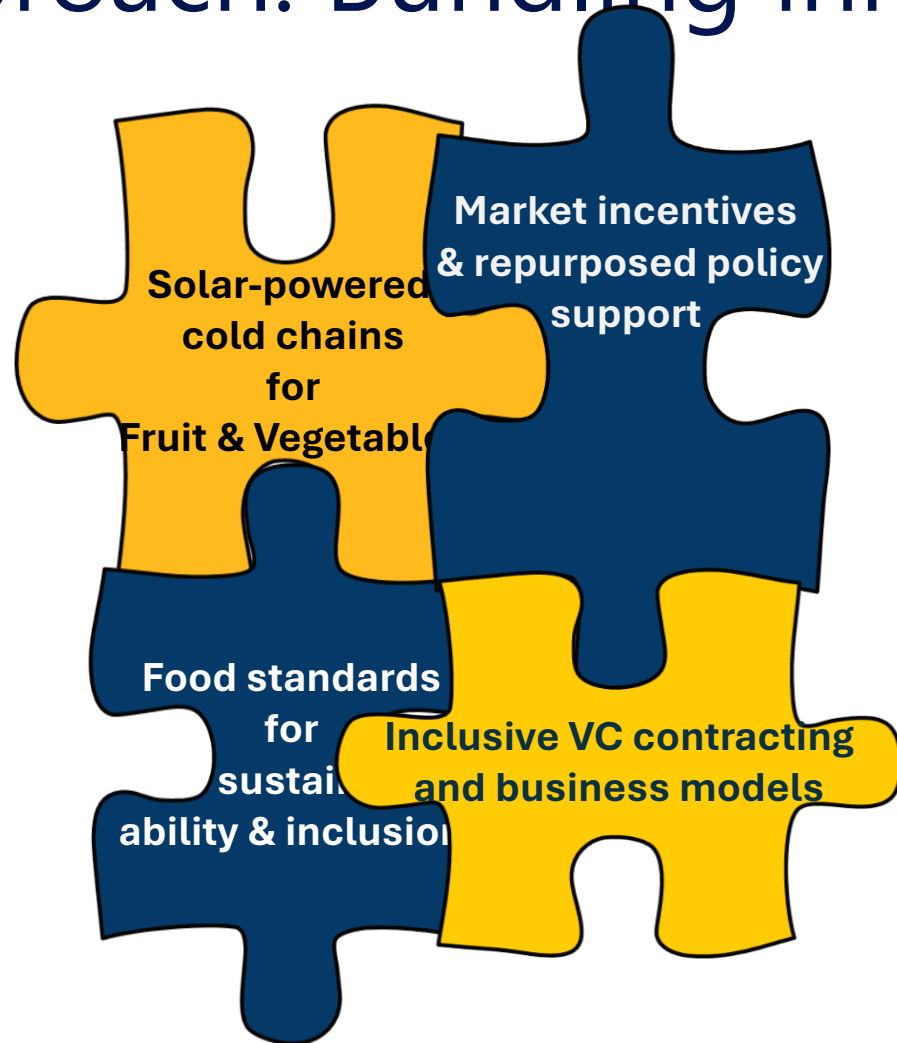
Knowledge sharing through KISM CoP
Scaling up through market-wide incentives

