



ValueLinks NEWSLETTER May 2019

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Dear Reader,

The 19th edition of our ValueLinks newsletter gives you an overview of the ValueLinks activities in the first months of 2019: ValueLinks trainings done and planned, news about the network, new studies and project examples.

Quite a number of ValueLinks seminars took place in January – April and are further on planned in the next few months. Currently, there is a particularly dynamic development in the Maghreb countries, where new ValueLinks trainer pools are being built up.

We especially suggest to have a look at the new IFC handbook on VC promotion with plenty of interesting case studies (see below) and to participate in the upcoming GIZ webinar on May 29 on energy mapping along agricultural value chains.

Please inform us about your activities as well so that they can be included in the next edition of this newsletter!

Andreas Springer-Heinze, Sonia Lehmann, 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

1. VALUELINKS TRAINING SEMINARS

ValueLinks Seminars January - March 2019

Place/Date	Seminar/Participants	Trainers	Contact
January, 14 – 18, Siem Reap, Cambodia	5-day ValueLinks 2.0 Introductory Training Seminar in Khmer language with a focus on nutrition-sensitive VC development in VCs such as moringa and fish powder.	Sothet Chhay, Alfons Eiligmann	training@idc-aachen.de , sothet.chhay@eclosio.org
February 11 – 12, Tunis, Tunisia	ValueLinks 2.0 ToT with 20 participants organized by the “Académie des Banques & Finances”.	Alfons Eiligmann	eiligmann@idc-aachen.de
18-22 March, Ouagadougou, Burkina Faso	ValueLinks 2.0 refresher ToT organised by the GIZ program « Programme Développement de l'Agriculture (PDA) » and AFC Consultants.	Alfons Eiligmann	eiligmann@idc-aachen.de
March 18-22, Los Banos, Laguna, Philippines	Training on biodiversity-based value chains organised by GFA Consulting and ASEAN Center for Biodiversity	Rita Pilarca	ritapilarca@gmail.com



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April 9-11, Azerbaijan	ValueLinks seminar with 26 professionals from different Ministries and other organizations organized by the EU-funded Support to Rural and Regional Development Project (SRRDP). The ValueLinks module is part of a wider training on agri-food value chain coordinated by the ValueLinks member Dario Caccamisi.	Joachim Weber	toltd@web.de , dario.caccamisi@gmail.com
25-27 April and May 21-23, Zamboanga, Laguna, Philippines	Training on the Value Chain Approach organized by the Department of Trade & Industry, Region 9	Rita Pilarca	ritapilarca@gmail.com
April 30 – May 2, Davao City, Philippines	Training on Industry Clustering and Value Chain Development organized by the Japan International Cooperation Agency (JICA)	Rita Pilarca	ritapilarca@gmail.com
April 29- May 3, Agadir, Morocco	ValueLinks training in French organised by the « Projet Gouvernance Environnementale et Climatique (ProGEC) » with 18 participants in the region Souss-Massa. The group work focused on important local value chains such as rural tourism, saffron, dates and argan oil.	Neila Dridi, Moufida Houimli	dridi.neila@gmail.com , fida97442008@ymail.com

Upcoming ValueLinks seminars

Date/Place	Seminar/Participants	Trainers	Contact
May, 20-24, Bonn, Germany	5-day ValueLinks 2.0 Introductory Training Seminar in English language in Germany organized by GIZ-AIZ. The seminar is open for registration, participation fees are applied.	Alfons Eiligmann	kundenportal-aiz@giz.de or info@valuelinks.org
May-July, Philippines, Region 12	Regional Coffee Value Chain cum Strategic Investment Plan organised by the Department of Trade & Industry-Head Office for the IFAD RAPID Growth Project.	Rita Pilarca	ritapilarca@gmail.com
July 1-5, Yaoundé, Cameroon	Regional 5-day ValueLinks 2.0 Introductory Training Seminar in French language in Cameroon. The seminar is particularly targeting participants from Central African countries. The seminar is open for registration, participation fees are applied. See here .	Alfons Eiligmann	training@idc-aachen.de
Sept. 2-6, Bonn, Germany	A further 5-day ValueLinks 2.0 Introductory Training Seminar in English language in Germany is offered by GIZ-AIZ in September. The seminar is open for registration, participation fees are applied. In case of interest, please please contact GIZ-AIZ or info@valuelinks.org .	N.N.	kundenportal-aiz@giz.de or info@valuelinks.org
Oct. 21-25, San Pedro, Côte d'Ivoire	Regional 5-day ValueLinks 2.0 Introductory Training Seminar in French language. The seminar is particularly targeting participants from West Africa and is open for registration. Participation fees are applied. See here .	Magès Nangui, Alfons Eiligmann	training@idc-aachen.de
Nov. 18-22, Siem Reap, Cambodia	Regional 5-day ValueLinks 2.0 Introductory Training Seminar in English language in Cambodia. The seminar is particularly targeting participants from Southeast Asia and is open for registration. Participation fees are applied. See here .	Alfons Eiligmann	training@idc-aachen.de

