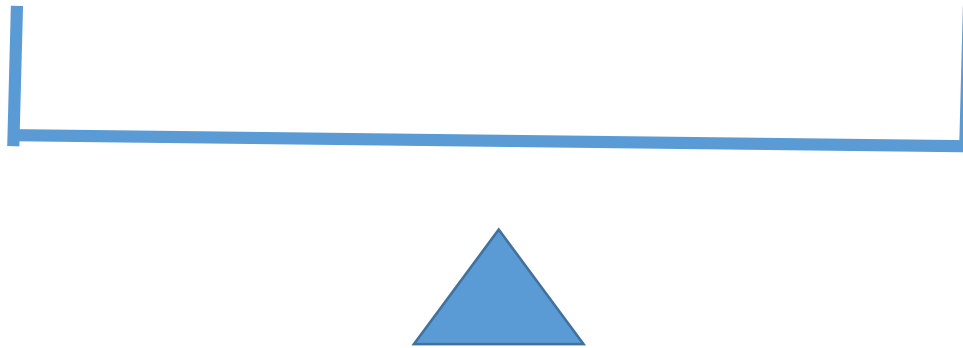


# Why? Underpin Economic Development with Environmental Sustainability

**Agri Food Sector**

**Environmental Sustainability**



# How? Key lessons from the Irish Experience

## **INSTITUTIONAL FOUNDATION:**

**PUBLIC SECTOR:** Min Agriculture / Food Agency



**PRODUCERS:** Farmer Organizations **PRIVATE SECTOR:** Agribusinesses

## **BUILDING ON COMPARATIVE ADVANTAGE TO CREATE COMPETITIVE ADVANTAGES:**

Great Grass Growth  $\approx$  Beef, Butter, Brands

“In preparing for battle I have always found that plans are useless, but planning is indispensable”

Dwight D. Eisenhower

“Life is what happens to you when you are making other plans”

John Lennon

**HOW:** Core driver is finding & developing profitable market opportunities

***“Marketing is finding out what your customer wants, & supplying to them at a profit”***

- Customer orientated - products, places, promotion, quality & servicing,
- Underpinned by Productivity and Efficient logistics
- Pricing and Transaction costs

RESOURCES



OPPORTUNITIES

**How:** Effective Public, Private and Producer Dialogue & Partnership Commonly results in Countries having more effective Agricultural Sectors than would be expected

- ✓ Participative Value Chain Analysis & Market Opportunity study
- ✓ Planning & Implementing a Strategy,
- ✓ Ensuring Policies / Regulations are well aligned with commercial realities & opportunities,
- ✓ Smarter investment decisions

# HOW: Incubating Agribusinesses & Focusing Research on Key Commercial Issues

## **FOCUSING RESEARCH ON THE VALUE CHAIN:**

- Competitive Research Grants for topics proposed by a partnership between Research Institutions/ Agribusinesses / Farmer Groups,
- Creating Feedback loops coupled with industry funding, from producers, companies, marketing groups to ensure that research is focused on commercial needs
- Embedding into Agricultural Research Institutions Agribusiness Development units

## **INCUBATING AGRIBUSINESS:**

- Commercializing research ideas/innovations,
- Advising supporting agribusiness,
- Selective investing in Strategic Investments,

# HOW: Encouraging Innovation, Incentivizing new business ventures whilst reducing risks

- **Market opportunity identification** - matching grants to Agribusinesses, participatory value chain analysis – sector stakeholders, marketing extension – for producers, generation of Market Intelligence - public organizations
- **Product Development** - technology advisory, research and development, test marketing
- **Market Linkaging** - Productive Alliances between Producer Groups and committed Business partners using competitive matching grants
- **De-Risking New Enterprises** - Competitive matching grants to incentivize Agribusiness to commercializes new technologies or open new markets, judged to have likelihood of positive spillover effects beyond individual company

# **SUMMARY:** Many tools to create profitable market opportunities for farmers & Agribusiness

## **DOWN STREAM LINKAGING** (Producers to Agribusiness)

- Producer Groups identify markets & are provided support that they need (partial grants, training, technical support)
- Repeatable business model that links Producers to new markets

## **UPSTREAM LINKAGING** (Agribusiness to Producers)

- Technology Introduction
- Agribusiness Incubation

## **OVERARCHING ISSUES**

- Enabling Policy; PPPD, Research, Supportive Regulations
- Infrastructure; roads, markets, communication, electricity
- Finance; Value Chain Finance, Credit Guarantees,

## **ANALYSIS**

- Value Chain Analysis, Markets Research and Information



Thank you!

# Project Interventions & Level of WBG Experience

