

CRS AGROENTERPRISE DEVELOPMENT IN THE MEKONG REGION

THE CRS/CIAT LEARNING
ALLIANCE EXPERIENCE

IMPLICATIONS

- Shared goal on achieving significant & sustainable impact on the rural poor
- Long term process & commitment
- Participatory
- Focus on capacity building

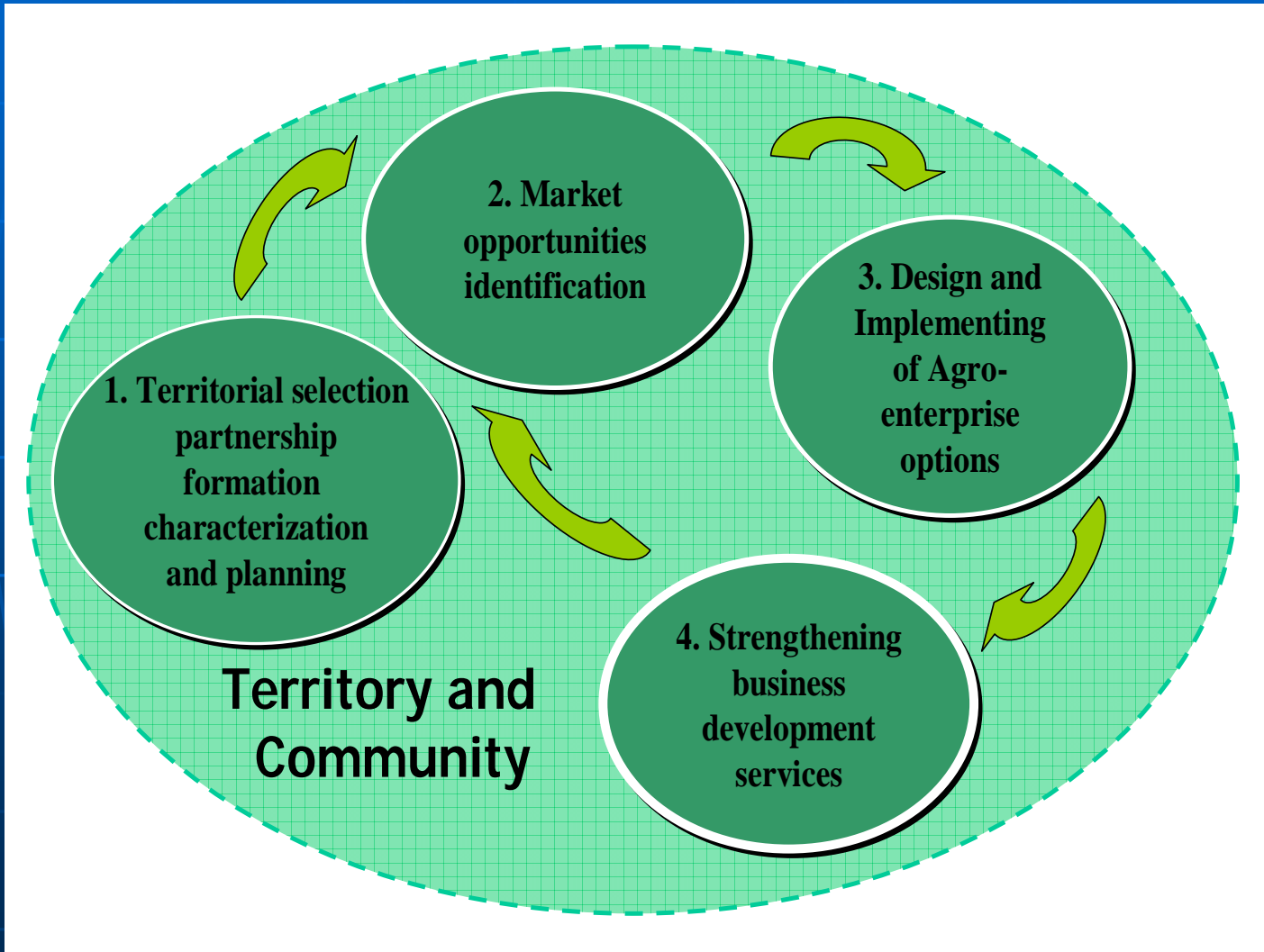
OBJECTIVES

- Increase the scale, scope and impact of agro-enterprise activities with farm families
- Improve the capacity of CRS personnel and its partner institutions to support the development of sustainable and dynamic links between target farmers and markets
- Increase demand, utilization and feedback of research products and business support services

Helping Farmers Exploit Opportunities

- Organizing production with a market orientation
- Increasing productivity
- Diversifying products
- Adding value

BASIC STEPS



Agro-enterprise ROAD Map

1. Interest group formation and consensus building

- Identify actors and initiate group formation
- Define and characterize the Region
- Build consensus for action



2. Market opportunity identification and evaluation

- Rapid market identification
- Evaluation of market options
- Regional evaluation of market options



3. Integrated agro-enterprise project design

- Supply chain analysis
- Identification of critical points
- Development of action plan



4. Strengthening Business Development Services (BDS)

- Characterization of supply and demand
- Identification of gaps
- Development of action plan

Forming of an interest group and territorial analysis

- A review of existing experience and synthesis of the demands and needs of the participants
- A diagnostic survey of the selected territorial assets
 - (a) sensitivity & awareness in the use of participatory approaches in locally-based agro-enterprise development
 - (b) building a consensus on the principles of a market and enterprise approach
 - (c) a review of the methods and tools required for market opportunity identification involving farmers

Identifying and evaluating market opportunities (MOI)

- (a) Develop a process for designing a market opportunities identification survey
- (b) Undertake a test survey to work through the process in the field
- (c) Preparations for in-country activities
- (d) design a monitoring system for the learning alliance with country specific needs

Integrated agro-enterprise projects for competitive supply chains and collective action

- (a) Design a sub-sector/market chain analysis of the most promising market opportunities using participatory methods
- (b) Practice with farmer groups, their service providers and actors in the market chain to design an agro-enterprise project
- (c) Evaluate methods for collective action through farmer organizations
- (d) Determine how to link agro-enterprise projects with financial services via micro and rural financial institutions

Strengthening local BDS in support of agro-enterprise

- (a) share experiences on the actions undertaken since the 3rd workshop, (b) evaluate success of the agro-enterprises established with partners, (c) evaluate the capacity and competence of local business support services, within the context of the territory and those services required by the target community, (d) evaluate methods for collective action and scaling up processes through farmer organizations

Monitoring and Evaluation of the Process

- sharing of experiences and synthesis of results into guides for future use
- Preparation of manuals with regional and country specificity
- Development of an on-line virtual learning network

An example of adaptation from CRS Philippines



Need for Adjustments and Future Developments

- Ensure further linkages or inception into the CRS Integral Human Development framework
- Start strategizing advocacy for policies and practices that prevent further linkages of poor resource farmers to the markets

CRS Integral Human Development Framework

