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The U.S. Government's Global Hunger & Food Security Initiative

Webinar 2: How to conduct horticulture value chain assessments

Horticulture for Development Professional Series

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How to Conduct Horticulture Value Chain Assessments

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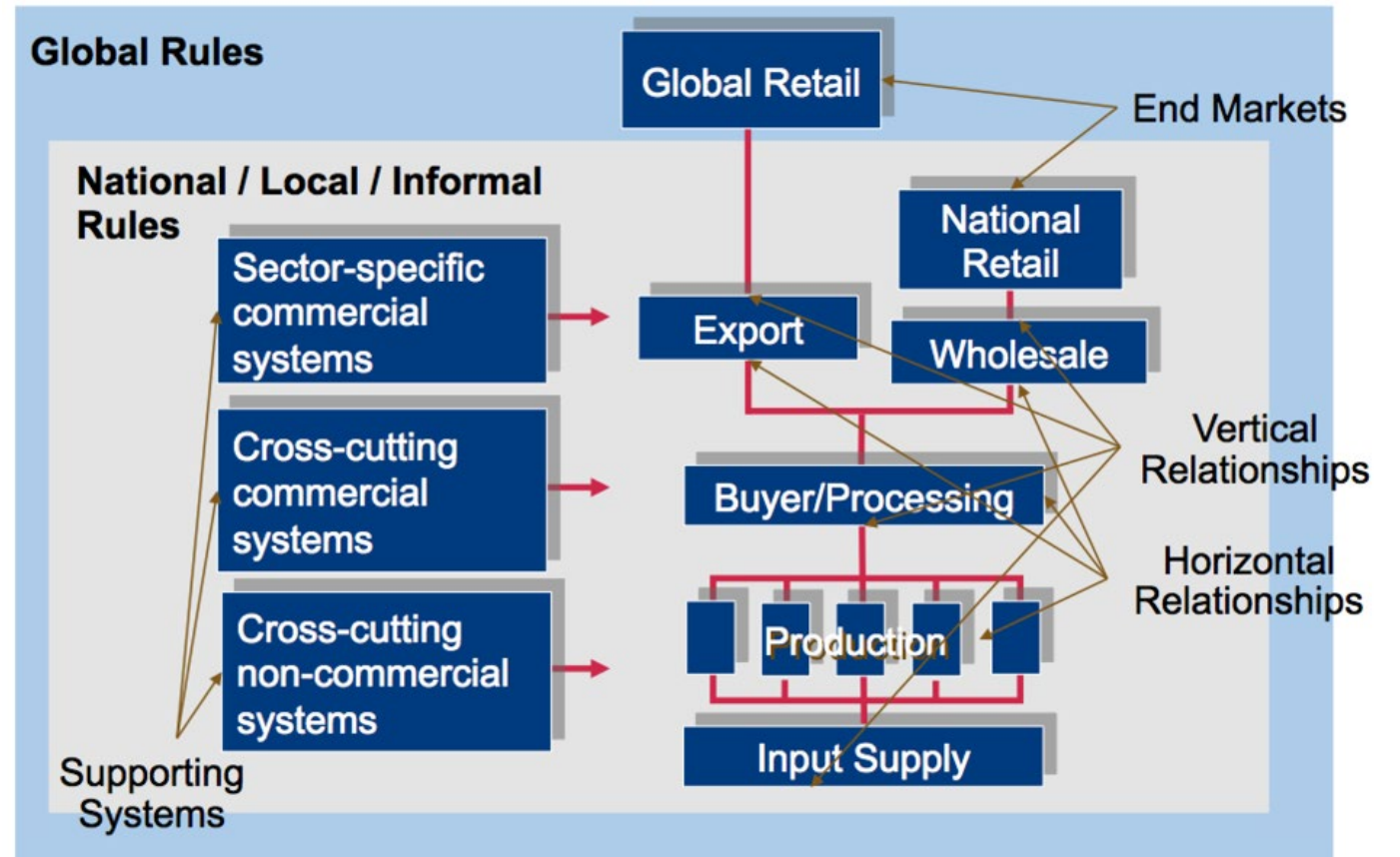


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What is a value chain?



Why should you use a Value Chain Approach?



