



CRS Agro-enterprise Strategies and Approaches

Geoff Heinrich and Shaun Ferris

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Introduction



Overview:

- **Background on CRS Ag & Env Strategy (in general)**
- **Importance of Agro-enterprise (AE) in this Strategy**
- **Current status of CRS methodology in Agro-enterprise, and**
- **Lessons from experience**
 - **Role of NGOs...**

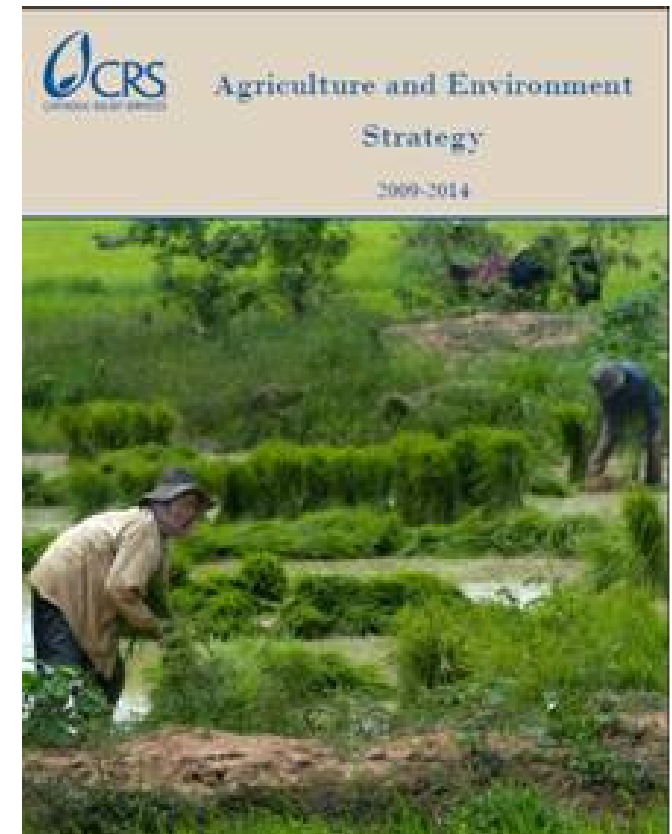


New Ag strategy launched in April 09 in WDC
Launched by CRS President and WB VP



The Four Pillars of Ag Strategy

- Ag for Emergency Response;
- Ag for Health (Nutrition, HIV...);
- Ag for Environment
- Ag for Income
 - **Incentive and**
 - **Means** to increase production



Agro-Enterprise in CRS:



- **CRS working to link vulnerable farmers to markets for 10 + yrs**
- **AE Learning Alliance (LA) with CIAT – since 2002**
 - 3 continents, 35 countries
 - 2 recent publications on AE and LAs