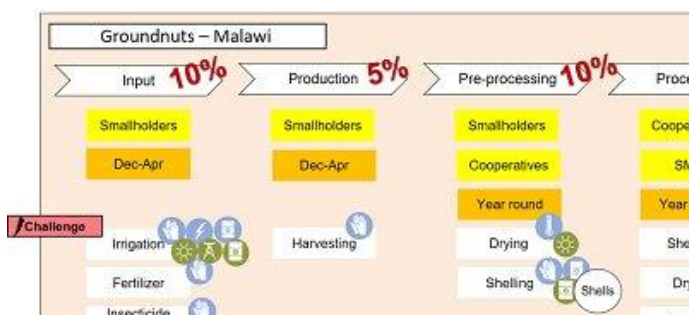


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2. EVENTS, STUDIES, EXPERIENCE AND INFORMATION

Webinar series on ValueLinks and agricultural value chains

The next GIZ webinar on *ValueLinks* will be on energy mapping along agricultural value chains and will take place on May 29, 9:00-10:30 am German time. All *ValueLinks* members are kindly invited to participate. The energy mapping is based on *ValueLinks* and is a new tool for identifying bottlenecks and promising intervention areas.



The recording of the last webinar of March 28 on how to improve food safety standards in agricultural value chains with project examples from Kyrgyzstan and Ghana is now available online [here](#).

For further webinars in the second half of 2019, we are still looking for interesting new material to be presented. If you have some new material or experiences to share please contact: info@valuelinks.org.

New Value Chain Study of the IFC/World Bank

The International Finance Corporation recently published a second edition of its handbook „WORKING WITH SMALLHOLDERS – A handbook for firms building sustainable supply chains“. The document includes plenty of interesting case studies on VC promotion topics and can be downloaded at: <https://openknowledge.worldbank.org/handle/10986/29764>. The purpose of the handbook is to enable the development of more sustainable, resilient and productive supply chains for agribusinesses and to illustrate the substantial development impact. The handbook incorporates a diverse collection of hands-on case studies from across the world regions covering wide variety of agribusiness sectors. The 1st edition of IFC’s Handbook Working with Smallholders (2014) had become one of IFC Agribusiness Advisory Services flagship publications. The second edition contains a number of changes in approaches and methodologies and a larger compilation of lessons learnt from project implementation.

Nutrition-sensitive value chain development

Nutrition-sensitive VC development meets with increasing attention of VC practitioners and is a topic that has been taken up by *ValueLinks 2.0* as well. VC development offers opportunities to shape food systems to be more nutrition-sensitive and can ensure that nutritious, diverse and safe foods are accessible to consumers. IFAD, the International Fund for Agricultural Development, published new guidelines for nutrition-sensitive VC development in October 2018 that can be downloaded here:

- [Nutrition-sensitive value chain: A guide for project design, Volume I](#)
- [Nutrition-sensitive value chain: A guide for project design, Volume II](#)



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Snapshot: ValueLinks trainer network in Burkina Faso

There is a very dynamic and experienced group of *ValueLinks* trainers and experts in Burkina Faso applying *ValueLinks* in Burkina Faso and other African countries since more than 10 years who have been familiarized with the new edition of *ValueLinks 2.0*. The *ValueLinks* trainers and experts in Burkina Faso, six of whom are members of the International



ValueLinks Association e.V., intend creating a more formal national *ValueLinks* network to coordinate better the application of *ValueLinks*.

