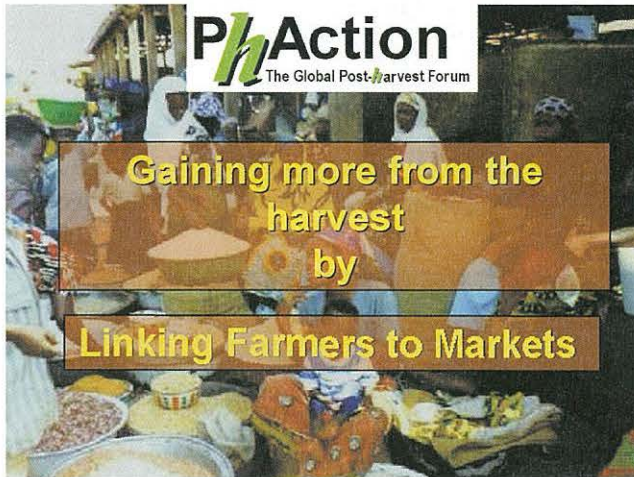


Appendix 1

PhAction, The Global Post-harvest Forum (slides from a PowerPoint® presentation)



PhAction
The Global Post-harvest Forum

Gaining more from the harvest by

Linking Farmers to Markets

1

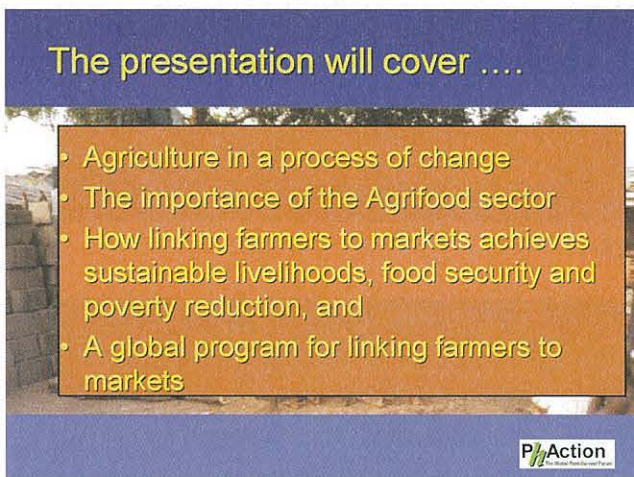


The Agrifood sector is important because.....

- urban demand for good quality food products is increasing
- globalisation is leading to an integrated agrifood industry
- developments in ICTs is increasing the quality and speed of market information
- consumer desire for safe and natural foods is raising demand for value added products
- there is increased use of carbohydrates as sustainable raw materials for industry

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4

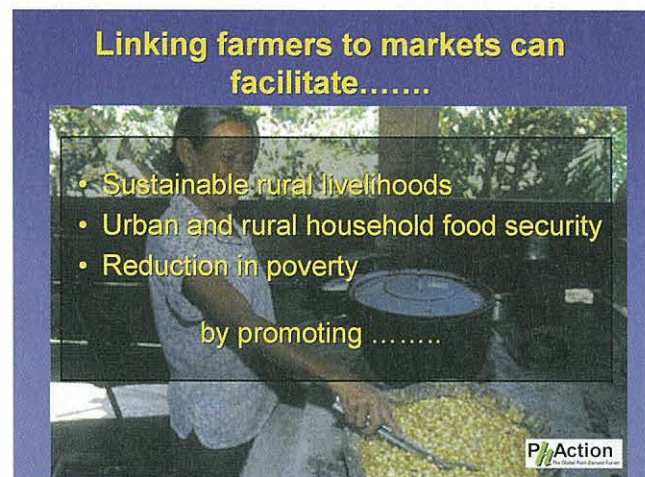


The presentation will cover

- Agriculture in a process of change
- The importance of the Agrifood sector
- How linking farmers to markets achieves sustainable livelihoods, food security and poverty reduction, and
- A global program for linking farmers to markets