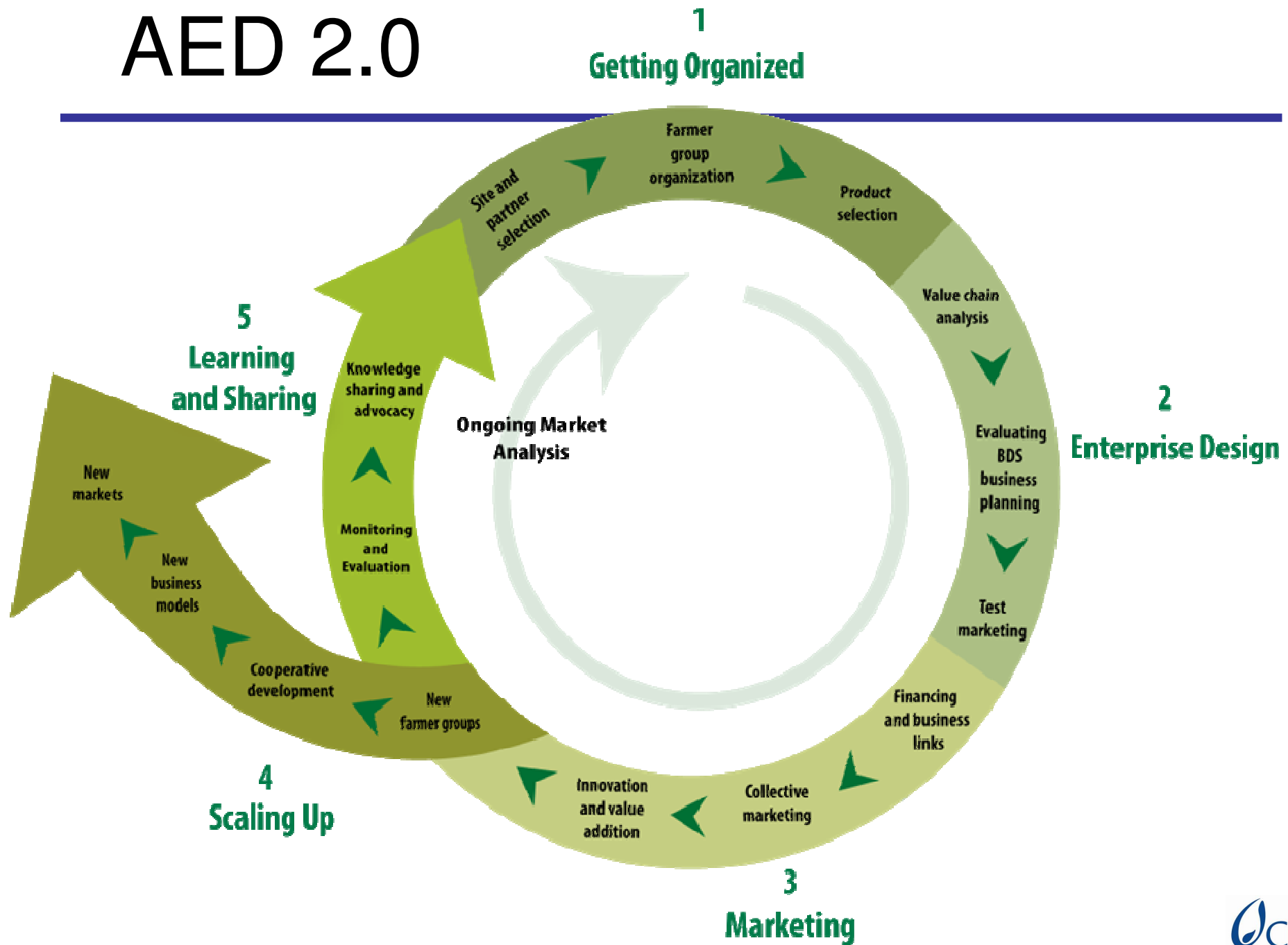


Agro-Enterprise in CRS cont...



- **July 09 – Launched new AE LA for E. & S. Africa**
- **ACDI/VOCA, Land 'o' Lakes, CNFA, CARE, PCI, CRS,**
 - Open invitation...
- **All PVOs had similar approaches to AE**
 - Differing areas of expertise, comparative advantages...
- **Starting 3 key initiatives:**
 - including “AE 101” possibly with Certification of facilitators
- **Will gather annually to review progress, share learning...**