03



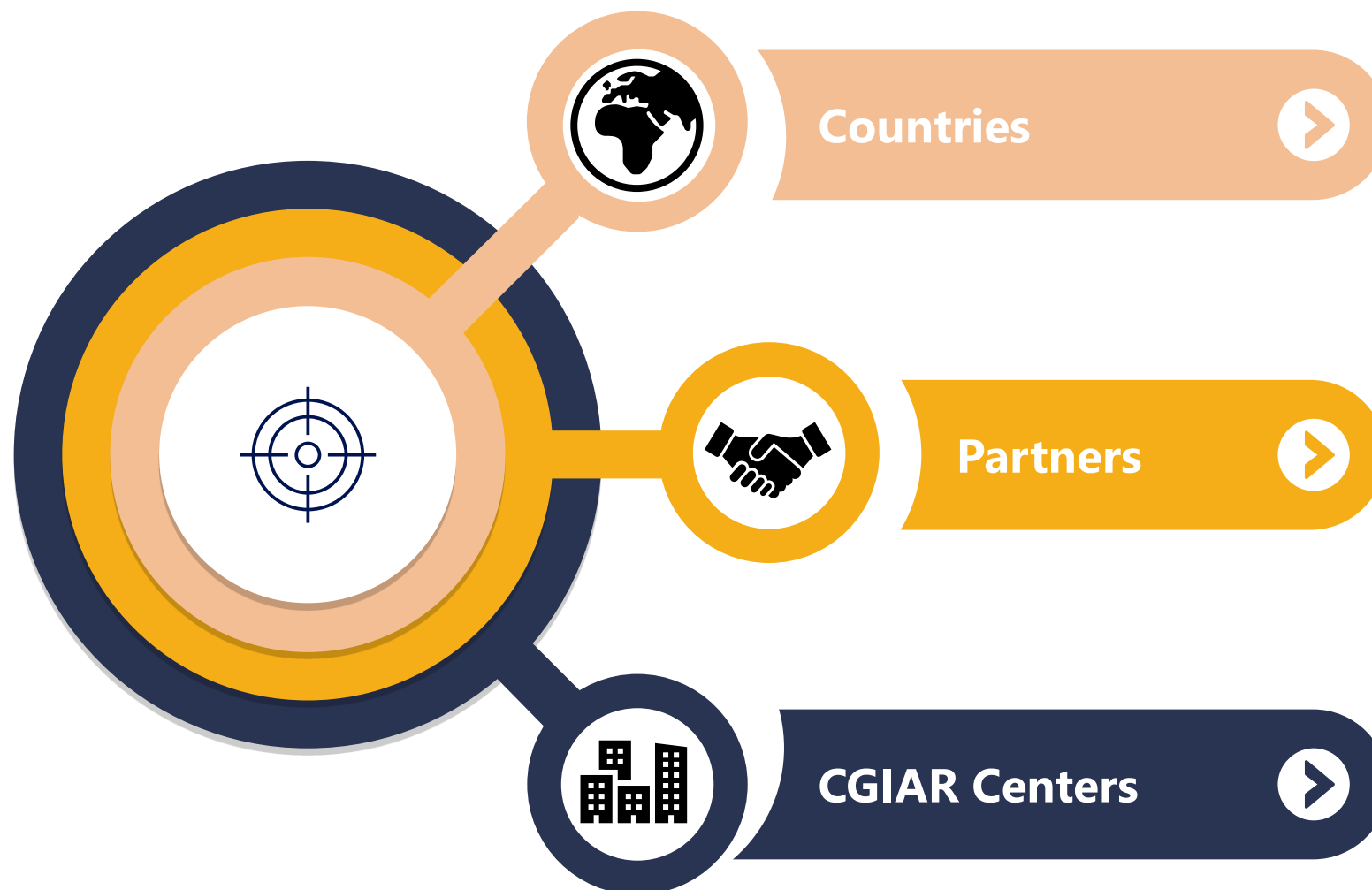
Model-based scenario analysis and stakeholder dialogues to identify scaling potential and policy support needs

Approach: Bundling innovations and interventions



- **More employment and higher incomes (esp. for women & youth)**
- **Less food loss**
- **Affordable healthy diets**
- **Lower GHG emissions**

Geography & Partners



Africa – Ethiopia, Uganda, Nigeria
Asia – Bangladesh, Uzbekistan
Central America – Honduras

Research, innovation and scaling partners: ISEAL, Wageningen Research, MSU, East-West Seed, national research centers & private sector partners