Market Systems Perspective



Focus on End Markets

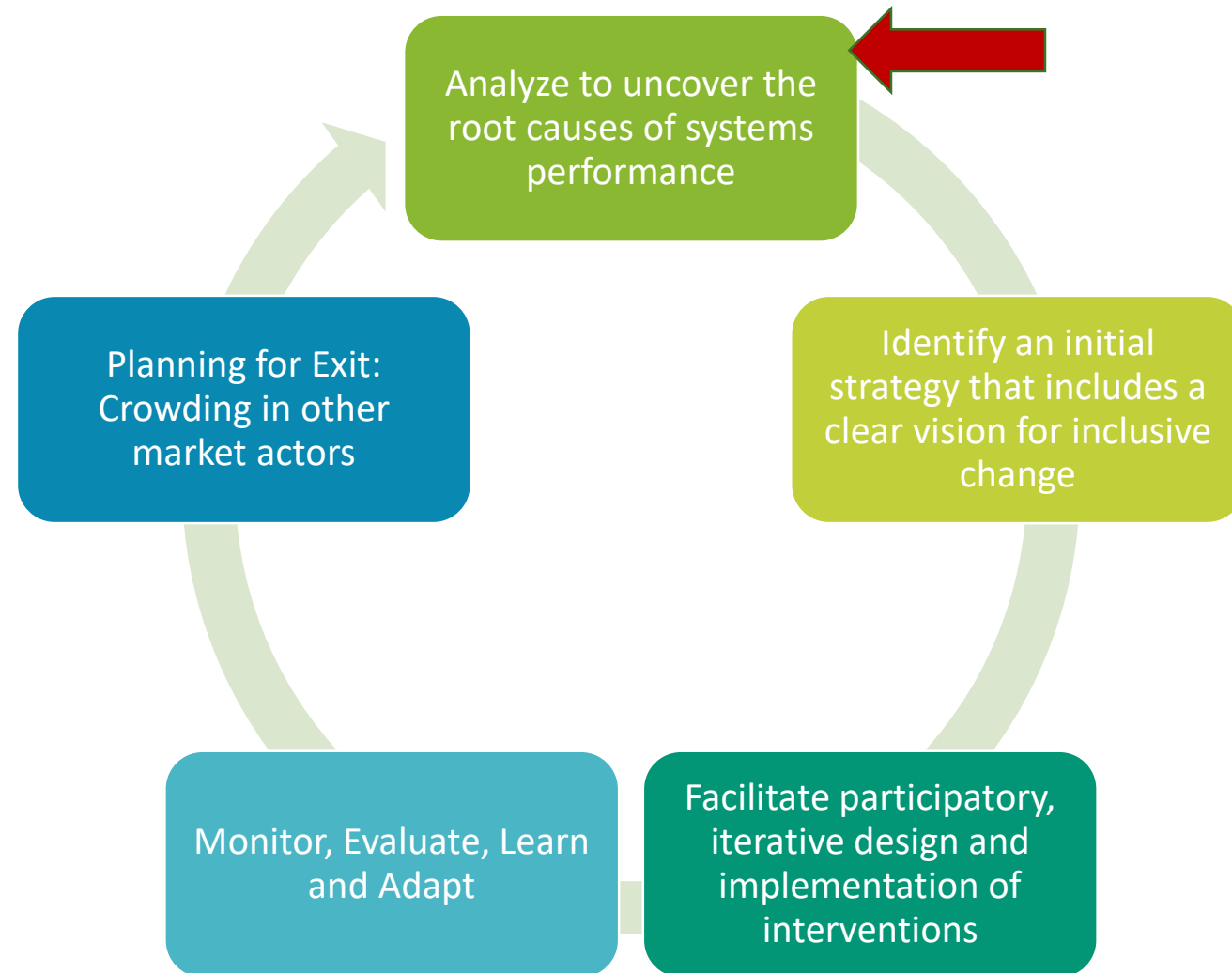


Role of Value Chain Governance



Importance of Relationships

What role does Value Chain Approach play into Program Design?