During the workshop in Ouagadougou, a strong development of national value chains such as cashew, rice, sesame and others was visible. Workshop participants referred to impressive price increases for cashew nuts, more than tripled national production and improved quality of rice and other examples.

The *ValueLinks* colleagues in Burkina underlined the importance of a regular exchange of information to be ensured by the *ValueLinks Association*. The association should also involve international members more in the development of new material.

It is much regretted that the new edition *ValueLinks 2.0* is available in English only, a French edition is missing. Participants discussed whether a translation of the two volumes of *ValueLinks 2.0* could be done in Burkina Faso. However, the feasibility remained unclear. Further information: info@valuelinks.org.

Snapshot: New ValueLinks Trainer Network in Tunisia

ValueLinks trainer networks are currently developing strongly in the Maghreb countries. The national financial training institute “Académie des Banques & Finances” recently gathered 20 trainers and VC development experts for a *ValueLinks 2.0* Training-of-Trainers workshop. The academy included



ValueLinks training modules in its regular training portfolio and national trainers already conducted first *ValueLinks* trainings after the ToT workshop.

Two Tunisian members of the *ValueLinks Association*, Neila Dridi and Moufida Houimli, started working as international trainers in April and conducted a *ValueLinks* training in Morocco. Further information: info@valuelinks.org.

Focus on value chains within the Green Innovation Centres of GIZ

To achieve a successful transformation towards modern agriculture, knowledge of innovative



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cultivation methods, practices to reduce post-harvest losses and best practices of food processing are of great importance. The GIZ programme “Green Innovation Centres for the Agriculture and Food Sector (GIAE)” – funded by BMZ – supports these processes by various support measures in 15 partner countries.

In cooperation with the University of Applied Sciences Weihenstephan-Triesdorf (Hochschule Weihenstephan-Triesdorf, HSWT) the postgraduate programme “Food Chains in Agriculture” is part of the capacity development efforts of GIZ in the Green Innovation Centres since 2018. Value Chains as introduced by the Value Links Association are a core part of the training event. After successfully completing the programme, the graduates are able to contribute towards modernising the agricultural sector in their home countries and organizations and promoting youth employment and rural living to a young population within the 15 partner countries.

25 participants from GIAE, which went through an intensive screening of the University and GIZ, arrive always in early May and will in total stay for 5 month in Germany. The course is addressed to highly qualified junior staff from African countries. In 2019 the following countries are participating: Cameroon, Ethiopia, Ghana, Kenya, Malawi, Mali, Nigeria, Togo, Tunisia, and Zambia. When



selecting course participants, the University cooperates with GIZ staff in these countries. Central selection criteria are: Bachelor’s degree in an agricultural degree programme, very good Master’s degree in an agricultural or nutritional science degree programme, good command of English, age: not older than 35 years if possible, professional relationship with the work of the Green Innovation Centres - in practice or at university level. In addition, the university attaches great importance to the adequate participation of women. In the first training course of 2018 this was achieved with a share of 40% female participants.

In Triesdorf, the Department of Agriculture, Food and Nutrition has been orienting its courses on the concept of the “food value chain” for years. The students learn to think beyond sectorial borders and to keep an eye on the entire value-added chain of a product: for cereals, for example, from sustainable cultivation, collection, storage and processing to the end products of the respective customers.

The course is designed in such a way that it provides highly qualified graduates of Master’s programs with in-depth knowledge and practical experience on the subject of “Establishing value chains in the agricultural and food sector“. The participants should be able to implement in their home countries the opportunities resulting from the improvement of agricultural production, the reduction of post-harvest losses and, above all, from the processing and marketing of the products at home. As many processing, upgrading and marketing steps as possible from the raw product to the end product should be implemented in the production areas, i.e. in the rural regions themselves.

The value chain concept in the agricultural and food sector forms the core of the course. Theoretical inputs alternate with workshops in which the participants work out the practical prerequisites for



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building up and assess a value chain. The central questions are: the success factors of a value chain, their economic, social and regional economic effects, risks of a value chain for the actors/partners involved and prerequisites for managing a value chain.