IFPRI, Alliance Bioversity & CIAT, CIMMYT, ICARDA, IITA, IWMI

Bangladesh

Shrimp value chain



Targets:

Improve incomes through 3 approaches to raising productivity & product quality



Research Methods: Impact evaluation of innovation bundle



Innovations: Three approaches to raising yield & quality by aggregating production & marketing, input delivery, and promoting traceability



Partners:

Dept of Fisheries; Bangladesh Shrimp Foundation
ACI Agrolink

Bangladesh

Digital financial innovation



Targets:

Increased financial access for livestock purchase, strengthened women's agency



Research Methods RCT on standard loan and profit-sharing products



Innovations: e-finance platform for financing asset purchases targeting women



Partners: WeGro

Ethiopia

Sesame value chain



Targets:

Improve incomes through quality certification of sesame and improved market information



Research Methods: Impact evaluation of innovation bundle



Innovations: Quality grading and certification; improved digital marketing information mechanism; training



Partners: Gondar Ag Research Center, ECX, Ethiopia Telecom

Honduras

Coffee value chain



Targets: Improve vertical coordination, improve coffee quality, prepare for EUDR, credit and gender equality



Research methods: rigorous evaluation of the impact of technical assistance and quality control



Innovations:

- Improved quality control methods
- Linking smallholder farmers to export markets through certification and quality control standards
- Access to credit for women



Partners: BECAMO, Beneficio Río Frío, Beneficio Rosales, Volcafe, SwissContact

Honduras

Beans and maize value chains



Targets: To improve the efficiency of the bean and corn value chains; improve the incomes of agricultural enterprises and SMEs through improved product quality and vertical integration of the maize and bean value chain



Research methods:

- Impact assessment of trade linkages between beans and maize
- Qualitative evaluation of policies and institutions for the development of maize and bean VCs
- Evidence of consumers' willingness to pay



Innovations

- Product innovations (corn and bean-based chips, packed foods, flour)
- Reform of support policies
- Marketing of new products



Partners:

ARSAGRO CECRUSCO UNAH Maturave; AgriLac

Nigeria

F&V value chain



Targets: Seeds, Logistics & Marketing innovations; Improving returns & efficiency in fruits & vegetables value chains , reduce food losses, improve livelihoods



Research Methods: Impact evaluations of 5 innovation bundles



Innovations:

- Improved seed& branding (WUR/EWS)
- Cooled storage & transportation (ColdHubs, U.Jos)
- Labeling (ColdHubs, U.Jos)
- Solar dryers & Mktg/logistics (NSPRI)
- Plastic crates & Mktg/logistics (Bunkasa)



Partners: NSPRI, ColdHubs, Bunkasa, U. Jos, East-West Seeds

Nigeria

Flexible digital finance



Target: Increasing flexibility in digital credit products to access to inputs and markets and improve livelihoods



Research Methods: Pilot program evaluating feasibility of top-up loans: cash or inputs



Innovation: Crop2Cash input loan

- ✓ Control
- ✓ Input loan top-up
- ✓ Cash loan top-up



Partners: Crop2Cash, Sterling Bank

Uganda

Dairy value chain



Targets:

- Empower MCCs with data-based information on milk quality and enhance their capacity to bargain for better prices or better markets
- Enable rewards to suppliers of raw milk of better quality thru price premiums based on data



Research Methods: Impact evaluation of innovation bundles



Innovations: Test the impact of milk analyzers on milk quality and quality-based payment system



Partners:

IFPRI, CIMMYT, DDA, SNV, MCCs, Farmers, Processors, MAAIF



Uganda

Digital access to inputs and training safe use of agrochemicals



Target: Address the problem of limited awareness of existing innovations that has limited scaling or uptake of the innovations



Research Methods:

- Impact evaluation in five districts of Central Region



Innovations:

