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 ≈ 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

FOCUSBING 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

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