



ValueLinks NEWSLETTER May 2013

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Dear Reader,

This is the 7th edition of our newsletter, which gives you an overview on current VC promotion activities around *ValueLinks*.

Six years after the first publication of the ValueLinks Manual in 2007, a new version of the VL manual will be produced between July and December 2013 addressing the social impact and outreach of VC development. This second edition of the ValueLinks manual will be co-published by the International ValueLinks Association.

The work on the update starts on 24 June, 2013 with a meeting of ValueLinks practitioners at GIZ head office in Eschborn, followed by a series of further meeting until the end of the year. Any success stories in VC promotion, and your questions and suggestions for the update are highly welcome and we invite all association members to contribute to the new edition of the ValueLinks manual!

Andreas Springer-Heinze, Siaka Koné, Alfons Eiligmann, Ute Jacob

You can reach the editors at info@valuelinks.org.

For information on the association and earlier editions of the newsletter, please visit:

www.valuelinks.org



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1. TRAININGS AND SEMINARS

Past Seminars in 2013

Date/Place	Seminar	Participants	Trainers	Contact
February 18-22, San Pedro, Cote d'Ivoire	5-day ValueLinks Introductory Training Course organised by the GIZ project « Adaptation au Changement Climatique et Stabilisation des bases de vie de la population dans le Sud-ouest de la Côte d'Ivoire (PACCS) »	26 collaborators and partners of the GIZ project, plus 2 representatives of GIZ projects in Madagascar and Chad.	Magès Nanguï, Alfons Eiligmann	Achim.becker@giz.de
March 18-22, Jos, Nigeria	5-day ValueLinks Introductory Training Course organised by the GIZ programme "Pro-Poor Growth and Promotion of Employment in Nigeria (SEDIN)"	27 collaborators and partners of the GIZ SEDIN programme.	Thompson Ogun-sanmi, Alfons Eiligmann	Klaus-peter.luttmann@giz.de
April 29 – May 3, Phnom Penh, Cambodia	5-day ValueLinks Introductory Training Course organised by IDC.	25 participants from Cambodia, Myanmar, Indonesia, Thailand and Laos.	Alfons Eiligmann, Christophe Goossens	training@idc-aachen.de
May 6-8, Phnom Penh, Cambodia	2.5 day ValueLinks ToT workshop organised by IDC.	10 participants from Cambodia, Germany, Myanmar and Thailand.	Alfons Eiligmann	training@idc-aachen.de

Coming up in 2013

Date	Seminar	Place, Trainers	Contact
May/June	5 - day Value Links Training for the Department of Agriculture (DA) in the Philippines will be conducted in two batches. Participants are the DA's Regional Directors, Senior Technical staff and Training staff. It is expected to have 50 participants in the first and 40 participants in the second batch.	Philippines , Trainer: Rita Pilarca	rita.pilarca@giz.de or ritapilarca@gmail.com
August 26-30	5-day ValueLinks Introductory Training Course organised jointly in cooperation between GIZ and IDC. The seminar is open for registration and can be attended by professionals interested in value chain promotion. Participation fees are applied, the early booking period ends May 31.	GIZ Conference Centre Feldafing, Germany Trainers: Andreas Springer-Heinze, Alfons Eiligmann	www.idc-aachen.de or training@idc-aachen.de
September 12-13	3 rd Regional Co-operative Value Chain Symposium organized by ATC. The theme of this year's event is " Good Governance in Co-operative Enterprises in Value chains " In the last Symposium, ATC brought together more than 180 participants from 12 countries This year's symposium builds on the success of the last one.	Nairobi, Kenya	www.atc.co.ke or Chitunga@atc.co.ke
October 7-11	Results Measurement for Sustainable Private Sector Development. The course will introduce	Ede, Netherlands	www.posthumus.nl



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principles, steps and practices that will enable participants to apply the DCED Standard.		
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2. STUDIES, EXPERIENCE AND INFORMATION

New programme on rice in West Africa is in preparation

Some of the most prominent African regional value chain programmes deal with cashew (ACI), cocoa (CLP) and cotton (COMPACI). They shall soon get a sister programme dedicated to the development of the rice industry in Nigeria, Ghana and Burkina Faso – the “Competitive African Rice Initiative”, which is currently under study. Two innovative aspects deserve attention, the application of the VC approach to a large food sector, and the use of private-public co-investment as a means to develop rice production with the participation of agribusiness firms. The initiative offers many possibilities for cooperation of rice projects in the West Africa.

