Linking value chain actors to markets: a Business Model

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Scope of the Project

TARGET COUNTRIES and PROJECT ZONES

[Images showing maps of different regions indicating target countries and project zones.]
### Themes and specific objectives of COSP

**Reduce poverty - Improve food and nutritional security for healthy life of dryland farmers in West Africa**

<table>
<thead>
<tr>
<th>Theme</th>
<th>Specific Objectives</th>
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</table>
| **SO1**: Seed Systems and input services | - Identification and production of quality seed of improved farmers’ preferred cowpea varieties  
- Up and out scale quality seed of improved farmer’s preferred cowpea varieties  

*Functional seeds systems*

**SO2**: Crop management | - Reduce prevalence of insect pests damage on cowpea crop  
- Increase awareness and adoption of proven IPM technologies  

*Improve cropping practices*

**SO3**: Post-harvest and increase home consom. | - Identification and promotion of methods to reduce harvest losses  
- Improve access to environmental friendly storage methods: PICS bags  
- Out scaling of adapted and efficient post harvest techniques  

**SO4**: Project Management, Efficient M&E of intervention and IPs

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COSP alignment with CRP-Grain Legumes

CRP.SO3. (COSP SO2)
Identify and promote crop and pest management practices for sustainable grain legume production

CRP.SO4. (COSP SO1)
Develop and facilitate efficient legume seed production and delivery systems for smallholder farmers

CRP.SO5. (COSP SO3)
Enhance grain legumes value chain benefits captured by the poor, especially women

CRP.SO6. (COSP SO4)
Partnerships, capacities and knowledge sharing to enhance grain legumes R4D impacts
Theory of change of COSP

- Increased on-farm cowpea productivity
- Reduced post-harvest losses
- Increased cowpea sale and home consumption
- Increase farmer’s gross margin

PROBLEMS
Limited Supply and Consumption of cowpea and cowpea-based products in Ghana, Mali, Nigeria and Senegal

CAUSES
Low productivity, high rates of post-harvest losses and poor knowledge of nutritious value of cowpea/cowpea-based products

KNOWLEDGE-RELATED CAUSES
Lack of:
- Awareness of quality seeds of improved cowpea varieties
- Knowledge of best and available cowpea agronomic practices
- Knowledge of available storage technologies reducing post-harvest losses
- Knowledge of nutritional benefit of cowpea/cowpea-based products

Inputs markets
- Grain producers
- Traders/processors

Outputs markets
- Research institutions
- CBOs

Innovation Platforms
- Promote best cowpea agronomic practices
- Promote best IPM practices
- Promote improved cowpea storage technologies
- Increase Home consumption and sales of cowpea products

COSP
- Increased on-farm cowpea productivity
- Reduced post-harvest losses
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Project Monitoring & Evaluation: 20 quantifiable indicators

NARS
- Identification of improved and preferred cowpea varieties

Input suppliers
- Promote best cowpea agronomic practices

Research institutions
- IPs
- Train cowpea value chains actors on improved technologies

Research institutions
- IPs

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**M&E Structure**

**Regional Level/IITA**

- **Project Manager (IITA)**

**National Level**

- **National Project Coordinator**

**Country Level**

- **M&E Supervisor**

**Activity Manager (USAID)**

**Flow of data collected**

- **Feed-back information**
- **Data quality assessment (validity, integrity, precision, reliability, timeless)**

**Fig.1.** Monitoring and Evaluation framework in the COSP
Linking v.c. actors to markets

**Input Market**
- Poor access
- High Prices

**Output Market**
- Poor access
- Low Prices

**VC Actors**
- Inadequate information; weak interaction; poor business environment
- Poor bargaining power, Poor technologies, Low productivity, Low profit, Soil depletion

**IPs and others organizations**
Enhance communication, innovation capacity among actors, Improve interactions, coordination, and coherence among all actors, Facilitate learning and use of knowledge, Contribute to improved productivity and Creating an enabling environment
• Supporting stakeholders to access timely, quality and affordable inputs