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2



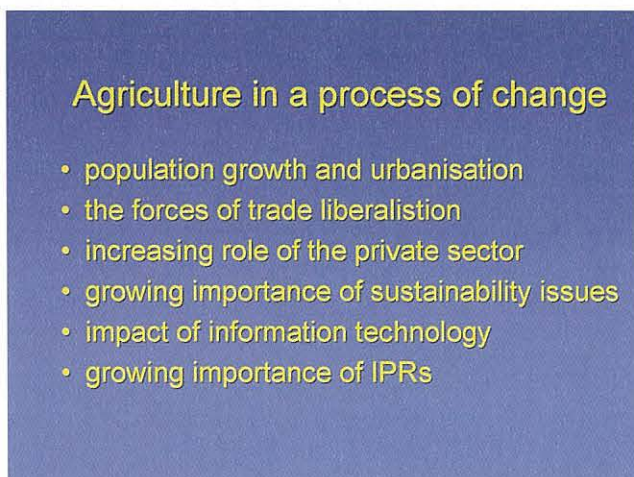
Linking farmers to markets can facilitate.....

- Sustainable rural livelihoods
- Urban and rural household food security
- Reduction in poverty

by promoting

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5



Agriculture in a process of change

- population growth and urbanisation
- the forces of trade liberalisation
- increasing role of the private sector
- growing importance of sustainability issues
- impact of information technology
- growing importance of IPRs

3



- addition of value by on-farm processing
- production of higher value crops
- collective action to overcome scale disadvantages, and
- development of more equitable relationships along the supply chain

... but a more co-ordinated approach is needed if the advantages of global integration are to outweigh the disadvantages for the rural poor.

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6

The linking farmers to markets initiative developed

- Initiative conceived, Eschborn Sept 2000
- Theme areas identified, Hanoi March 2001
- Wider consultation with partners and FAO/GFAR, Montpellier June 2001



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Theme 1 Identifying market opportunities

Goal: To improve the quality of market and marketing related decisions made by rural agroenterprises and organizations that support them.

To be achieved through

- market opportunity analysis, and
- development of rapid decision making tools for business evaluation and development

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The Goal of the Global Program



To contribute to improved livelihoods, food security and sustainable development in developing countries through the execution of dynamic post-harvest interventions that link smallholder farmers, rural processors and traders to growth markets



8

Theme 2 Improving market access

Goal: To integrate smallholder farmers and rural agroenterprises into value-adding supply chains serving growth markets.

To be achieved by

- identifying organisational structures and relationships between actors that enhance local innovation, and
- evaluating organisational options for improvement in business development services

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A global program with four themes

- Theme 1 - to create options for trade
- Theme 2 - to improve competitiveness
- Theme 3 - to develop technology for SMEs
- Theme 4 - to develop practical quality assurance

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Theme 3 Fostering technology innovation

Goal: To strengthen SMEs by improving the development and uptake of innovative post-harvest technologies and techniques for smallholder rural produce.

To be achieved by

- fostering the adoption of methods that enable SMEs to meet food quality and safety standards
- assessing information and technology needs enabling better use of technologies to reduce post-harvest losses and improve produce quality

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Theme 4 Enhancing product quality

Goal: To contribute to the equitable and sustainable integration of SMEs into value-adding supply chains serving growth markets.

To be achieved by

- developing quality and safety assurance methods so SMEs can meet market quality requirements
- developing quality and safety objectives by applying risk analysis and identifying feasible quality/safety targets for supply chain actors

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R & D will help small farmers get better at

- Making market decisions
- Organising efficient supply chain linkages
- Accessing, developing and applying postharvest technologies, and
- Meeting regulatory standards and consumer demands for safe, good quality foods



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Implications for R & D

- Must adopt production to consumption chain and systems approaches
- Must work with different stakeholders along the supply chain, including private sector, and
- Must develop methods and tools to assist farmers to take complex decisions



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Next steps

- Build on and add value to current projects
- Take advantage of the global reach of P/Action
- Develop mechanisms for interaction across theme areas and projects to ensure mutual learning
- Integrate this initiative with wider CGIAR and international development agendas



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