During the 2 introductory weeks in Feldafing the concept is already introduced based on the material and presentations of the ValueLinks Association – and is intensified later at the University in Triesdorf. Also the association is introduced to participants, whereby contacts to members in participants' countries could already be established. All in all 6-7 days including some field visits are foreseen for this. Contact: Georg Bokeloh, gbokelo@gwdg.de.

Promoting the value chains of two important native Mexican resources: vanilla and prickly pear

The production of vanilla and prickly pear, two native Mexican resources, is currently affected by economic and environmental factors. The promotion of these value chains in Mexico and the focus on sustainable production practices will provide added value to the products and facilitate access to new markets.

Vanilla (*Vanilla planifolia*) is a member of the orchid family and has its center of origin in Mexico. It is considered the most important flavor ingredient worldwide, being used by the food, liquor, pharmaceutical, cosmetics and handicrafts industries and having a great demand in the global and national markets. Until the mid-19th century, Mexico was the only vanilla producer in the world. Today, however, the production has greatly diminished and wild populations of both vanilla and its natural pollinators are diminishing. The Huasteca area of Hidalgo state, in the surrounding areas of Huejutla, is known for its abundant indigenous population of Nahuatl origin is ideal for vanilla production through the traditional system of acahual, which is associated with different crops such as coffee, palm or cedar and allows for the pollination of the flower by the native pollinators which evolved with the plant.

The prickly pear (the edible fruit of the *Opuntia ficus-indica* cactus) has great cultural meaning in Mexico. This fruit is native to this country, appearing on the Mexican national emblem and is currently one of the most important plant



resources for the inhabitants of arid and semi-arid areas of the country because of its various nutritional, chemical, industrial, ecological, medicinal and symbolic properties. Mexico has approximately 20 thousand producers of prickly pear, located mostly in the central regions of the country. However, the use of fertilizers and agrochemicals is increasing, affecting biodiversity and the farmers health. The



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small town of San Pablo Xúchitl is looking for alternatives to these common practices and developing prickly-pear based products to strengthen their value chain and diversify their market.

The objective of the GIZ Project for the Mainstreaming of Biodiversity into Mexican Agriculture is to recognize and integrate the economic, ecologic and cultural value of biodiversity and ecosystem services into decision-making and planning instruments of public and private key actors in the Mexican agricultural sector. Jointly with public and private actors, research institutes, it provides instruments for the promotion of sustainable land use practices in selected agricultural production systems und value chains.

The project chose to strengthen the value chains of these two native Mexican crops with relevant commercial values. Workshops were held in the month of February 2019 both in San Pablo Xúchitl and Huejutla, which were attended by representative key actors of each value chain. The ValueLinks methodology was applied and key agreements were established that encourage sustainable production practices, adding value to the final product, generating higher incomes and improving product quality. The project will implement the activities established in the action plan for each value chain during 2019. For further information, please contact Regina Sánchez Sosa y Hernández regina.sanchez@giz.de, Jasmin Hundorf jasmin.hundorf@giz.de.

Inclusive Contract Farming — Expanding the pool of qualified trainers: 13 experts trained in GIZ's approach on inclusive CF for upscaling

In order to respond to the urgent need for more qualified facilitators of contract farming schemes in development cooperation, selected 13 consultants from Africa and Europe were trained as trainers and coaches (ToTC) on the GIZ approach to contract farming as an inclusive business model in the agri-food sector during. This was realized during the first quarter of 2019 in two one-week training sessions.



During the first week in Bonn in January 2019, the trainees discussed the business model canvas as practical tool for guidance to understand CF arrangements as a joint venture, capitalized on their own practical experiences and visited Naturland and Weyers GmbH for further exposure. The second week in Feldafing in March 2019 focused on aspects of facilitating contract farming schemes, conflict management and the identification of a way forward to upscale this inclusive CF approach. Zooming in on the trainees' hands-on experiences with individual case studies allowed for building capacities to coach and backstop agribusinesses and farmer-based organisations in the future to develop the needed capacities to establish new contract farming schemes — or to restructure existing ones.