Contact: Andreas Springer-Heinze, info@valuelinks.org.

Market-oriented Agriculture Programme (MOAP) in Ghana to take up VCD capacity building

As in other African countries, the national agricultural investment plan METASIP calls for the use of a VC approach. Yet, the VCD know-how still has to be adapted to the possibilities of the Ministry of Agriculture and needs to be anchored to its role at national, regional and district levels. In its last phase, 2014-2016, MOAP will put special emphasis on building the capacity of both the public agencies to engage more strongly with private enterprises, trigger more private investment and to develop public services with a “value chain perspective”. The idea is to strengthen the institutional sustainability of MOAP’s value chain work in Ghana.

Contact: Andreas Springer-Heinze, info@valuelinks.org.

Staple Crops – Update on Maize Value Chain (VC) Development in Ghana

Entry point sub-sector strategy: Consuming 21% of the world’s production, maize is the most important staple crop in Sub-Saharan Africa representing on average 27% of cereal area, 34% of cereal production, 12% of global maize imports but only 2.2% of global exports. In Ghana, which is nearly self-sufficient in maize, the Medium Term Agricultural Sector Investment Plan (METASIP) recognises the crop as one of the main drivers for agriculture-led growth and food security both in the country and the sub-region (Sahel countries). Aiming at promoting viable business models that are inclusive to smallholder farmers, it is obvious that enabling framework conditions alongside private sector leadership and investments are critical to achieving METASIP objectives. To provide a framework for depicting and coordinating the required private and public investments in the maize value chain in Ghana, the Market Oriented Agriculture Programme (MOAP) supported the Ministry of Food and Agriculture to develop the “Ghana Maize Value Chain Strategy”

For more information please contact: mark.fynn@giz.de and margret.will@gmx.net

Entry point market infrastructure: With a turnover of nearly 80,000 tons per year, the Techiman maize market in the Brong Ahafo Region serves as the main hub for formal maize trade in Ghana and the sub-region. However, failure to maintaining the market over decades, the infrastructure is dilapidated, the place is congested and during the major (rainy) season, maize has to be dried on the unpaved market floor. As a result, high post-harvest quality and volume losses and unit transaction costs bear on farmers’ and traders’ revenues. In a dual approach, MOAP firstly supports the Techiman Municipal Assembly, the Traditional Council and the Techiman Maize Traders Cooperative So-



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ciety (TCS) to plan and implement an innovative public-private partnership for a phased market infrastructure upgrading; and secondly plans to assist TCS members to upgrade and up-scale their existing informal contract farming/ embedded service system already linking about 2,500 smallholders to the market. For more information please contact: matthias.plewa@giz.de and margret.will@gmx.net.

Contract farming handbook: A practical guide for linking small-scale producers and buyers through business model innovation

Forthcoming publication (June) by: GIZ on behalf of BMZ, Author: Margret Will

With contributions from: Max Baumann, Christoph Pannhausen, Till Rockenbauch and Ulrich Weyl

This handbook provides a practical and process-oriented approach guiding practitioners through sound planning, starting up, consolidation and up-scaling of contract farming (CF) schemes. The core element of GIZ's CF concept is the selection of an appropriate business model for the farm supply-firm procurement interface based on principles of fairness and transparency. The handbook furthermore provides guiding principles, questions and answers for the development of viable CF business plans, practicable management plans, mutually beneficial farming contracts (incentive for compliance) and mutually agreed dispute settlement systems. Following a concise introduction into the theory of contract farming, the handbook also gives hints for facilitators interested to support CF development in the form of moderation, technical and financial assistance respectively.