Steps in Value Chain Analysis



Extra Analysis Specific for Horticulture

Horticulture in developing countries is characterized by high food losses, often over 50% for highly perishable products. Value chain analysis for horticulture crops needs to pay special attention to food loss – both pre and post harvest

[Commodity Systems Assessment Methodology!](#)



Desk Review

- Ministry of Agriculture Strategic Plans
- Donor's Agriculture Plans for the Country
- Project reports of relevant past and present projects
- Assessments and papers on the horticulture sector
- Production and export data and other official statistics from statistical departments



Stakeholder Listening

- Interviews/Focus Group Discussions with Primary Stakeholders to understand their experiences.
- Especially important to hear the voice of the farmers – for Farmer-Centered Design
- Questions should range on:
 - Farmer profiles
 - Crops grown, profitability, demand and competitiveness
 - Challenges such as pests and diseases, inputs supply, production practices, postharvest storage, farm organization, access to markets and access to finance
 - State of Infrastructure – roads, electricity, mobile technology and internet, key markets
 - Non-farm income
 - Special attention to issues of climate change, gender, youth and social inclusion

Value Chain Selection and Prioritization

- **Impact Criteria:**
 - Nutrition, income, climate-smart/ resilience, youth/ gender-friendly, employment, influence, food security, scalability
- **Feasibility Criteria:**
 - Organization's presence, VC services, market demand, small-holder friendly, upgrading potential, Staff knowledge of crop, strong implementing partner, enabling environment, donor interest

