

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



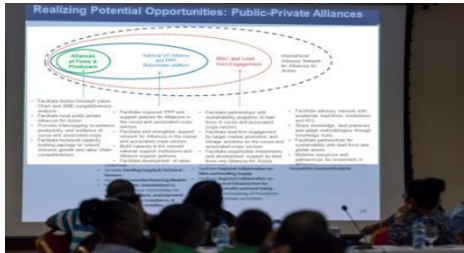
Objective

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

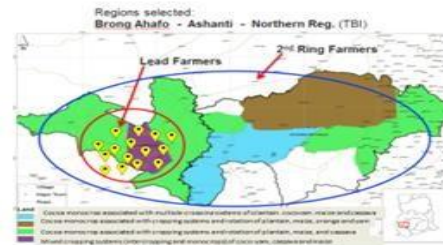
Markets & foodsystems



- 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

INVEST

Investing in the Alliances

- Financial literacy training & leverage
- Blend sources of finance & investment

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, additionality
& 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

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 Cítricos (La Rica) and smaller processing companies

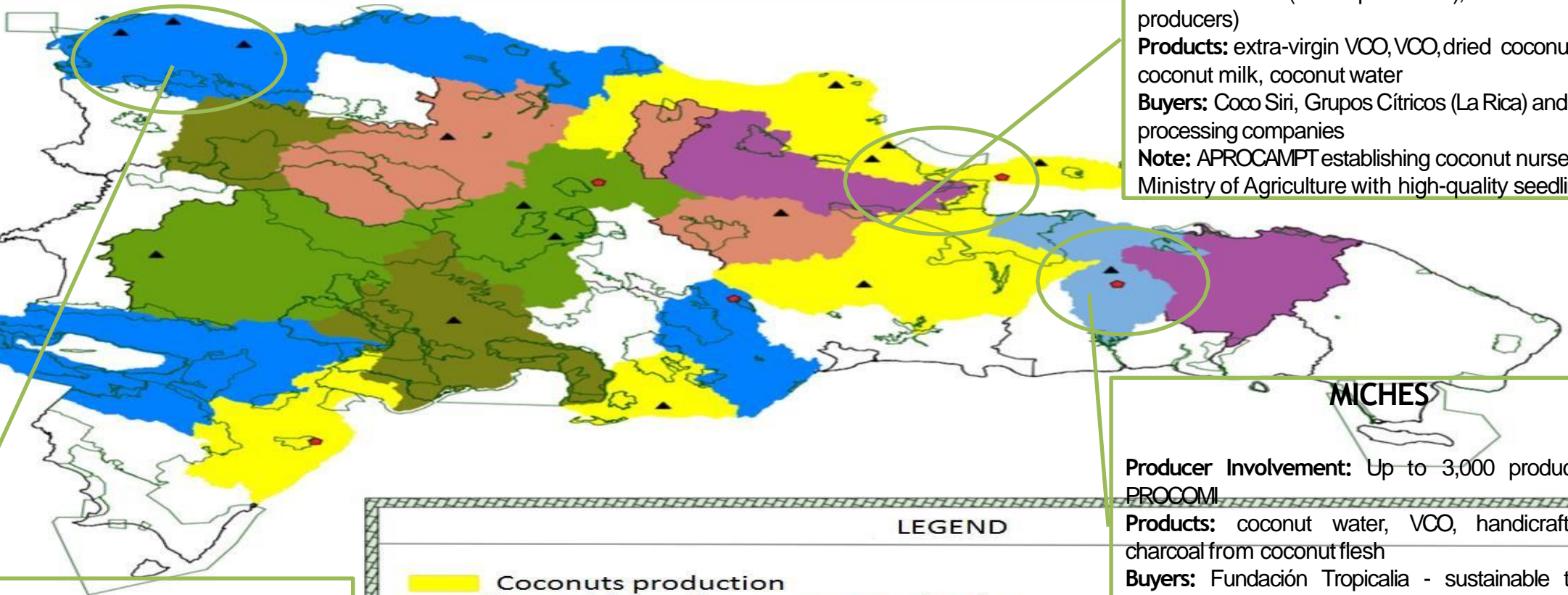
Note: APROCAMPT establishing coconut nursery with Ministry of Agriculture with high-quality seedlings

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



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:



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



Coconut Value Chain



Sustainability starts with the producer (multichannel)

