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## **MPEP** SEMINAR SERIES

Exploring Frontiers in Inclusive Market Development

# **SCALING FEED THE FUTURE INNOVATIONS THROUGH MARKET SYSTEMS**

**WEBINAR CHAT TRANSCRIPT**

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This document was produced for review by the United States Agency for International Development. It was prepared by the Feed the Future Knowledge-Driven Agricultural Development (KDAD) project. The views expressed are those of the author and do not represent the views of the United States Agency for International Development or the United States Government.

**PRESENTER:**

Richard Kohl, Center for Large Scale Social Change LLC

**WEBINAR CHAT TRANSCRIPT:**

**Richard Tinsley:** Just mention my website [www.smallholderagriculture.com](http://www.smallholderagriculture.com) please visit when possible

**Kelly Izlar:** Is there a twitter hashtag for this webinar?

**Steven Londner:** Greetings, all

**Siera Vercillo:** Hi, this is Siera, I am a Consultant working in agric and food security in W. Africa. Also PhD student at U of Western Ontario

**KDAD AV Tech:** #mlevents

**Kelly Izlar:** Thank you!

**KDAD AV Tech:** If you're just joining, please introduce yourself and share your affiliation with others on webinar

**KDAD AV Tech:** We're still getting settled in the room, I would guess we start a little bit after 9am EST

**Alvaro Paz:** Hello, this is Alvaro, From IDRC - Canada

**Katharina Schiller:** Hello everyone, I'm Katharina from Wageningen University

**Richard Tinsley:** Is this strictly and on line webinar or joint with live participants

**Kira Hydock:** Hi everyone, this is Kira. I am currently an upcoming senior at Penn State University majoring in Veterinary and Biomedical Sciences and in African Studies.

**Siera Vercillo:** Right now I am working to scale an innovation in extension - building business capacity of smallholder farmer groups in Ghana and Sierra Leone

**Kira Hydock:** Thank you! Will this webinar be available online later?

**Jarrod Goentzel:** Hi - this is Jarrod Goentzel from MIT, which is part of the Higher Education Solutions Network. My group focuses on scalability of supply chains.

**Richard Tinsley:** I tend to advocate for strictly on-line webinars

**Simon Foster:** Hi everyone, this is Simon, I'm based in Lusaka working as a markets advisor for Concern Worldwide

**Kira Hydock:** Okay, great! That will be perfect! Thank you so much!!

**Noémie de La Brosse:** Hi this is Noemie, from Practical Action Consulting UK. I am the Inclusive Markets Consultant of my 'Markets' team.

**Schafer Bomstein:** Hi this is Schafer. I am joining from Aga Khan Foundation West Africa in Bamako, Mali.

**Victor Pinga:** Good morning. This is Victor Pinga, Agriculture Advisor at the SPRING Project. [www.spring-nutrition.org](http://www.spring-nutrition.org)

**Richard Tinsley:** To some degree, the questions tend to concentrate on live participants but than they miss all the chats

**Julie MacCartee:** I can hear Richard Kohl's voice in the background ;)

**KDAD AV Tech:**"Esai Ambo: hello my name Esai Ambo I am from Haiti; residing in Atlanta GA"

**Victor Pinga:** Great to hear. Same here.

**Regina Brown:** CADREsenegal

**Sarah Heddon:** Hi this is Sarah from Aga Khan Foundation USA calling from DC

**Noémie de La Brosse:** You might have already answered that question: is the webinar recorded? Or do we have access to any presentation afterwards?

**Eric Carlberg:** Hello this is Eric Carlberg, an Agriculture Officer with Mercy Corps on the TOPS Program

**Kevin Fath:** Hi, Kevin Fath, recent RPCV & Texas A&M grad student, joining from West Salem, Ohio

**Julie MacCartee:** Oh no, the background noise is pleasant. Makes us feel more like we're there!

**Alexandra Snelgrove:** This is Alex Snelgrove with Aperio, a management consulting firm. I am based in Toronto.

**Karri Byrne:** Hi Everyone, Karri Byrne the CoP from the PRIME project in Ethiopia.

**Noémie de La Brosse:** Great! Thanks

**Lisa Parrott:** Hi, It's Lisa from Peace Corps. We are looking at ways Volunteers around the world can work more effectively with market systems approaches.