Source: Catholic Relief Services

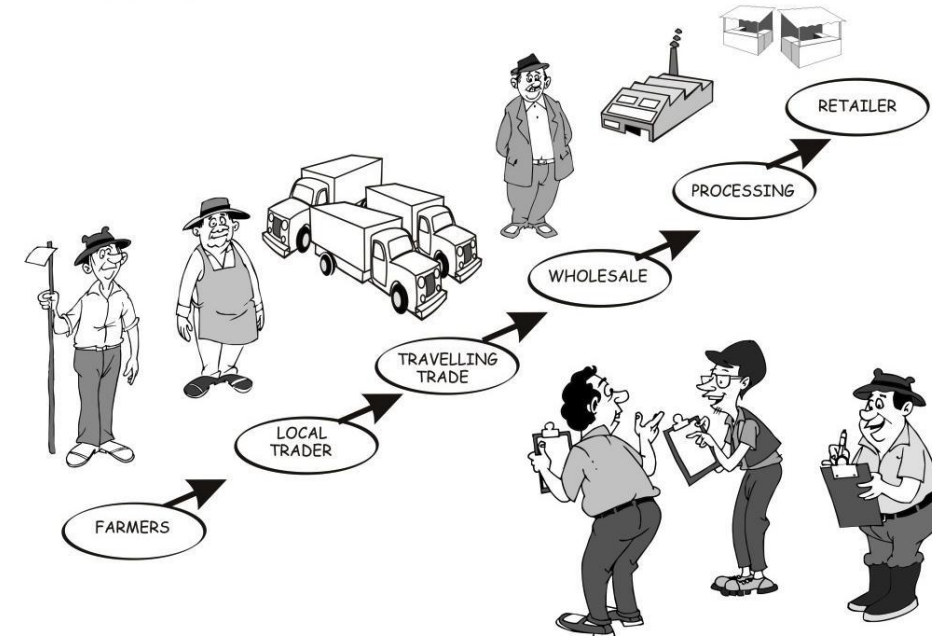
Value Chain Mapping and Analysis



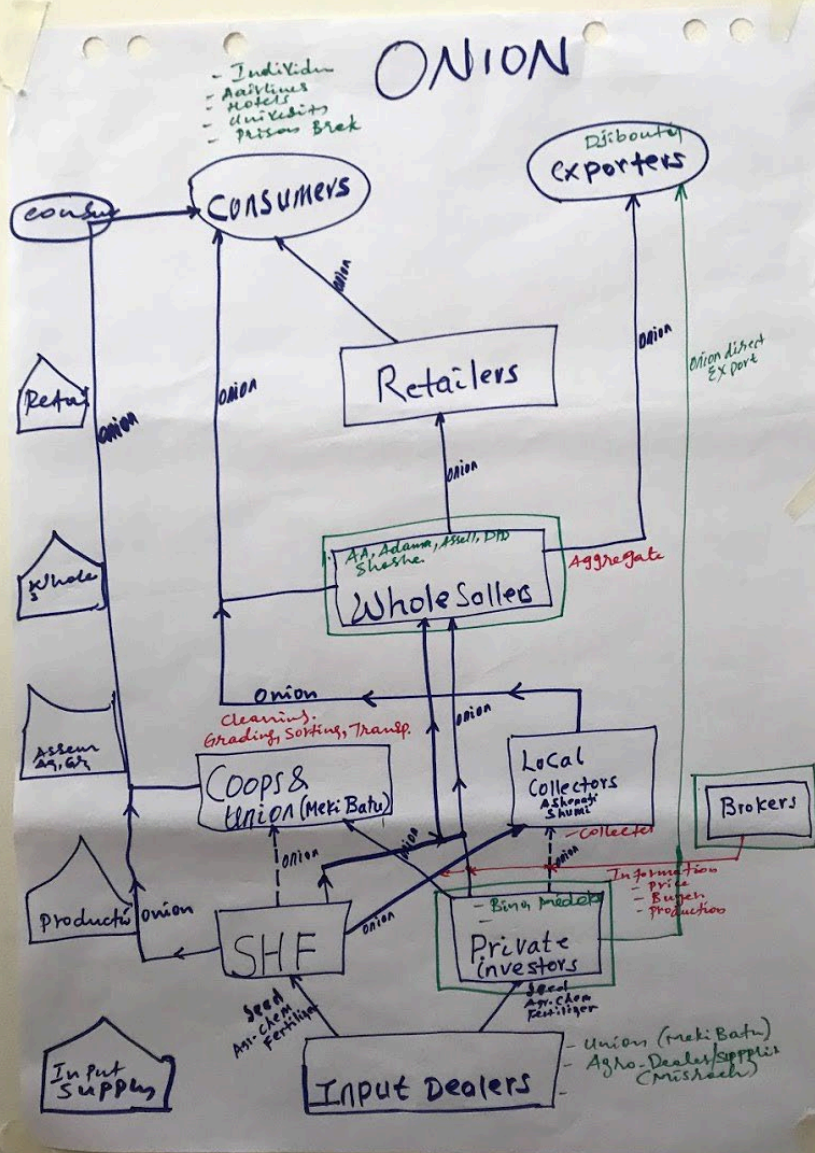
Who to Interview?

Two types of key informants:

- Market participants: the actors involved in the production, marketing and processing;
- Knowledgeable observers: insightful, knowledgeable people who can offer a broad, and sometimes detailed, perspective on the sub-sector – Esp. Government officials, other projects and apex organizations



