



# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



## Feed the Future Bangladesh Rice and Diversified Crops (RDC) Activity

Dhaka, January 19<sup>th</sup>, 2017



**USAID**  
FROM THE AMERICAN PEOPLE





**FEED THE FUTURE**

The U.S. Government's Global Hunger & Food Security Initiative

# Pre Application Meeting for Agribusiness Input Supply Companies

January 19<sup>th</sup>, 2017





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## Meeting Agenda:

1. RDC activity overview
2. Assessment of input supply markets
3. Opportunity to collaborate with RDC
4. Illustrative initiatives
5. Application process and eligibility criteria
6. Questions and discussion





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



## RDC ACTIVITY OVERVIEW



**USAID**  
FROM THE AMERICAN PEOPLE



Expanding Opportunities Worldwide



# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## RDC GOAL

Catalyze market systems changes that promote...

- intensified rice production
- higher-value crops grown in rotation with rice (*maize, vegetables, pulses, oilseeds, onions, etc.*)

...in order to increase incomes, and improve food security and nutrition in the Feed the Future zone





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## RDC WORKING AREAS

### Feed the Future (FtF) Zone

- **Dhaka Division:** *Faridpur, Gopalganj, Madaripur, Rajbari, Shariatpur*
- **Khulna Division:** *Jessore, Jhinadha, Magura, Narail, Bagerhat, Khulna, Shatkhira, Chuadanga Meherpur*
- **Barishal Division:** *Barisal, Bhola, Jhalokathi, Pirojpur, Borguna, Patuakhali*



**USAID**  
FROM THE AMERICAN PEOPLE





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## RDC TARGETS

- Increased number of farmers in the FtF zone with commercial access to new or improved agricultural inputs, services, and/or market channels.
- Expansion of commercial inputs and services (for production and post-harvest activities) in the FtF zone .
- Expansion of commercial procurement by collaborating companies in the FtF zone.





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## RDC IMPLEMENTER

### ACDI/VOCA:

- An international development nonprofit that has worked in more than 146 countries since 1963
- An organization that fosters broad-based economic growth, raises living standards, and creates vibrant communities
- Specialists in catalyzing investment, climate smart agriculture, empowerment & resilience, institutional strengthening, and market systems development.







# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## RDC IMPLEMENTER

### Action for Enterprise (AFE):

- A leader in the field of private sector development for creating wealth and fighting poverty.
- Implements projects and provides technical support and training to development agencies worldwide.
- Working in Bangladesh since 2003





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## AFE previous private sector development programs in Bangladesh:

- **Agribusiness** (potatoes, seed, vegetables, chilies, groundnuts, etc.)
  - ✓ *Bombay Sweets, Square Agriculture, Global Agro, EJAB group, Quasem Potato Chip Company, etc.*
- **Seed Companies**
  - ✓ *Lal Teer, Supreme Seed, ACI, Metal, Getco, Giant, Ispahani, Krishibid, etc.*
- **Advocacy/ Enabling Environment**
  - ✓ *Bangladesh Seed Association*
- **Craft for Export Sectors**
  - ✓ *San Trade, Conexpo, ASK Handicraft, Creation, etc.*





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



## ASSESSMENT OF INPUT SUPPLY MARKET



**USAID**  
FROM THE AMERICAN PEOPLE





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

Recent assessments carried out in the FtF zone showed that many smallholder farmers lack:

- 1) information and access to quality inputs and services at affordable prices for rice and diversified crops grown in rotation with rice;
- 2) appropriate knowledge and skills to use them properly, and;
- 3) incentives to invest in agricultural inputs and services to upgrade their production.





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## Challenges that Agricultural Input Supply Companies Face in Addressing those Constraints Include:

- Poor infrastructure and long distances to remote markets
- Lack of training among village-level retailers to effectively advise farmers about the selection and use of inputs
- High cost of conducting training/promotion events in remote areas
- Constant flow of new inputs and companies in the market





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

- Competition from donor and government subsidy programs
- Counterfeit products in the market
- Unethical practices among some companies (*labeling, etc.*)
- Negative publicity due to farmers' misuse of inputs
- Low repayment rates when credit is offered
- Lack of display space for retailers and vendors operating in remote areas, etc.
- Other?





