Harnessing Market Systems for Nutritional Gains
Intersectoral Coordination in Practice

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Value Chain Projects and Food Security Projects

Value Chain Projects
- Goal to increase incomes
- Target productive populations
- Long-term focus

Food Security Projects
- Goal to improve nutrition & food security
- Target vulnerable populations
- Focus on immediate needs

Harnessing market-based approaches for nutritional gains
Why It Matters

• Nutrition-specific activities alone are insufficient
  – Scaling up 10 key nutrition-specific activities to 90% of the population would only lead to a 20% reduction in malnutrition (IFPRI)

• Increasing incomes alone is insufficient
Over simplified an agricultural market system is a complex environment made up of multiple crop value chains.
What is a Value Chain?

The series of actors and activities needed to bring a product or service from conception to the final consumer.
What is a Value Chain?

Global Enabling Environment

National Enabling Environment

- Sector specific providers
- Cross-cutting providers
- Financial (cross cutting)

Global Retailers

- Exporters
- Wholesalers
- Processors/Traders
- Producers
- Input Suppliers

National Retailers
What is a Value Chain?
Why we should work in market systems

• Opportunities to reduce poverty
• Increase access and availability of nutritious, diverse foods
• Well linked market systems = lower malnutrition rates
Increased production = Decreased food prices

- Farmers select crops based on demand and price
- Increasing efficiencies in the value chain
- Food policy
Challenges continued

Increased incomes = Improved nutritional status
Increased production + increased incomes + increased knowledge = improved nutritional status

- Assumption that knowledge is the only issue
- Need to determine the barriers: access, availability, utilization
Designing activities in a market system program

- ACDI/VOCA looks at the entire market system and agriculture to nutrition pathways and looks for opportunities to integrate
Integrating Nutrition for Strengthened Market Systems

Ensuring Nutritional Quality of Food
- Women’s Nutritional Status
- Post-Harvest Handling/Processing
- On-Farm Food Production

Improving Food Production
- Women’s Childcare Management

Empowering Women
- Women’s Socio-Economic Status
- Allocation of Income
- Food Prices
- Income Generation

Increasing Incomes
AGP-AMDe’s value chain approach is designed to:

- Strengthen the competitiveness of six value chains
- Increase access to finance
- Improve the enabling environment
- Expand public-private partnership investments
- Reaching 1.3 million farmers
6 Value Chains

- Coffee
- Honey
- Sesame Seed
- Maize
- Wheat
- Chickpea
Ethiopia AGP-AMDe

• Challenges to Integration
  – Selected Crops
  – Target Beneficiaries
  – Scale
  – M&E of Behavior Change
Overview of Nutrition Integration Activities

• **Nutri-SAT** – group of tools to help determine integrated activities

• **Sell More For More™ - Nutrition Module**
  - Targeted at farmers (predominantly men)
  - Cascade training
  - Appropriate learning analogies for farmers
  - 38,000 farmers (800,000)
  - M&E behavior change

• **Fortification**
  - Wheat Flour
Making nutrition sustainable

Key is to make nutrition marketable hence sustainable

• Work with private sector such as Guts Agro
• Leveraging our value chains for business
• Developing healthy and fortified products for children and pregnant women
• Example chickpea shiro, local CSB
• Business plan to reach the rural market
Keys to successful integration

- Leadership
- Creative vision – trying new things
- Understanding the pathways
- Identifying the barriers
- Monitoring and evaluating
- Learning
Questions?
Thank You!

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