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Inclusive Value Chain Development: Reaching the Very Poor in the Philippine Mariculture Industry

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Marian E. Boquiren **SDCAsia**

Marian Boquiren has more than 20 years of experience, specializing in the design, management, and implementation of enterprise development programs focusing on non-financial support structures for MSME development and pro-poor value chain development. In 2003, she co-founded a local Philippine non-profit organization now known as SDCAsia. As manager, she oversees day-to-day operations while spending most of her time implementing project activities. Prior to this, she worked with Swisscontact in the Philippines and was the first local employee appointed as manager of the Swisscontact country program office.



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Anna Cuny Garloch **ACDI/VOCA**

Anna Cuny Garloch is a value chain development specialist and provides technical and management support to agricultural development projects as a deputy director with ACDI/VOCA. Recently, she has been active in promoting learning and knowledge management around the application of a market systems approach to achieve cross-cutting goals such as improving nutrition and reaching the very poor. Under ACDI/VOCA's AMAP project, she helped coordinate the series of Pathways out of Poverty learning initiatives conducted by USAID in 2010 and early 2011.

The Tensions of Inclusive Value Chain Development

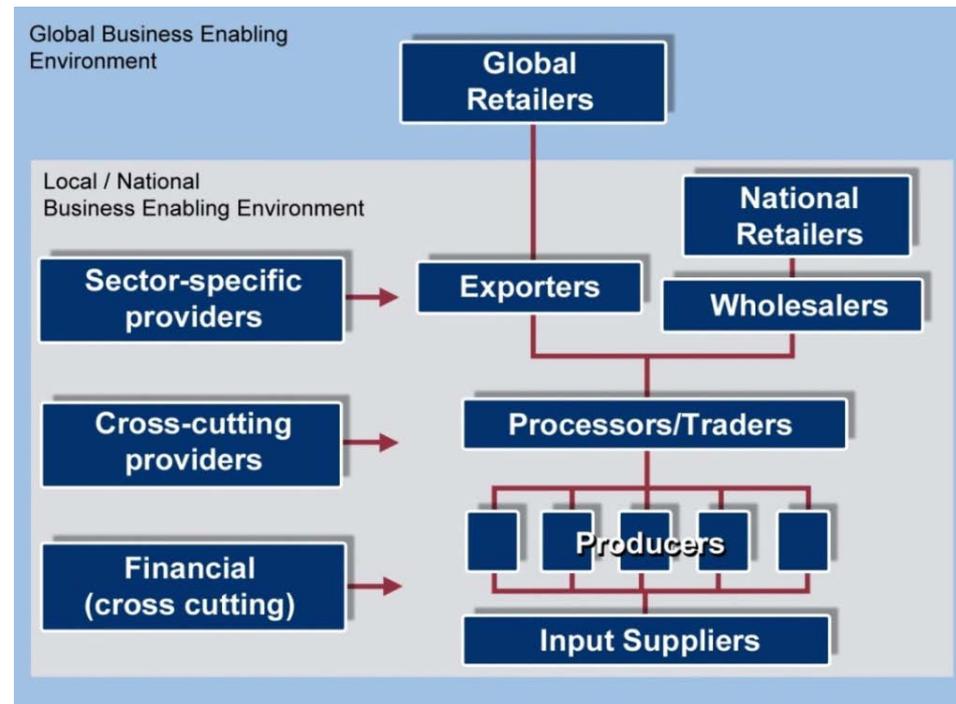
**Working with the very poor
and
systemic, transformative change in market systems**

Is it a zero-sum game?

The Very Poor in a Market System

Characteristics

- Fragmented, fewer commercial relationships
- Different risk profiles, incentives for change than less poor
- Few assets, volatile safety nets
- Adverse power structures
- Time and mobility constraints
- Geographic or intra-community isolation
- Play diverse economic roles



Where are the very poor?

Program Strategies for More Inclusive VCD

Poverty-sensitive value chain approach

Applying a poverty lens to:

- value chain analysis
- selection, mix of targeted value chains
- interventions
- staffing
- knowledge management