**Christine Faveri:** Hi from MEDA Canada.

**Meriem Khadraoui:** Meriem Khadraoui from AZMJ in Arlington VA

**Jarroed Goentzel:** We work with supply chains in general, but hope to focus on agriculture more this coming year. We also work with WFP on market systems for emergency response.

**Numery Sufian:** Hello everyone, I'm Numery Abdulhamid from Mercy Corps, Ethiopia working with Pastoralists Areas Resilience Improvement through Market Expansion (PRIME) Project.

**Julie MacCartee:** Hi everyone, this is Julie MacCartee from USAID/BFS. I co-manage Microlinks' sister site, Agrilinks

**Onno Giller:** Katharina and myself are working on 'Responsible Scaling' within the Humid Tropics programme within the CGIAR

**Sarah Mills:** Hi, Sarah Mills from iDE UK (London)

**Kara Klassen:** Hi from Mennonite Economic Development Associates (MEDA) in Waterloo, Canada!

**Anne Swindale:** Good morning, afternoon, evening everyone. I'm Anne Swindale from the BFS M&E team.

**Don Van Atta:** Good evening (where I am :)). Don Van Atta, CoP of FAST in Tajikistan.

**Diana McLean:** Hello from Ontario. I am a food security advisor with a SSA focus

**Tina Connor:** Hi all - Tina Connor from International Relief and Development in Arlington VA

**Anoushka Boodhna:** Hi this is Anoushka Boodhna, a market development consultant for EcoVentures International working in Kenya with the Market Assistance Programme

**Katharina Schiller:** As part of Wageningen's Humidtropics team, we're working on developing a framework for responsible scaling of agricultural innovations in the humid tropics zone.

**Frank Hoder:** Good morning, this is Frank Hoder from the Multilateral Investment Fund at the Inter-American Development Bank.

**Jessie Goff:** Hello, Jessie Goff from Land O'Lakes International Development

**Kira Hydock:** Wow, this is so exciting to meet individuals from a variety of fields but all interested in this webinar. It is great to meet everyone. I hope to connect with you all later after this webinar!

**Zan Northrip:** Hi, Zan Northrip from DAI...currently in Bethesda, MD

**Patricia Rwasoka-Masanganise:** Hello from Pretoria!! I am the Agricultural Development Specialist in the Regional Mission

**Esai Ambo:** Hello Diana! How are you

**Ben Taylor:** Hi all, Ben Taylor here from The Springfield Centre in Durham, UK

**Ryan Moore:** Good morning, Ryan Moore from the USDA Agricultural Research Service

**Rod Dubitsky:** Rod Dubitsky, BRAC, London

**Kira Hydock:** Patricia, are there veterinarians involved in your work in Pretoria?

**David Soroko:** Good morning all...David Soroko from Crown Agents USA (formerly Weidemann Associates).

**USAID Microlinks:** For those of you just joining us, please go ahead and introduce yourselves

**Peter Mbiyu:** This is Mbiyu joining from Nairobi

**Juan Forero:** Good morning all, Juan Forero, from Grameen Foundation, Latin America

**Frances Davidson:** Good morning, Frances Davidson from Washington DC

**Erin Endean:** Hi Everyone, I am Erin Endean of CARANA, COP of the Improving Business Environments for Agile Markets Project (E3 Bureau)

**Casey Cheng:** Good morning. Casey Cheng from the ADM Institute for the Prevention of Postharvest Loss in Champaign, IL

**Christen Malaidza:** My Name is christen Malaidza, Graduate student at University of Tsukuba Japan, originally from Malawi Ministry of Agriculture.