Value Chain Mapping Exercise with Stakeholders



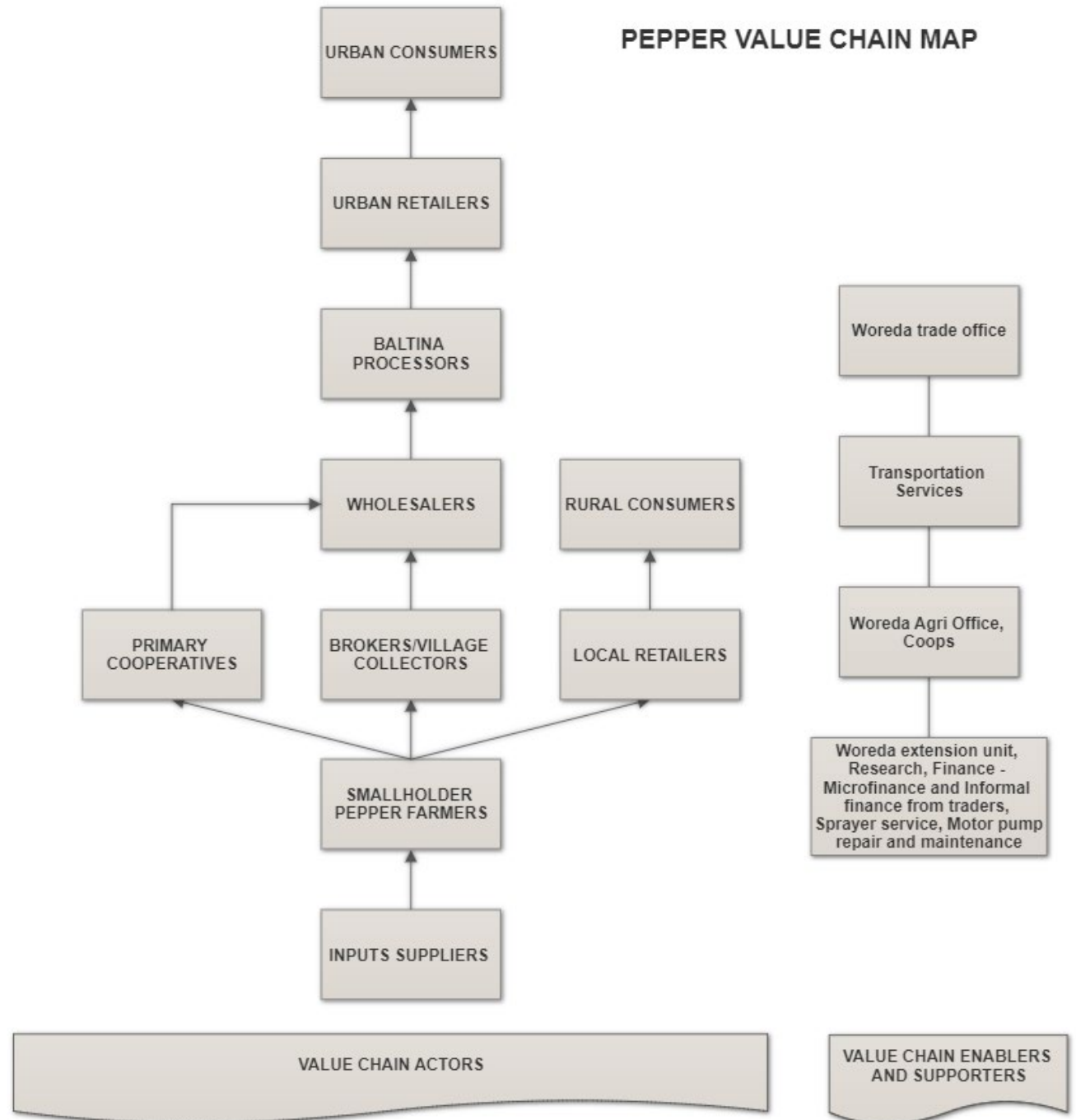
Relationships

- Identify all Value Chain Actors
- Business Development Service Providers
- Product and information flow
- Price and payment
- What are the challenges? What is missing? What is the opportunity?

External Influences

- Economic forces
- Political/legal forces
- Socio-cultural forces
- Environmental forces
- Technological forces