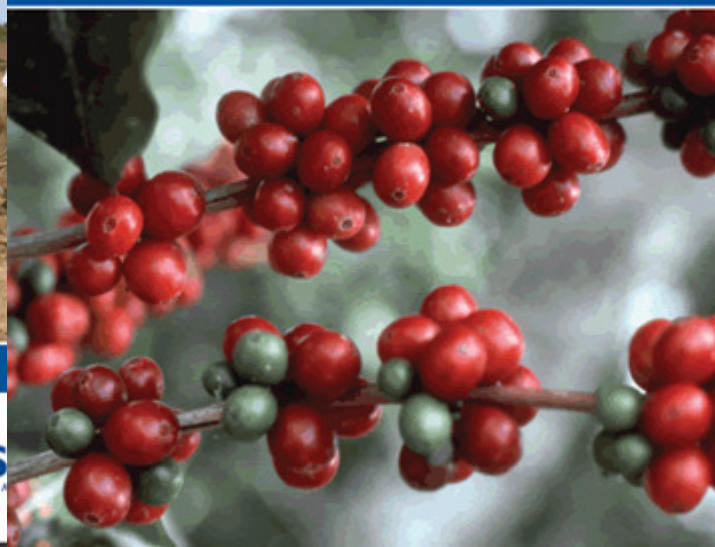
AED 2.0



Participatory Methodologies for Agroenterprise Development

A Participatory Guide to
Developing Partnerships, Area Resource
Assessment and Planning Together

Identifying Market Opportunities
for Rural Smallholder Producers



Carlos Osterberg, Mark Lundy, María Verónica Gortner, Rupert Best, and Shuman Paria

