ALLIANCES FOR ACTION

Caribbean experience

Inclusive Agribusiness staff
workshop

Geneva, 24th January 2018
Some challenges

- Product with long term negative trend on market share and price
- Crop abandoned or neglected for generations
- Sector with high entry barriers
- Clear difference of efficiency between small and large farmers
- Long term intra-industry conflict between small and large actors
- Sector not prioritized by Governments and support institutions
- Severely affected by pest and diseases and natural disasters such as Hurricanes
- Region that is poorly integrated and with serious logistical issues
- 9 countries, 4 years, 4M, thousands of beneficiaries, high expectations
Opportunities

- Lifestyle product and by products
- Market trend drastically changed in recent years in developed markets for some of the by products
- Strong demand and rising price
- Willingness by Governments and stakeholders to engage
- Investment by large national, regional and multinational companies
- Thousands of small farmers in coconuts
Objective

How to support a process that will allow as many small farmers as possible to participate, compete and benefit equitably from this emerging opportunity
A MULTI-LAYERED FRAMEWORK

UNDERSTAND
Markets & food systems

- Identify Market-Product opportunities
- Assess SMEs and MSME competitiveness
- Define and assess institutional support network
- Network analysis (connectivity & innovation)
- Assess global industry trends and local socioeconomic situation
- Multi stakeholder process

CONVENE
Responsible public-private VC alliances

- Establish Alliances between firms
- Select intervention areas
- Agree Value Chain operator roles
- Define Alliance support plan
- Commit participant’s contribution & investments
- Develop Business and investments plans for each Alliance and product/market option

TRANSFORM
Building competitiveness to put Alliances into Action

- Peer to peer learning and innovation
- Market linkages and technical support
- Capacity building

IMPACT
Communication & learning for decision-making

- Evidence-based participatory M&E
- Select tracked VC indicators
- Track development-related objectives

PRINCIPLES

- Better participation in global and regional value chains
- Systemic, inclusive and sustainable
- Market-led producer oriented
- Value addition and risk diversification
- Scalability, addditionality & impact
Alliances for Action Countries, Sectors & Partners

JAMAICA
Coconut and Associated Crops Value Chain

DOMINICAN REPUBLIC
Coconut and Associated Crops Value Chain

GUYANA
Coconut and Associated Crops Value Chain
Dominican Republic Alliances for Action

**MAO MONTE CRISTI**
- **Producer Involvement**: 151 (out of 343) family producers of Banelino cooperative
- **Products**: bananas and diversification into coconut and associated crops production systems
- **Buyers**: FTOrganic market and interest in processing of extra-virgin VCO
- **Partners**: [Logos]

**NAGUA SAMANA**
- **Producer Involvement**: ACALEN (43 producers), APROCAMPT (132 producers), ASOMUJA (95 producers)
- **Products**: extra-virgin VCO, VCO, dried coconuts, coconut milk, coconut water
- **Buyers**: Coco Siri, Grupos Citricos (La Rica) and smaller processing companies
- **Note**: APROCAMPT establishing coconut nursery with Ministry of Agriculture with high-quality seedlings

**MICHES**
- **Producer Involvement**: Up to 3,000 producers of PROCOMI
- **Products**: coconut water, VCO, handicrafts and charcoal from coconut flesh
- **Buyers**: Fundación Tropicalia - sustainable tourism and real estate development foundation interested in local sourcing; KEMAL SUNGUR P&F EXPORT AND IMPORT

**LEGEND**
- Coconuts production
- Potential area for coconuts production
- Musaceous zone
- Musaceous zone and cocoa
- Cocoa zone
- Horticulture and musaceous zone
- Cocoa zone and potential for coconuts production
- Production zone cocoa and coconuts
- Processing Facilities
- Nurseries

Protected Areas
Connecting Value Chains and institutions through partnerships

**Banana Value Chain**
- Producers
- Traders
- Processing / Manufacturing
- Exporters / Branding
- Retailers / Exporters Abroad

Banelino bananas sold in supermarkets such as:
- Tesco
- COOP
- Tegut

**Coconut Value Chain**
- Producers
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**Support Institutions**
- MINISTERIO DE AGRICULTURA
- CLARMONDIAL Support Institutions
- Fundación Tropicalia
- ITC

**International Trade Centre**
Sustainability starts with the producer (multichannel)