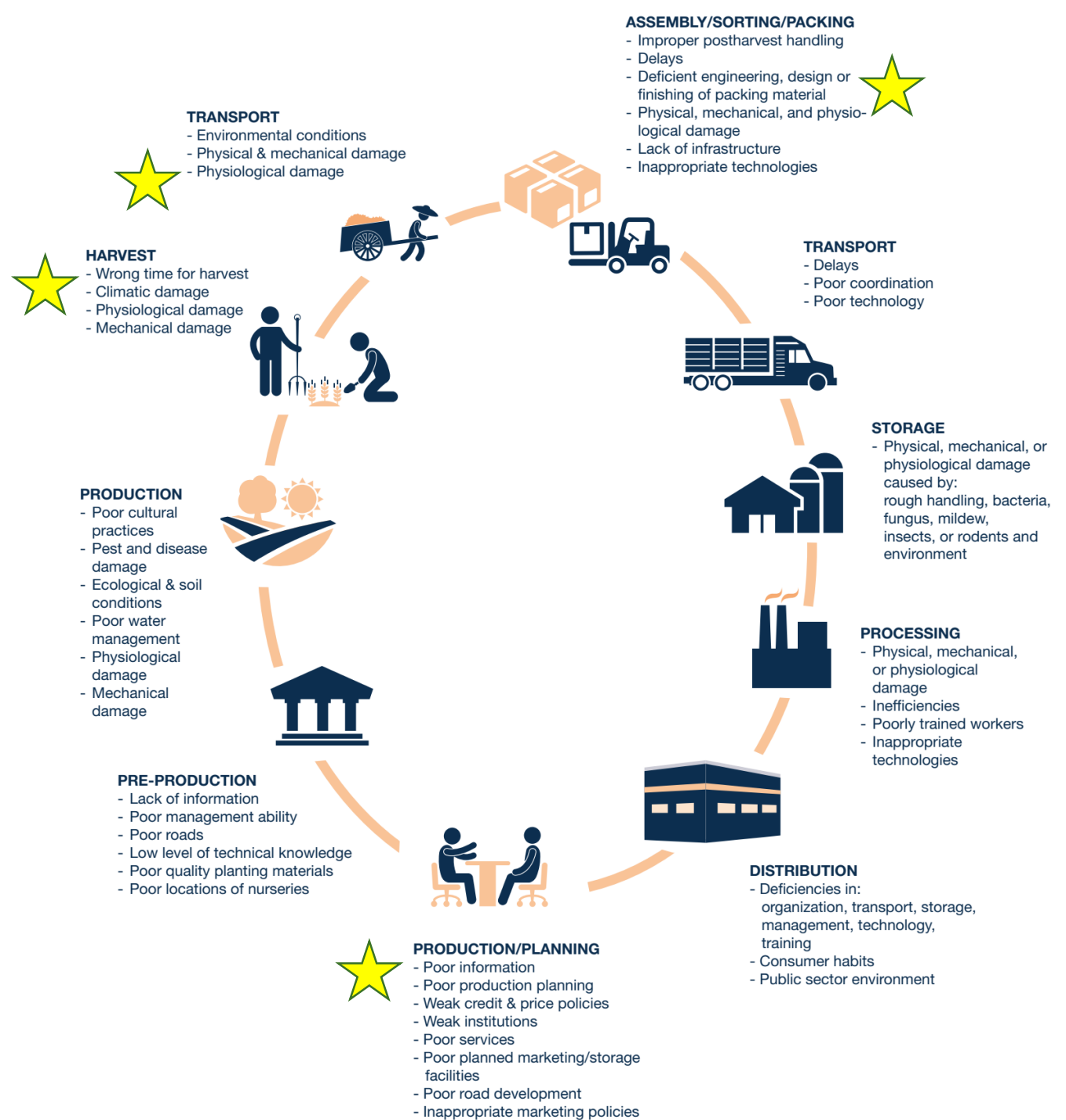
Pepper Value Chain - Ethiopia



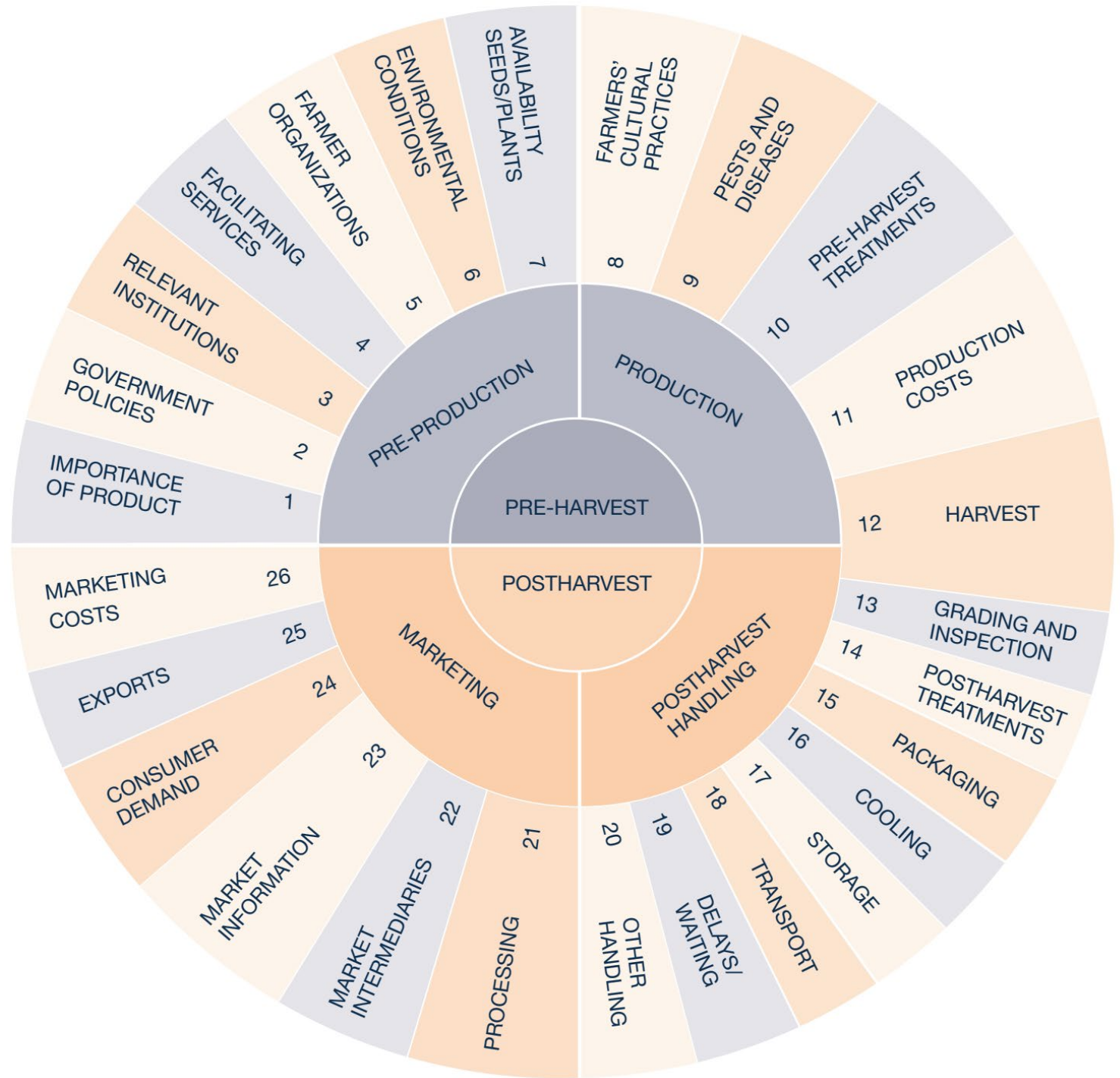
Analysis

- Analyze all interview data
- Analyze all product flows
- Analyze price increase and value addition along the chain
- Analyze challenges and opportunities for key stakeholders, end markets, business enabling environment, vertical