If you are interested to receive a copy please contact:

margret.will@gmx.net and till.rockenbauch@giz.de

New links to 12 manuals on VC promotion are available in the member area of the ValueLinks website

CTA recently assessed available manuals on value chain promotion in agricultural development. We've put together online links to 12 main VC promotion manuals relevant for agricultural development and have published a list of these approaches and weblinks in the member area of the ValueLinks website. In case of interest, please just download from there.

Contact: info@valuelinks.org.

The ValueLinks Association leaflet is now available in Spanish

We thank Eberhard Krain and Liliana Villavicencio Pimentel for having translated the leaflet informing about the ValueLinks Association into Spanish. The Spanish version can be downloaded from the website under "About us". Contact: info@valuelinks.org.

Introducing and Testing the Greening Value Chain Tool in GIZ SNRD Programmes

The Greening Value Chain Tool is a new tool intended to implement the concept of green economy and green growth on the level of a value chain, i.e. a specific agricultural or non-agricultural commodity. This new tool shall become part of the ValueLinks toolset. The Greening Value Chain Tool systematically integrates ecological and climate change aspects into value chain analysis, design and implementation of interventions. The tool analyses specifically three scenarios; how a value chain

- (1) causes a negative impact on environment and/or climate change
- (2) is affected by environment and/or climate change
- (3) contributes to compensating emissions and creating pro-actively a "green economy".

The tool has various elements which can be combined in different ways depending on the aims pursued and resources available. It may contain climate change forecasts, climate proofing and a hot spot analysis. In all cases the approach shall remain practical and participatory. It is always based on secondary information available for the respective value chain, some collection of primary informa-



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tion and a workshop or a series of workshops with expert practitioners, the latter especially for the hot spot analysis.

During 2012 four member programmes of the Sector Network Rural Development (SNRD) Africa volunteered to serve as “laboratories” to explore different elements of the Greening Value Chain Tool. A maize and a beef meat value chain in Malawi were investigated mainly using the climate proofing methodology, while in Benin along a rice value chain the hot spot analysis was tested. Results of especially the latter methodology which had been the latest additional element, were presented during a workshop of the SNRD Working Group Agribusiness and Food Security in Abidjan in February 2013. The new method was assessed as very useful generating good action-oriented proposals in order to strategically improve a value chain with respect to ecological and climate change aspects. However, further testing, collecting experience and development of the tool is necessary.

Contact: Dr. Eberhard Krain, eberhard.krain@giz.de and Dr. Andreas Springer-Heinze, andreas.springer-heinze@giz.de

Successful sustainable cocoa production in West Africa

30,000 smallholder farmers already benefitted from improved production methods and increased yields based on sustainable cocoa production due to the strategic alliance „Certification Capacity Enhancement (CCE)“ which was accomplished successfully in February 2013. Project partners of GIZ, which was responsible for project management, were cocoa and confectionary companies such as Mars, Mondelez, Armajaro and standard systems such as Fairtrade, Rainforest Alliance and UTZ Certified. The total budget was 1.5 Mio. EUR. The jointly developed training curriculum for sustainable cocoa production will be applied by the cocoa industry and government extension services at large scale in Ghana, Nigeria and Cote d’Ivoire. Cote d’Ivoire, the worldwide leading cocoa producer, intends to make the CCE curriculum compulsory as standard training material for all certification trainings in the domestic cocoa industry. Further on, it shall serve as the basis for a national cocoa standard. CCE will be continued in future as a working group within the German Initiative for Sustainable Cocoa (GISCO). Contact: ulrich.helberg@helberg-consult.com

ATC’s Latest Achievements in Value Chain Promotion

ATC has continued to contribute to value chain development in through the application of the ValueLinks methodology in the promotion of value chains. Below are some of the most recent (last six months) achievements that we can boast of.