Participatory Market Chain Analysis
for Smallholder Producers

A guide to Evaluating and Strengthening
Rural Business Development Services



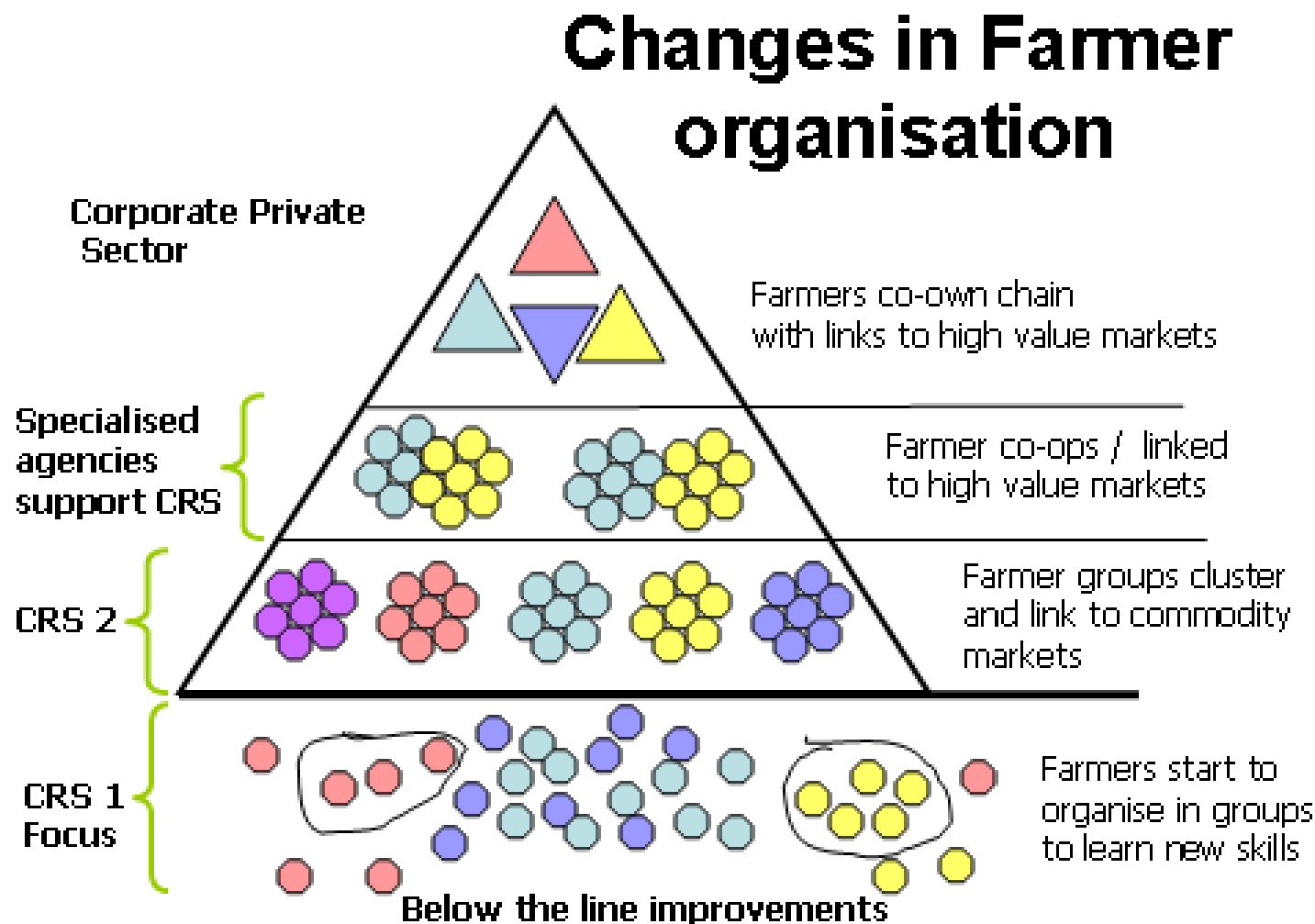
Mark Lundy, María Verónica Gortner



Mark Lundy, María Verónica Gortner, Carlos Osterberg, Rupert Best, and Shuman Paria



Farmer group organisation



Key skill sets for farmer gps engaged in AE

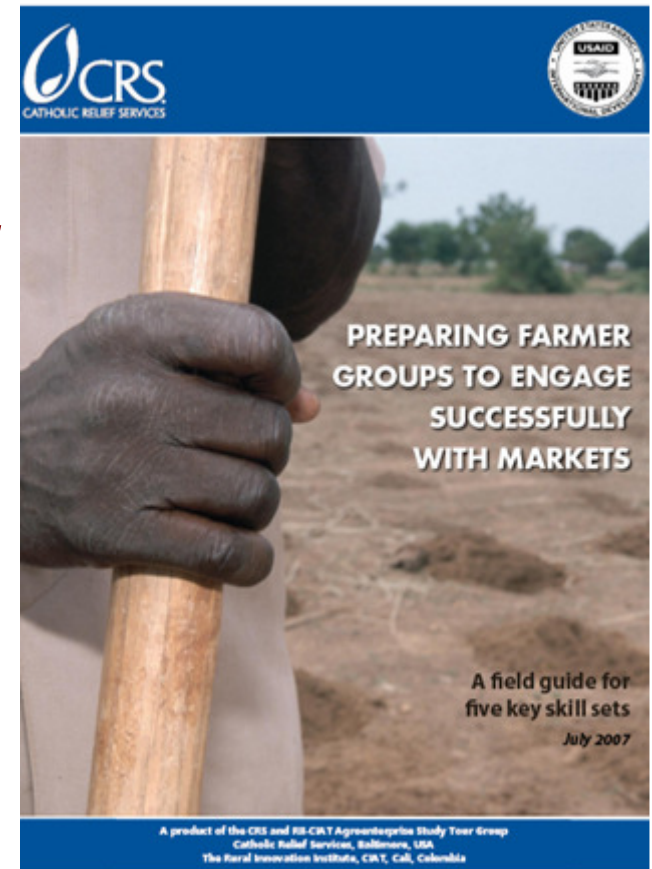
Clear “felt-need” for 5 skill sets

- Common across continents, cultures
- No single set new – key = *combination*
- Not exclusive, just *most widely sought*

Published...

Key skill sets included:

- Group management (achieve objectives)
- Savings and financial management
- Basic business and marketing skills
- Accessing / applying new technology
- Natural resource management skills



• CORNELL

ICT - Scalable, Repeatable, Mobilised Systems

- Education
- Market Info Systems
- Production information
- M&E
- MDS –
- Farm Calculator
- Nethope Architecture



<https://global.crs.org/communities/Agriculture/Pages/default.aspx>

Summary

- **Linking farmers to markets = vital for development**
- **Requires systematic and participatory approach**
- **NGO areas of comparative adv:**
 - Farmer Group Organization
 - Capacity building for groups
 - Facilitating links along value chain
- **Partnerships – Gov't, Pvt Sector, NGOs – all have roles...**
- **AE LA good way to build capacity of diverse partners**





THANK YOU