linkages, horizontal linkages, supporting markets, inter-firm relationships, upgrading and value chain governance

Commodity Systems Assessment Methodology – Causes of pre and postharvest losses at different points

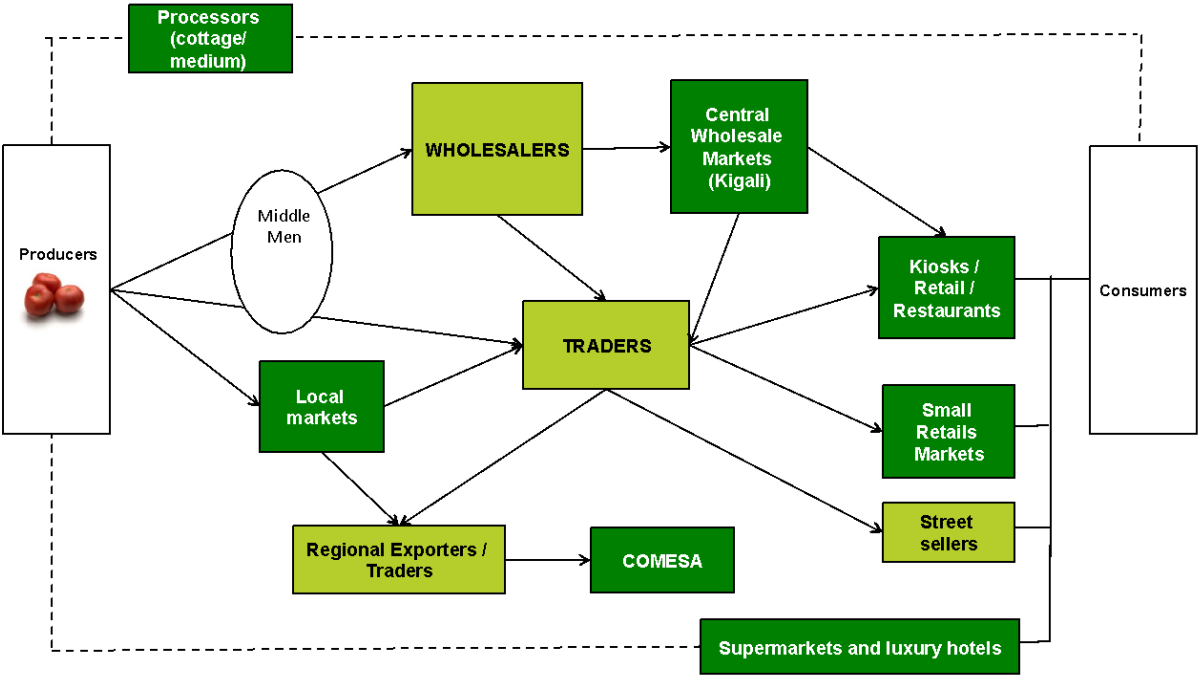


Principal Components for an Agriculture Value Chain Assessment from a Food Loss Perspective