- Digital literacy training focused on e-access to genuine, traceable agro-inputs
- Agronomic training with a focus on the safe use and handling of agrochemicals



Partners:

EzyAgric by Akorion Limited, Alliance of Bioversity and CIAT, Agro-input merchants, Farmers and Farmer Organizations, Input manufacturers, MAAIF & NARO, Uganda Agri-business Alliance- Export Associations

Global (WP4/5)

- 1) **KISM**
- 2) **Meta Studies & Guidelines**
- 3) **Agrifood database**
- 4) **Global & country policy modeling**
- 5) **Scaling preparedness**

Knowledge Platform – KISM established; hub for webinars and science sessions: Community of Practice

Meta Studies on value chain innovation dynamics, decent employment impacts and VC development in informal market settings – briefs and guidelines being completed

Agrifood database – identify employment (potential) and distribution of incomes and value added across agrifood system

Global and country policy modelling –

- Agincentives database of policy indicators
- Global scenario analysis of repurposing of agricultural support
- Country modelling of impacts of scaled interventions and policy support in 5 countries

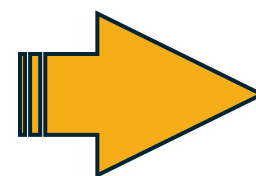
Scaling preparedness – Process tracing and Stakeholder workshops



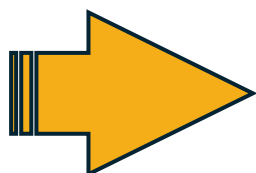
**Launching
Community of Practice on
Food Markets for Better and Sustainable Livelihoods**



Community of Practice on Food Markets for Better and Sustainable Livelihoods



The Community of Practice has been designed to bring together experts, food system actors, and organizations with a shared interest in enhancing the efficiency and sustainability of food value chains and markets.

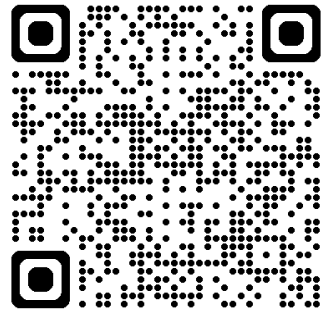


The CoP aims to address the growing need for innovations in food systems that lead to more equitable income and employment opportunities within food markets.



Join the community: [KISM FOOD AND MARKETS](#)
Subscribe to our newsletter: [CGIAR research initiative on Rethinking Food Markets](#)

Scan the QR code to visit the CoP page.



Objectives and Key Questions for Symposium



What have we learned from the research approach and co-design of bundled innovations?

What is the real potential for fast adoption of such innovations, and will they really lead to inclusive and sustainable food system transformation?

What role for policies in setting standards, incentives, investments, etc. to support scaling and address trade-offs?

What have we learned about market functioning and dynamics?

How can we continue capacity sharing through KISM CoP? What are remaining knowledge gaps to be taken on in follow up research in the 2025-2030 CGIAR Science Programs?



AGENDA



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PLENARY SESSION A

9.30 – 10.00 am	Keynote	Johan Swinnen, IFPRI Director-General	Conference Room 12A
10.00 – 11.00 am	Discussion topic: Improved logistics to reduce food losses, improve incomes and value-chain efficiency	Moderator: Ruth Hill, IFPRI	Conference Room 12A
11.00 – 11.30 am	Coffee break		
11.30 am – 12.30 pm	Parallel Session 1: Digital innovations for product tracing and making market information accessible - I	Moderator: Kate Ambler, IFPRI	Conference Room 12A
11.30 am – 12.30 pm	Parallel Session 2: Innovations for product quality upgrading and food quality standard certification - I	Moderator: Rob Vos, IFPRI	Conference Room 12 CD

▶▶ Continued...



