Private Sector Impacts on Food Security and Nutrition

Examples from Bangladesh & Rwanda
Speakers

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Increasing Access to Healthy Animal-Sourced Foods

Building collaboration with rural enterprises in Rwanda: Feed the Future Rwanda Orora Wihaze Activity

USAID

AGRI LINKS MARKETLINKS
Understanding the Market System
Animal Source Foods Market

• ASF Production

• End Market Access

• Financial Services Access

• Nutrition Extension

• ASF Product Market

• Women's Empowerment
Intervention Visioning: Animal Sourced-Food (ASF) Products

Our Vision for Market Processors:
To expand the reach of ASF processors (such as abattoirs, slaughterhouses, and butchers) to rural areas and strengthen processing capacity to meet consumer demand.

Our Vision for Retailers:
To transform how retailers sell ASF products to consumers, strengthening product marketing, hygiene considerations, and packaging sizes that improve affordability.
Systems Change Pathway

ASF market actors adopt new business practices to reach target populations.

- Partners testing smaller, more affordable ASF products
- Build the business case/proof of concept
JFILEWO Business Model

- **JFILEWO Company Ltd (Abattoir)**
  - Pay
  - Service
  - Handling, Packaging, Transportation, Storage of cut chicken

- **Poultry Producers**
  - Pay
  - Chicken

- **Collection/Transportation**
  - Pay
  - Chicken
  - Affordable, small cuts of Chicken meat

- **Retailers**
  - Small Scale and Local Retailers
  - Restaurants, Hotels, and Bars
  - Pay
  - Chicken meat

- **Consumers**
  - Households
  - Individuals
  - Pay
  - Chicken meat

**Notes:**
- Pay refers to payment for services or products.
- Service includes handling, packaging, and storage of chicken.
Systems Change Pathway – ASF Product Market

***ASF market actors adopt new business practices to reach target populations

- Scale from 1st movers through penetration or channel growth; varied level of OW facilitation
- 2nd movers crowd in (SMEs and large companies); varied level of OW facilitation

**Build the business case/proof of concept and learn how to support and stimulate 2nd movers

Partners testing smaller, more affordable ASF products
- JFILEWO
- LI IMPANO
- Hope & Fine
- Triumvirate
- PANOVITA
- CARL Group

*Improved enabling environment for businesses in ASF sector

- Processing Equipment Supplier
- RICA (Training and preparing meat transporters/retailers)
- Market Research [OW's target groups]

More women, youth, and PWD capable of accessing ASF resources and services
Systems Change Pathway

Improved enabling environment for businesses in ASF sector

- Training on quality and regulatory requirements
- Linkage with equipment and input suppliers
- Market research
Incentives for Market Uptake

• Technical assistance for improved business performance
• Small grants /affordable finance
• Consumer research for demand analysis
• Social behavior change & communications
Meet Nyandwi Jean Pierre, Deputy CEO of JFILEWO
Thank You! Murakoze!

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Bangladesh Nutrition Activity

Enabling private sector to cater solutions to rural households
Today’s Presentation

- Intro to BNA
- Constraints to safe drinking water
- Our partnership with Folia Water
- Rural marketing of affordable water filters
- Market response
- Learnings & ways forward
Goals and Target Beneficiaries

Goal
Improve health and nutritional status in Zone of Influence and Zone of Resilience

Target beneficiaries
Rural households
- Pregnant and lactating women
- Children <5 years
- Adolescents (10-18 years)
Bangladesh Nutrition Activity - Result Areas

Result 1: Consumption of nutritious, diverse & safe diet

Result 2: Social & economic empowerment of women & adolescents

Result 3: Adoption of improved water, sanitation & hygiene behaviors
Implementation Mechanism

Private Sector Engagement
- Food and Agro-input Vendors
- Market Management Committees
- Agro-input Companies
- Microfinance Institutions and Producer Groups
- Schools
- Latrine Producers
- Water Entrepreneurs
- Consumer Goods Companies
- Religious Institutions

Government Collaboration

Build Individual Skills & Social Support
- Increase Awareness & Demand
- Offer Products & Services to Rural Consumers

Improved nutrition and health of children under five years of age, pregnant and lactating women, and adolescents (10-18) in the Zone of Influence and Zone of Resilience
Public and Private Sector Companies

**Agro-input Companies**
- Dynamic Agro Science
- TEAM
- Bondhon Genetics LTD
- National AgriCare
- Babylon agro & dairy
- KIS

**WASH Companies**
- drinkwell
- fola Water
- ACI
- SQUARE
- Shaadhi
- AFR

**Public Sector**
- [Logos of public sector companies]
Safe Drinking Water – Key Market Constraints

- 60% of rural households do not have access to safely managed water services
- 82% of drinking water in rural households have E-Coli
- Limited knowledge of proper practices for treating water
- Limited availability of affordable market solutions to treat drinking water
- Microbial & iron contamination, arsenic, salinity, seasonal disasters (drought & flood)
Increased Utilization Of Safe Water Behaviors

Increase access to and demand for safe drinking water through:

- **Point-of-use**
  - water treatment solution targeting rural households

- **Water treatment plant**
  - in rural areas

- Improving safety of existing & new **tube wells**
Partnership With Folia Water

Rural Marketing Of Water Filters
Features - Folia Filters

- Easy to use
- Portable
- 1 filter = $0.20 = 20 liters

Removes
- Bacteria
- Iron
- Viruses
- Protozoa
- Dirt
- Worms
How Our Partnership Worked

1. Rural marketing **strategy** support & investment in demand-generation campaign
2. **Piloting product** in two districts, targeting rural consumers
3. **Onboarding distributors & retailers** in targeted areas
4. **Retailer training & branding**
   - Product features
   - Sales pitch
   - Health, nutrition and economic benefits
5. Design & deploy **demand-generation campaign**
   - Behavioral change messages
   - Courtyard meetings
   - Door-to-door follow-ups
Impact and Learnings

**IMPACT**
- In 2022, Folia’s product is available in three districts.
- To date, nearly 13,000 households have benefited from Folia’s water filters.

**LEARNINGS**
- Low perceived risk of microbial contamination leads to less demand.
- Repeat purchase drops within 3-4 weeks.
- Cost perception.
Way Forward

Focus on areas with iron contamination (sensory cue)

Position the product to lead with iron contamination and its effect

Expand retail network, within easy reach of rural households

Behavior change based communication with all layers of rural households (purchasers, influencers)

Target institutional tie-ups (schools, factories)
Thank You

Ashfaq Enayetullah, Deputy Chief of Party (DCOP), Bangladesh Nutrition Activity