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



## OPPORTUNITY TO COLLABORATE WITH RDC



**USAID**  
FROM THE AMERICAN PEOPLE



Expanding Opportunities Worldwide



# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## RDC is seeking to collaborate with agricultural input supply and service companies to:

- Support their initiatives to overcome challenges
- Improve their competitiveness and profitability
- Expand their sales distribution networks
- Adapt products/services to the needs of small-scale farmers
- Build their capacity to provide useful information and training to dealers, retailers and farmers
- Offer a greater variety of quality products and services adapted to the needs of producers in the FtF zone







# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## DEFINING COLLABORATION

- ❖ Companies propose their own initiatives
- ❖ Companies are 100% responsible for implementing their initiatives

### All proposed initiatives must:

- focus on inputs or services for rice and/or diversified crops grown in rotation with rice
- Impact market systems and producers in the RDC targeted (FtF) zone





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## RDC SUPPORT TO COMPANY-LED INITIATIVES

### Technical Support:

- Planning sessions to refine company initiatives and develop work plans
- Tools and checklists to improve implementation
- Facilitation of business/strategic plans
- Business linkages

### Financial Support:

- Support for up to 70% of the cost of proposed initiatives (from \$5000 to \$25,000)
- Company must contribute at least 30% of the cost of the initiative





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

**All activities must contribute to one or more of the following**  
*(that will impact market systems and farmers in the targeted FtF zone):*

- i. new and innovative business models
- ii. new and innovative technologies
- iii. expansion into new and underserved geographic markets
- iv. expansion to underserved customers in rural areas (women, youth, etc.)
- v. solutions to the underlying causes of market system constraints





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## RDC cost-share funds cannot be used for:

- Working capital (day to day operational costs, salaries, rent, purchases, etc.)
- Direct payments/subsidies to producers
- Common fixed assets (computers, vehicles, tools, equipment)
- Common physical assets (buildings, warehouses, etc.)
- Improving or expanding a company's sales to government or donor programs





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



## ILLUSTRATIVE COMPANY INITIATIVES



**USAID**  
FROM THE AMERICAN PEOPLE





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## Introduction

- ✓ On the following slides we will present **illustrative** activities (initiatives) that your company could undertake and that could be supported by RDC
- ✓ These are only a few examples – there are many more that are not listed here
- ✓ RDC is open to many other, even better activities that you can suggest and that are in line with your business strategies





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## Companies Selling Seeds

- a. Introduce “combo packs” with different seed and inputs that meet producers’ need for rice and diversified crops grown in rotation with rice throughout the year
- b. Develop or source hybrid and improved seed varieties appropriate for the FtF zone (saline tolerant, etc.)
- c. Improve seed packaging for better quality, product recognition, better affordability, etc. for farmers
- d. Technical support to develop new storage methods to preserve quality and value of seeds





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

- e. Train company breeders to develop new and improved varieties of rice or diversified crops grown in rotation with rice
- f. Identify, test and develop new seeds appropriate and affordable for farmers and that respond to market demands







# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## Companies Selling Fertilizers or Crop Protection Products/Services

- a. Conduct meetings with producers to inform them about the fertilizers or crop protection products/services they offer to improve rice and diversified crop production
- b. Develop innovative promotional brochures, user guides, marketing materials that increase adoption of new products or services
- c. Train and build capacity of intermediaries selling company products (retailers, mobile vendors, commissioned agents, etc.) to better inform farmers about the correct use of company products





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

- d. Conduct market research to better understand market dynamics and behavior of customers (farmers) in the FtF zone.
- e. Expand rural sales distribution network by identifying and training individuals that can serve as commissioned agents
- f. Build capacity of company staff to deliver practical training and promotion activities to farmers and sales intermediaries





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## Companies Selling Machinery, Equipment or Tools

- a. Develop promotion/training modules to expose sales intermediaries and farmers to correct use of machinery, tools, or equipment (including irrigation) sold by the company
- b. Conduct training, promotion and demonstration events on optimal rice based cropping patterns and information on company machinery, equipment or tools that can support this.
- c. Educate retailers and mobile vendors selling company products to increase their awareness, skills, and abilities to advise farmers and/or provide maintenance services on their use.





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

- d) Company works with financial institutions to develop loan products to farmers or service providers to purchase company machinery, equipment or tools
- e) Promote new products or services for soil testing and soil health management.
- f) Identify new suppliers of innovative machinery, equipment and tools in other countries.





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## EXAMPLE COMPANY INITIATIVES IN BANGLADESH

Introduction and sale of new processing potato seed varieties



Company training of dealers and retailers





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## EXAMPLE COMPANY INITIATIVES IN BANGLADESH

Development and marketing of  
Seed mini packets



Improved and expanded  
contract farming operations



**USAID**  
FROM THE AMERICAN PEOPLE





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## EXAMPLE INPUT SUPPLY COMPANY INITIATIVES IN AFRICA

- Company-led training/promotion events for plant protection products.
- Development of user guides for pest management, herbicide use, etc.



Company invited farmers and retailers to attend demonstrations and trainings for new and improved crop sprayer.