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PLENARY SESSION B

1.30 – 2.30 pm	Keynote	Matin Qaim, Director ZEF, Bonn, Germany	Conference Room 12A
2.30 – 3.30 pm	Parallel Session 3: Digital innovations for tracing products & making market information accessible – II	Moderator: Christine Chege, Alliance Bioversity & CIAT	Conference Room 12A
2.30 – 3.30 pm	Parallel Session 4: Innovations for product quality upgrading and food quality standard certification - II	Moderator: Nicholas Minot, IFPRI	Conference Room 12 CD
3.30 – 4.00 pm	Refreshments/Networking		12 th floor
4.30 – 5.45 pm	Parallel Session 5: Inclusive agribusiness models and market information	Moderator: Rajalakshmi Nirmal, IFPRI	Conference Room 12A
4.30 – 5.45 pm	Parallel Session 6: Inclusive financing for inclusive and agrifood sustainable value chains	Moderator: Christine Chege, Alliance Bioversity & CIAT	Conference Room 12 CD

PLENARY SESSION C

5.30 -5.50 pm	Next steps and overview of Day 1		Conference Room 12A
6.00 – 7.00 pm	Cocktail reception and Networking		12 th floor



AGENDA



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PLENARY SESSION D			
9.15 – 9.30am	Welcome to Day Two	Rob Vos, IFPRI and initiative lead and Christine Chege, Alliance Bioversity & CIAT	Conference Room 12A
9.30 – 11.00am	Policy Seminar	Moderator: Charlotte Hebebrand, IFPRI	Conference Room 12A
11.00 – 11.30am	Refreshments/networking		12 th Floor
PLENARY SESSION E			
11.30am-12.30pm	What do we know about the degree of inclusiveness and employment generation potential of agrifood value chains?	Moderator: Ruth Hill, IFPRI	Conference Room 12A
12.30 – 1.30 pm	Lunch and networking		12 th floor
PLENARY SESSION F			
1.30 – 2.45 pm	Feasibility of scaled agrifood value chain innovations, trade-offs and policy reform scenarios	Moderator: Rob Vos, IFPRI	Conference Room 12A
2.45 – 3.15 pm	KISM & guidance documents for innovation adoption and support policies	Kristin Komives and Karin Kreider/Naomi Black, ISEAL	Conference Room 12A
3.15 – 3.45 pm	Refreshments and networking		12 th floor

▶▶ Continued...

PLENARY SESSION G			
3.45 – 4.45 pm	From pilot to scaling. How to determine scaling preparedness and scaling feasibility? Experience from Ethiopia, Honduras, Nigeria and Uganda	Moderator: Rajalakshmi Nirmal, IFPRI	Conference Room 12A
4.45 – 5.30 pm	Closing Panel Discussion	Moderators: Rob Vos, IFPRI and Christine Chege, Alliance Bioversity & CIAT	Conference Room 12A
5.30 – 6.30 pm	Cocktail reception and networking		12 th Floor

Housekeeping



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TIME LIMIT

Each speaker will have 15 minutes time for presentation;
Discussants will have five minutes each

RECORDING

This session is being recorded and this will be shared with all participants on the KISM webpage within 2 weeks.

HOW CAN I ASK A QUESTION/COMMENT?

We will have a Q&A section at the end of each session

Virtual audience can pop the question in the **chat box /Q&A section**

Plenary Session A: Keynote JOHAN SWINNEN, IFPRI Director General



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Plenary Session A

Improved logistics to reduce food losses, improve incomes and value-chain efficiency

Presentations:

Futoshi Yamauchi, IFPRI and Bedru Balana, IFPRI-Nigeria

Hyacinth Edeh and Bedru Balana, IFPRI-Nigeria

Moderator: *Ruth Hill, IFPRI*

Discussants:

Prof. Dauda Bawa, *Head - Department of Agricultural Economics & Extension University of Jos, Nigeria (Online)*

Mr. Ibrahim Tanimu, *Director, Planning & Policy Coordination, Federal Ministry of Agriculture and Food Security, Nigeria (Online)*