1. ATC has just finalized on a value chain analysis assignment for selected commodities in different regions of Kenya, namely; Fruits (Coast), Meat (North Eastern), Dairy (Central Province), Grains (Rift Valley). The assignment was funded by the World Bank under the Kenya Agricultural Productivity and Agribusiness (KAPAP) Project. The reports have informed on the next phase of the programme which has already commenced.
2. Value chain mapping and analysis of Farmed Tilapia under the Government of Kenya/GIZ/Israel Trilateral Agreement. Upon the conclusion of the assignment, the project was able to attract joint funding for the promotion of the Tilapia value chain from the three parties.
3. ATC undertook the registration of and hosted the Value Chain Professionals Association of Kenya.
4. ATC has been tasked by the Co-operative University College of Kenya, its mother institution, to offer a four-months short course in Value Chain Development. We are also spearheading the development of a value chain curriculum at the University College in partnership with GIZ.



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3. INNOVATIONS AROUND VALUELINKS

Second edition of the ValueLinks Manual to be developed in the second half of 2013

The first edition of the ValueLinks manual dates from April 2007 – a long time ago. Over the past years a lot of practical experience has been gained adding to our understanding of value chains and VC development. At the same time, questions and problems have been raised that need to be addressed to keep ValueLinks up to date. Between July and December 2013 a new version of the VL manual will be produced addressing the social impact and outreach of VC development. How VCD actually contribute to the inclusion of a more significant number of poor people? And what has to be done to assure that environmental problems and climate change are properly taken into account?

Another important point is the increasing adoption of value chain approaches by national governments and by private sector associations. They need capacity to design and implement VCD programs on their own. Yet, ValueLinks started out as a methodology for development agency projects in the first place. How has ValueLinks to be adjusted to it make readily applicable for a Ministry of Agriculture or a Ministry of Trade and Industry? For this, it is also necessary to seek the convergence with other guidelines for value chain development (e.g. by ILO, World Bank, ADB, USAID, CIAT etc.) so as to facilitate the combination of ValueLinks with other VCD methodologies.

Another important innovation is the introduction of the concept of micro-level (inclusive) business models, which appears to be the “missing link” to finding viable upgrading solutions. More attention shall be given to larger industries, staple food markets and to non-food value chains, such as handicraft and textiles.

The new ValueLinks manual will keep the module structure and remain generic in the sense that it covers the whole range of products. At a later stage, special papers on particular industries are planned.

The work on the update starts on 24 June, 2013 with a meeting of ValueLinks practitioners at GIZ head office in Eschborn, followed by a series of further meeting until the end of the year. Any success stories in VC promotion, and your questions and suggestions for the update are highly welcome!

Further information on the process shall become available on the ValueLinks website in early June.

Contact: Andreas.Springer-Heinze@giz.de

4. THE VALUELINKS ASSOCIATION/CONTACT

Update of personal information on the ValueLinks website

We invite all members to check, whether their personal profile and contact information on the website are still up-to-date or whether any changes are necessary, for instance on changed responsibilities/project assignments or new e-mail address. Please send any updates to: info@valuelinks.org.



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How to become a member of the International ValueLinks Association

IVLA is a professional association of experts in the area of market development and value chain promotion. We welcome new members who are professionally active in this field, interested in sharing experience and in contributing to the advancement of the value chain approach to economic development, and the *ValueLinks* methodology in particular. The benefits of membership include privileged access to the latest methodological innovations, a platform for presenting own competences and achievements and contacts to colleagues all over the world. These are the fees for membership:

	Entry fee	Annual fee
Fee for members with an OECD passport	€40	€80
Reduced fee for members with a non-OECD passport	€20	€40

If you are interested in becoming a member, please ask for an application format by writing an email to info@valuelinks.org.

YOUR contribution to the next newsletter

A request and an offer to all members of the International ValueLinks Association: Please inform us about your activities so that they can be included in the next edition of this newsletter!

Contact/Imprint

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