Adapting value chain principles

Integrating *pull strategies*, elements of sequencing

Pathways out of Poverty

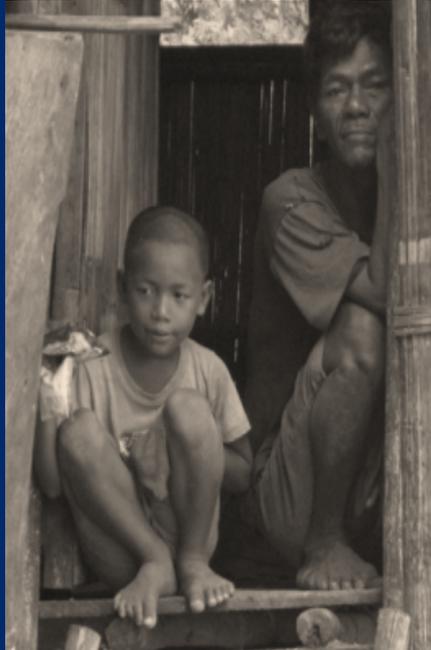
Intensive, strongly articulated approach

Poverty analysis, tools, frameworks

Integrates sequencing

Robust causal logic, linked closely with M&E system that tracks pathways and facilitates adaptive management

Mariculture Project



PROJECT:

3 years; Funding from ICCO, DOST, SEEP, GoP/Mariculture Association, counterpart from SDCAsa

THE MARICULTURE INDUSTRY:

Unstable supply of quality fingerlings
Trust issues
Weak GAqP compliance
Poor PH facilities, little value addition

THE COASTAL COMMUNITIES

6 villages along Davao Gulf;
US\$ 57/ month average income

OUTREACH:

2,500 households; 10,344 individuals

IMPACT:

Average of 81% increase in income



Transforming Constraints into Opportunities

Livelihood Opportunities for Coastal Households ... Responding to Constraints to Improved Chain Competitiveness

LOGISTIC SERVICES: caretakers, harvesters, net makers, sorters, etc.



ENTERPRISE VENTURES: fishponds/fingerlings, fresh fish trading, processing plant, processed fish products trading, etc.



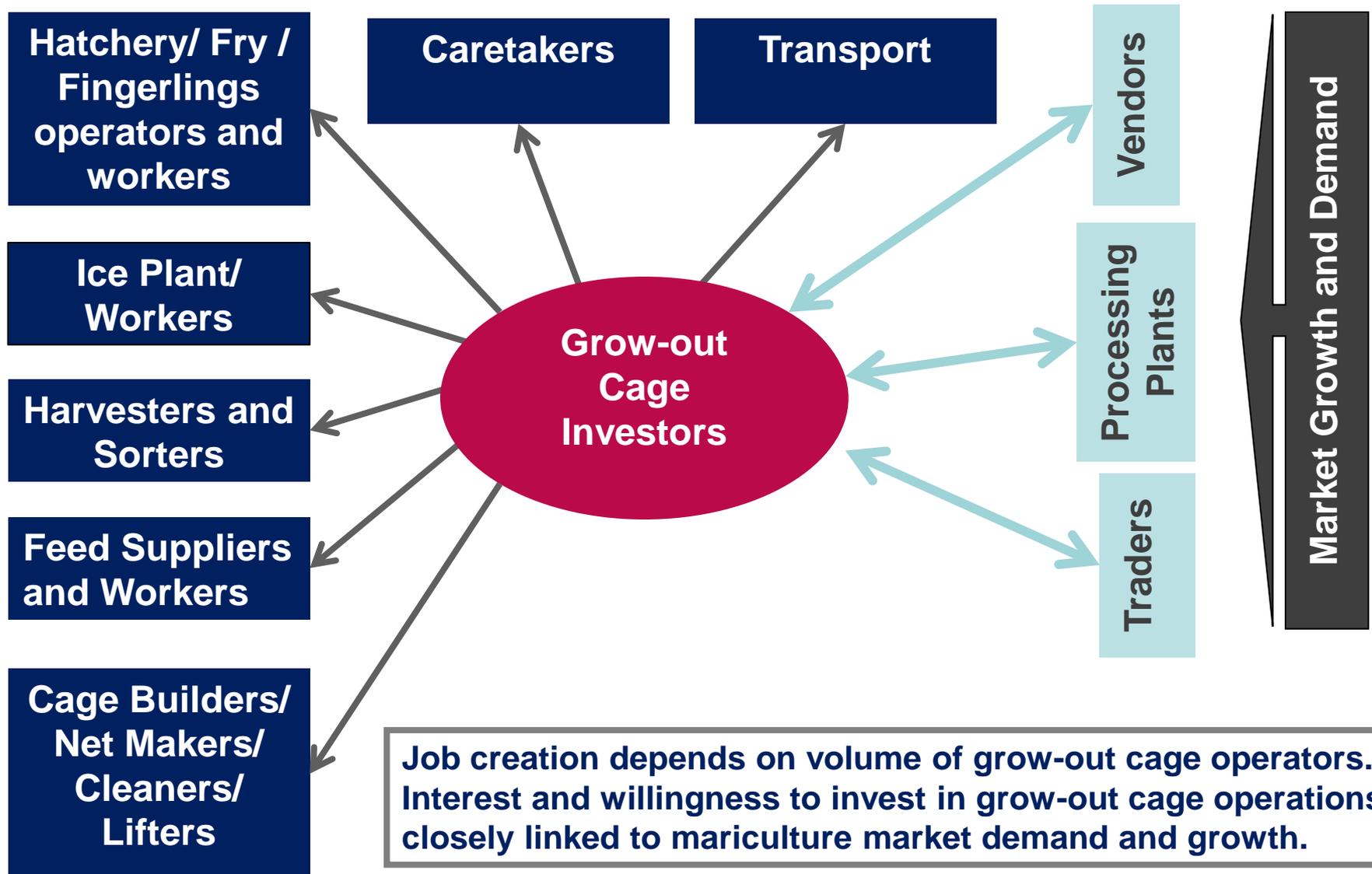
SIDE LINE ACTIVITIES: poultry, swine, crab fattening, etc.