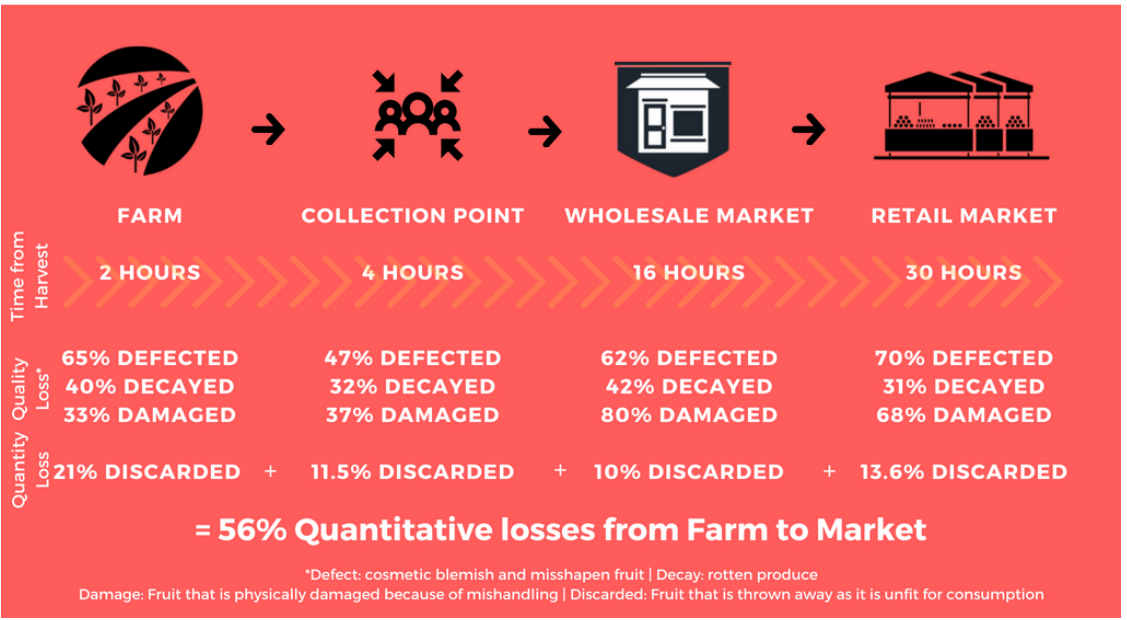
Putting it all together – Case of Tomatoes in Rwanda

Value Chain Map of Tomatoes



Tomato losses

FROM FARM TO MARKET IN RWANDA



Convergence!

CSAM Findings



Value Chain Recommendations

- Harvest and Postharvest Recommendations
 - Promote usage of crates
 - Training on harvest and postharvest best practices
 - Reduce barriers to use for collection centers
 - Development of and support for localized cooling and storage solutions
- Processing:
 - Investigate tomato processing options



Project Interventions Snapshot

Best Practices

- Use a participatory approach and involve stakeholders in each step of the assessment
- Ensure that assessment team and key informant reflects the demographics of the stakeholders esp. including women, youth and those who are socially excluded
- Have an inter-disciplinary team: Agronomist, Postharvest specialist, Input Systems, Financial Inclusion and others as per the goals of the Project
- Vet findings in a final workshop and get stakeholder buy-in
- When planning interventions think about sustainability of your interventions and how they will continue after the Project ends – wherever possible ensure that the Project's role is primarily as a Facilitator

Resources

- Commodity Systems Assessment Methodology: <http://repiica.iica.int/docs/B4232i/B4232i.pdf>
- Value Chain Approach: <https://www.marketlinks.org/good-practice-center/value-chain-wiki/key-information-those-new-value-chain-approach>
- Value Chain Analysis: <https://www.marketlinks.org/good-practice-center/value-chain-wiki/how-information-those-designing-or-implementing-vc-project>

A photograph of a vegetable market stall. The stall is filled with various fresh produce, including green beans, carrots, green bell peppers, cucumbers, and small green tomatoes, all arranged in colorful plastic bowls. In the background, there are more vegetables like onions and garlic. A person wearing a brown shirt with text on it is partially visible behind the stall. The overall scene is vibrant and shows a variety of fresh vegetables.

Thank you!

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