Since GIZ aims to scale-up their contract farming approach, a pool of knowledgeable coaches and consultants is essential. Recently, 14 projects and programmes expressed a need for backstopping



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and coaching in contract farming schemes — altogether from 11 countries, mostly African but also Asian countries.

The pool of trainers is available to serve GIZ's bilateral and global projects. Amongst other tools, the CF expert pool is a valuable opportunity to promote agricultural value chains within the agri-food sector from farm to fork. As of now, all consultants are available for contract farming-related assignments. For the time being, they will be backstopped by the Sector Project Agricultural Trade, Agribusiness, Agricultural Finance and the two international trainers who carried out the ToTC on their behalf. The professional profiles of the trainers and coaches will be available for download soon. Check the CoP's webpages for updates.

The ToTC was organised by the GIZ Sector Project Agricultural Trade, Agribusiness, Agricultural Finance and the Sector Project Agricultural Policy and Food Security in collaboration with the GFA Consulting Group Hamburg. For more information, please contact Katharina Schlemper (katharina.schlemper@giz.de) or Carolin Voigt (carolin.voigt@giz.de).

Supporting the efforts for a global definition of professional farmer organizations

Farmer organizations, associations, cooperatives, groups regardless of how we name them, are essential structures in a value chain. Part of the successful horizontal integration and vertical linkages of the VC depends on the capacities of those organizations to act professionally, efficiently for their members and as actors of the VC.

Recently ISO (the International Organization for Standardization) published the International Workshop Agreement [IWA 29 Professional Farmer Organization – Guidelines](#), also described in a press release "[Professional Farmer Organizations: new guidelines for a well-fed world](#)".

The purpose of this document is to establish common guidelines for professional farmer organizations, in order to improve business performance. This document provides guidelines on improving the capabilities of professional farmer organizations in different areas and thereby their level of professionalism in general. More professional farmer organizations are more likely to have better business opportunities and to perform better for their members and staff, within markets and to have greater sustainability.

The IWA needs to be applicable worldwide regardless of local legislation therefore the recommendations are intended to (a), provide guidelines to improve the professionalism of farmer organizations, leading to improved performance and access to finance and markets, (b) support members and staff of professional farmer organizations to supervise and hold their organization and leadership accountable, (c) increase the understanding and confidence of buyers, suppliers, investors and others doing business with professional farmer organizations, (d) give direction to the actions of providers of training, assessment, advisory and other organizational and business development services, (e) align the vision and interventions of stakeholders in their effort to professionalize farmer organizations and (f) encourage active engagement with broader stakeholders.

In November 2018, Virginie Duthoit, senior consultant at Agriculture & Finance Consultants (AFC) and member of the *ValueLinks Association*, had been involved in the very productive and collaborative workshop hosted by the Netherlands Standardization Institute (NEN), in association with the Agribusiness Market Ecosystem Alliance ([AMEA](#)), held in Delft, Netherlands. In the meeting,



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consensus was found on all 300 comments that were submitted on the IWA 29 by regional working groups. The IWA now has a maximum lifespan of 6 years; it will then have to be either withdrawn or developed into another ISO deliverable (possibly a full ISO standard).

The IWA, which currently exists only in English, is copyrighted, just like any ISO standard. Please see the rules around [copyright](#) on the ISO website. In case stakeholders would like to purchase their version of the IWA 29, they can contact their [national standards organization or the website of ISO](#). A free [online preview](#) is also available. AFNOR is working on a French translation. The IWA has been adopted in the Netherlands, and as far as we know, people in Sierra Leone, Ghana, Cote d'Ivoire, USA, Kenya are working on this; there are also discussions with DIN and GIZ on the German side. Alternatively, [national standards organization](#) can be contacted and presented with the IWA to suggest that the IWA be adopted as a national standard. Further information: Virginie.duthoit@afci.de

3. THE VALUELINKS ASSOCIATION/CONTACT

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:

	<i>Entry fee</i>	<i>Annual fee</i>
<i>Fee for members with an OECD passport</i>	€40	€80
<i>Reduced fee for members with a non-OECD passport</i>	€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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