Regular market assessments to ensure livelihood generation activities do not saturate market.

Phased employment and enterprise creation activities to align these with growth trends, market absorption, and carrying capacity of eco-systems.

Mariculture and Employment



Skills Acquisition via Embedded Services



Buyers



Input Suppliers



1st batch of community-based providers on fingerlings production during their classroom training



Practical learning from seasoned small/medium scale fingerlings operators



Peer to Peer Coaching

Behavior Change Interventions

Development of tools supported by ACDI/VOCA



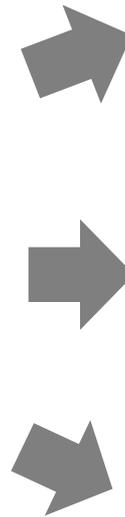
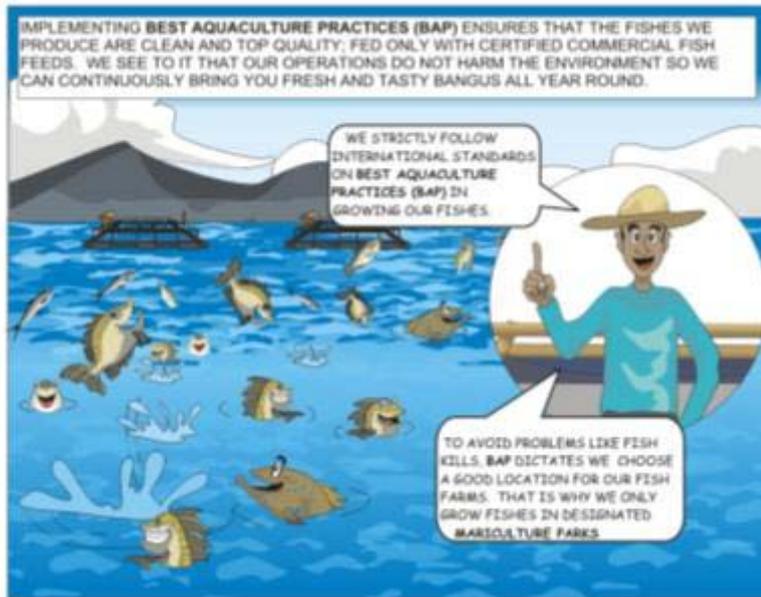
DATE: <u>06-10-11</u>		ACTIVITIES (put stickers here)
	 6:00 AM	Pagmata diretso sa kusina magluto ug kan-on
	7:00 AM	 mag bihi pagkatapos komaligo
	7:30 AM	Breakfast; Pagkatapos mag Tooth brush
	 8:00 AM	Papunta ng Planta
	8:30 AM	 Kong linaog sa sayang mga sel, pagka-pasok ibabaw pait angbugas
	 9:00 AM	Magprepara sa pagluto ng bawas na ito nga kasama ne rin sa mga ngalan.

Many interventions needed to facilitate upgrading rooted in catalyzing behavior and social change.



Technology Upgrading and Employment

Good Aquaculture Practices



Often, benefits to the poor from new or improved technology lie in employment generation potential



Access to Infrastructure to Pursue Livelihood



Construction of processing plant:
collaborative efforts of community group,
project, and local government

Usually done via set-up of
common service facilities
co-funded by private
(industry), public sector,
and project.