• Training stakeholders to use improved production, post-harvest and marketing technologies
Improving stakeholders’ access to accurate markets information

Enhancing stakeholders bargaining power

Improving Access to finance (Business credit)
SEED PRODUCERS: Input market

Activities

• Improve access to early generation seed of improved and preferred cowpea varieties

• Link seed producers to agro-dealers

Achievements

• $39,000 to support research institutes to produce and distribute 6.75 tons of breeder seed

• 888 seed producers and seed companies technicians trained to produce 59 tons of foundation seed

• Agro-dealers involved in a training program to provide quality inputs to seed producers (6)
SEED PRODUCERS: Output market

**Activities**

- Improve seed producers awareness on the profitability of selling quality seed of preferred cowpea varieties
- Promote innovative marketing strategies to increase demand and sales of quality seeds
- Provide high quality and affordable seed to cowpea grain producers

**Achievements**

- 13 Awareness campaigns and 7 seed fairs were organized in target countries
- $31,000 to support seed companies to package and sell seed in small packs (1, 2, 4, 5, 10 kg).
- 436 CBOs, 234 FBOs, trained to produce 337 tons of high quality seed
- More than 500 seed out growers contracted with seed companies and trained to produce high quality seed
<table>
<thead>
<tr>
<th>Activity</th>
<th>Achievements</th>
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<tbody>
<tr>
<td>• Increase awareness and access to quality seed</td>
<td>• 13 awareness campaigns through local radio, TV show, Posters and seed fair</td>
</tr>
<tr>
<td>• Train and organize agro-dealers to sell quality seed of improve cowpea</td>
<td>• Agro-dealers involved in training programs to provide farmers with</td>
</tr>
<tr>
<td>varieties</td>
<td>most fitted packages of seed and other inputs (10 trainings)</td>
</tr>
<tr>
<td>• Link stakeholders to finances (where feasible)</td>
<td>• Facilitate linkage between farmers/traders and agro-dealers and finance</td>
</tr>
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<td></td>
<td>institutes to get input credit (at least 8 in Senegal)</td>
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</tbody>
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GRAIN PRODUCERS: Output (consumer) market

Activity

- Promote demand-driven cowpea production and
- Ensure that product respond to consumers’ preferences

Achievements

- 638 demonstrations plots were conducted to train farmers on GAP and visited by 11,560 stakeholders
Linking v.c. actors to markets

GRAIN PRODUCERS: Output (consumer) market

Activity

- Improve farmers capacity in storage of cowpea grain

Achievements

- 8,020 farmers trained in post-harvest handling, storage and grain conservation
**Activity**

- Increase Home consumption of cowpea products
- Link producers to grain buyers and processors

**Achievements**

- 3,247 household representatives trained to demonstrate the nutritional value of cowpea and cowpea-based products,
- More than 17,000 people reach by radio message
- At least 80 (Senegal) pre-harvest contracts were facilitated between farmers, FBOs and grain buyers
**Challenges and Solutions**

**Challenges**

- Asymmetry of Market Information
  - **Solutions**
    - Establish a dynamic and participative Market Information collection and diffusion System (MIS)

- Ensuring Functioning Innovation Platforms
  - **Solutions**
    - Enhance effectiveness of existing IPs and CBOs/FBOs
• **Ghana**
  *Strong interest of seed out-growers.*
  Partnership with COSP has led to an increase (double) in the number of seed out growers and quantity of quality cowpea seed produced.

• **Mali**
  *Strong interest of communities.*
  Cowpea value chain stakeholders embrace improved cowpea varieties to enhance food security and improve livelihoods.

• **Nigeria**
  *Eager adoption by farmers.*
  Demonstrations plots have speeded up the uptake of improved cowpea varieties in Northern Nigeria.
Thank You