**USAID**  
FROM THE AMERICAN PEOPLE





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## EXAMPLE INPUT SUPPLY COMPANY INITIATIVE IN MIDDLE EAST

Lebanese seed company introduced new tomato seed varieties that were more profitable for farmers and easier for processors to process into tomato paste.



Equipment company introduced new fruit tree pruning and harvesting equipment through demonstration days' with farmers resulting in strong company sales and increased farmer productivity.







# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

- The purpose of presenting these examples is to illustrate the kind of company initiatives that could be supported by the RDC program.
- This is not a complete list of all possible initiatives
- We invite you to propose additional or better ideas
- Any combination of these activities in your application is also encouraged.
- If you have questions about initiatives (not listed) you can ask then during the Q&A session or contact RDC after our meeting.





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



## APPLICATION PROCESS & ELIGIBILITY CRITERIA



**USAID**  
FROM THE AMERICAN PEOPLE





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## General Criteria for Applicants:

- Have existing commercial sales to at least 2,500 small scale farmers either directly or through their sales distribution networks.
- Have been in operation for at least the past two years.
- Have commercial interest and incentives to invest in the development and expansion of their rural sales distribution networks in the FtF zone





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

- Be selling inputs and services of acceptable quality that respond to the needs of farmers
- Have policies in place to ensure that no dangerous, illegal or counterfeit products are being sold to farmers/producers \*\*
- Make an investment of at least 30% of the cost of the initiative (not including their staff, indirect costs, or capital expenditures)

*\*\* Please refer to the list of approved and non-approved chemicals (active ingredients) for crop protection products in the info pack.*





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## General Criteria (continued)

- ❖ Propose initiatives that support one or more of the following:
  - new and innovative business models
  - new and innovative technologies
  - expansion into new and underserved geographic markets
  - expansion to underserved customers in rural areas, such as youth and women
  - solutions to systemic market system constraints





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## INSTRUCTIONS AND FORMAT

### Cover Page:

- Name and Address of Applicant (address, phone, fax, email)
- Date of Submission
- Lead Person to Contact
- Reference: RDC Market Accelerator Program Application





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## Proposed Initiatives and Impact (up to 2 pages):

- How will proposed initiatives contribute to improved competitiveness of the company?
- How they will expand commercial sale of improved inputs and services to farmers in the FTF zone?
- Summary work plan





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## Justification for RDC Support (up to 1/2 page):

- Why does applicant need RDC support to move forward with the proposed initiative?
- What is preventing the applicant from moving forward on their own?

## Personnel (up to 1/2 page):

- Name and qualifications of the company staff who will be responsible for implementing the activities.







# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## Experience (up to ½ page):

- Brief description of past initiatives that company has conducted similar to those proposed
- Why does the company feel it is qualified to successfully conduct the proposed activities?
- Description of any donor or government support the company has received for conducting similar initiatives





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## Continuity of Business Model (up to ½ page):

- How will proposed initiatives result in increased and sustainable commercial relationships between the company, their sales networks and farmers?
- How will the company continue their business model in the targeted areas once the activities end?





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

	Line Item	Budget Notes (describes line item in more detail)	Cost/ Unit	Days/ Unit	People/ Number	Total Cost	Company Investment	RDC Cost Share
1								
2								
3								
5								
6								
7								
8								
9								
10								
	Total RDC cost share (up to 70% of direct costs of initiative)							
	Total Company investment (at least 30% of direct costs of the initiative)							
	Company staff and indirect costs related to the initiative							

**Budget Template**



**USAID**  
FROM THE AMERICAN PEOPLE



Expanding Opportunities Worldwide



# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## Market Actor Agreement (MAA):

- If applicants are selected, RDC will establish a “Market Actor Agreement” with the company.
- This document will describe the objective of collaboration and clearly define each party’s role and responsibilities.
- Successful applicants must be willing to share information with RDC regarding the increased sales and impact that result from their initiatives.





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## Deadline

- Applications (*no more than four pages in length*) must be submitted in English **by February 9<sup>th</sup>, 2017**
- Applications received after that date will be considered after the first round of agreements are made
- Send to the following email: [info@acdivocardc.org](mailto:info@acdivocardc.org) or deliver hard and CD copy to: RDC, House #47, Block #B, Rd. 23, Banani, Dhaka-1213

## Confidentiality

RDC will fully respect the confidentiality of all companies involved in the program.





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



## QUESTIONS AND DISCUSSION



**USAID**  
FROM THE AMERICAN PEOPLE





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

# THANK YOU



**USAID**  
FROM THE AMERICAN PEOPLE





# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

[www.feedthefuture.gov](http://www.feedthefuture.gov)



**USAID**  
FROM THE AMERICAN PEOPLE