Small tools and outriggers
provided by employers



Harvesting Raft



Harvesters Group



Build up of social capital/Win-win Relationships



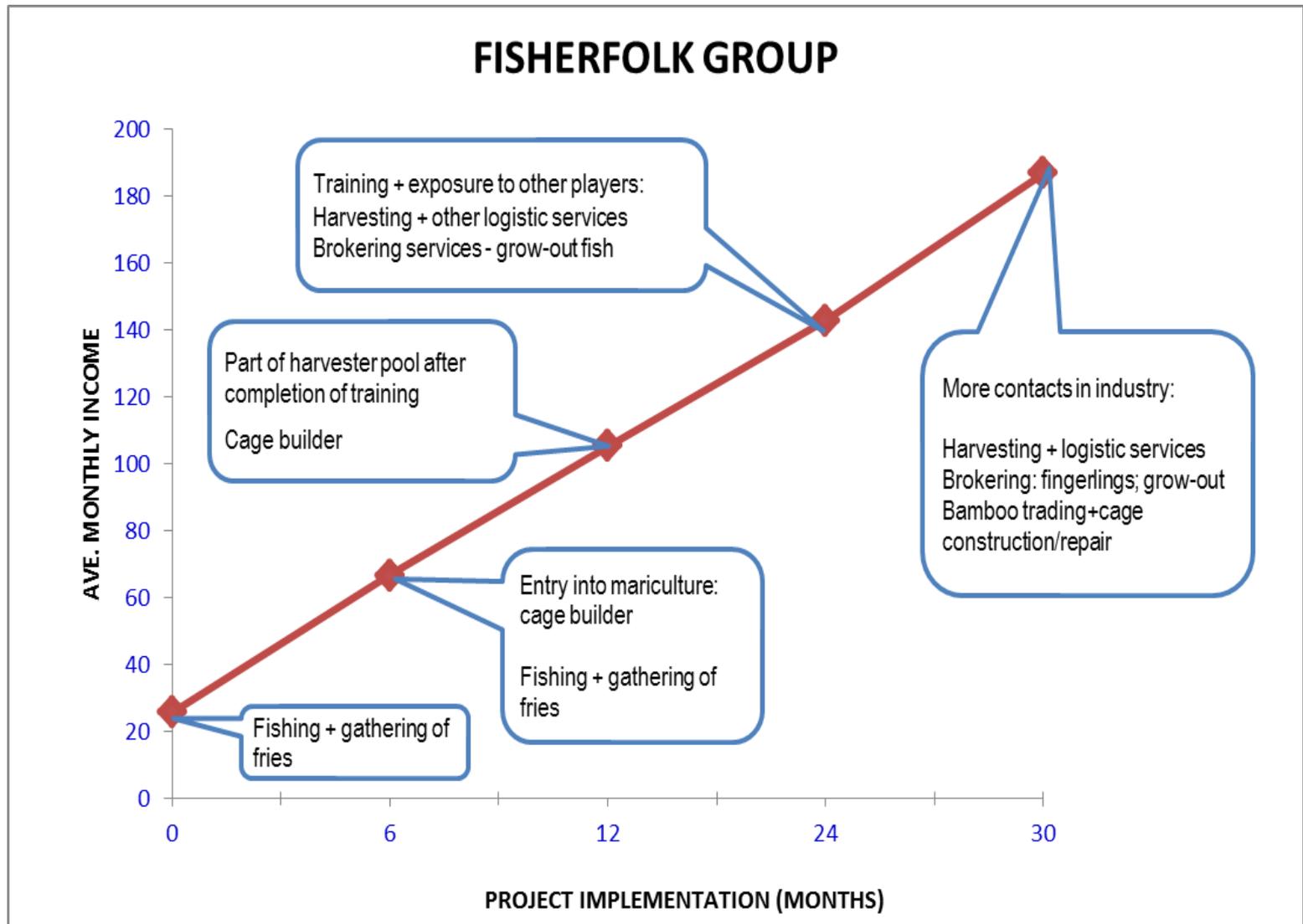
BUSINESS ORGANIZATIONAL DEVELOPMENT SUPPORT



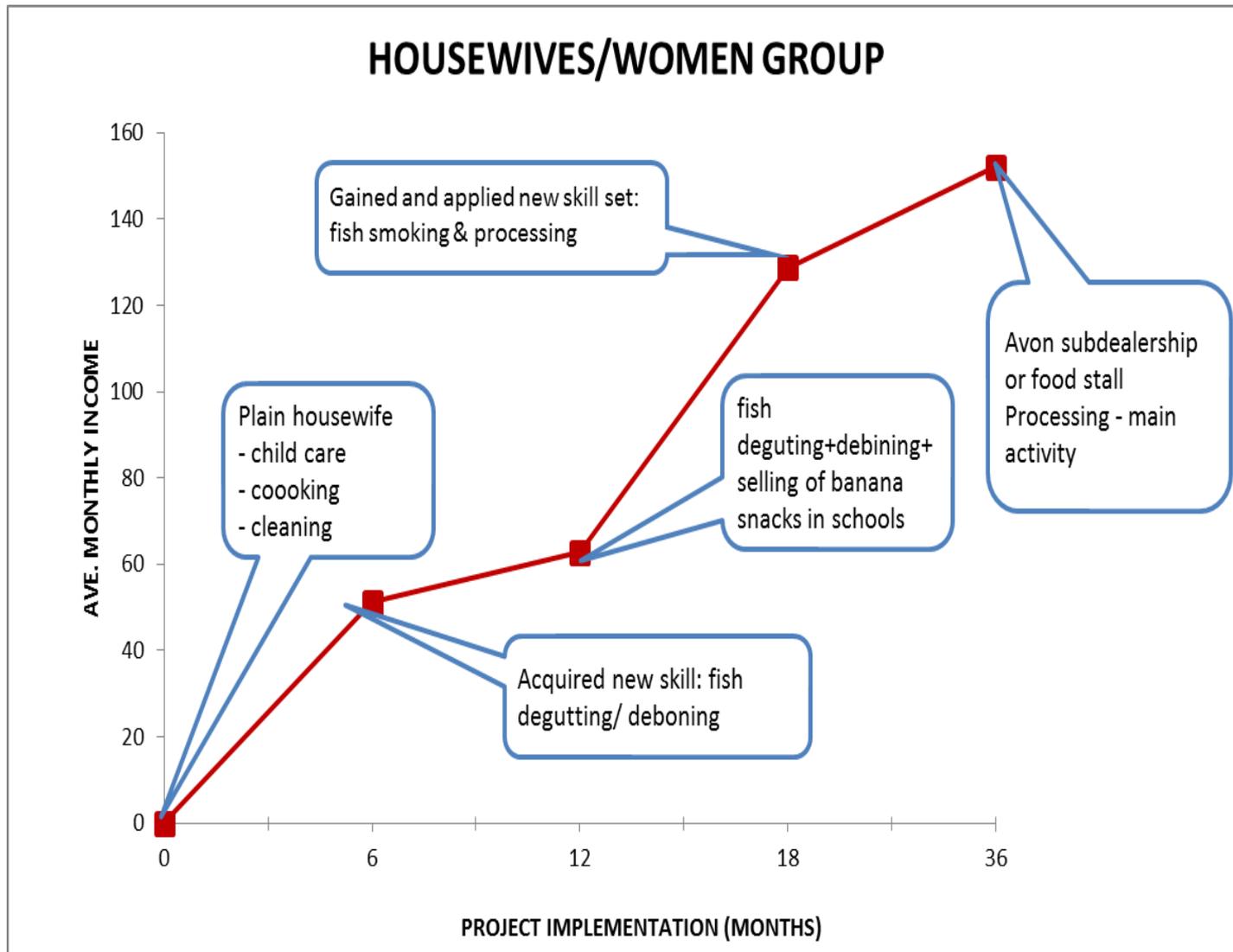
Games to strengthen camaraderie ... and to draw out emerging good practices

Collective groups provide the platform for promoting compliance to service performance and quality standards; exchanging and sharing experiences, information, and skills; reducing power asymmetries; and promoting peer support and access to safety nets.

Trajectory of Households: Fisherfolks



Trajectory of Households: Women Group



Development of Markets



To strengthen capacity of chains to provide livelihood opportunities, development of markets is a necessary intervention ... **A POSITIVE DRIVER OF CHANGE!**

Additional Resources

AMAP Pathways out of Poverty Initiative:

- 8 case studies
- Briefing Paper
- Tools Synthesis for VCD Practitioners
- Discussion Paper
- E-consultation discussion, summaries
- Value Chain Development Wiki, Very Poor Populations

www.microlinks.kdid.org/groups/speakers-corner/e-consultation-pathways-out-poverty/discussion-resources

Forums for continued conversation:

- STEP UP (www.seepnetwork.org/stepup)
- SEEP MaFI Working Group

Pilot programs/learning:

- TIME APS Awardees



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July 26, 2012:

Driving Organizational Change: Taking the VC Approach from Principles to Practice

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