**USAID Microlinks:** And for those of you online, go ahead and ask questions throughout. I am collecting them and will ask as many as I can at the end

**Patricia Rwasoka-Masanganise:** Kira, our portfolio is not focusing on livestock. Our colleagues in USDA will have information on veterinarians

**David Leege:** David Leege, Director of University Engagement and Research for Catholic Relief Services

**Michael Doherty:** Good morning Casey -- IFB here in Bloomington

**Michael Doherty:** Illinois Farm Bureau, Govt Affairs and Commodities Division

**Christine Livet:** Good morning everyone, Christine Livet from Pollen Group (EWB Canada), consultant in market systems development

**Elizabeth Chiappa:** Good morning, Liz from Humana People to People / Planet Aid

**Cristina Manfre:** Morning All, Cristina Manfre from Cultural Practice, LLC in Bethesda.

**Prem Subedi:** Namaste! This is Prem Sagar Subedi from Nepal.

**Christen Malaidza:** Hello can I ask thru this window?

**USAID Microlinks:** Yes, go ahead Christen!

**Kira Hydock:** Hi Patricia, thank you so much!

**Julie MacCartee:** Feed the Future's February 2014 newsletter focused on scaling. Here is a link: <http://www.feedthefuture.gov/resource/feed-future-newsletter-issue-27-february-2014>

**Sebastian Kindsvater:** Good morning. My name is Sebastian Kindsvater (Food Security Division-DFATD)

Karri Byrne: Thanks Julie!

**Christen Malaidza:** Thanks in the presentation i wish if he could define in detail what it means by indirect beneficiaries in this context?

**Richard Tinsley:** Bundle with a lot of physical inputs but no one is looking at the operational limits in terms of labor or access to mechanization

**USAID Microlinks:** Thanks for the Question Christen. I will be sure to ask. In the meantime, does anyone online have a good definition?

**Bipaswi Tuladhar:** Good morning, My name Bipaswi (Devtec Nepal and Samarth - NMDP) from Nepal

**Richard Tinsley:** <http://lamar.colostate.edu/~rtinsley/BasicPremise.htm> please check this webpage for the limits of research and extension and the drag limited available labor will impact on recommendations

**Dilip Bhandari:** Hi, this is Dilip Bhandari from Heifer International, Little Rock, AR, USA

**USAID Microlinks:** Hi Bipaswi, Prem is also joining from Nepal. Do you two work together?

**Bipaswi Tuladhar:** No

**Casey Cheng:** Totally agree with the "packages" idea. Technology only cannot make positive impacts but the whole product model (including tech services and others) can.

**Mahendra Shrestha:** Hi, good morning. Mahendra here. Devtec Samarth.

**Erin Endean:** Is this being recorded and will it be available to people who have not been able to make it to the live version?

**USAID Microlinks:** Yes, it is currently being recorded. We should post it on microlinks within a week or so

**Richard Tinsley:** Which is more important in nutrition getting enough calories for the work required or balancing the quality of the diet?  
<http://lamar.colostate.edu/~rtinsley/DietPoster.pdf> please download this poster

**USAID Microlinks:** There are a number of recordings of Richard's other presentations available on Agrilinks. You can check out a few here: <http://agrilinks.org/site-search/%22richard%20kohl%22>

**Peter Mbiyu:** Question; at what time in your intervention do you say/know you have reached the critical mass, what should you look out for?

**Prem Subedi:** I am with Alternative Energy Promotion Center, and promoting productive use of energy. We are planning to promote 4,100 rural enterprises to create 19,000 employments.

**Jessica Rust-Smith:** Hi, Jessie Rust-Smith, currently a research assistant on market systems projects

**USAID Microlinks:** Thanks for the question Peter, can you remind me your organization and where you're joining from?

**Christen Malaidza:** I need clarification on the rule of six

**Eth Barak:** Beth, USAID contractor in a former life, now working @ Florida Atlantic Univ. Div. of Research. Upon conclusion of webinar, can we get this PowerPoint?

**Dilip Bhandari:** @Mahendra, @Bipaswi, @ Prem... Good to see you all here

**USAID Microlinks:** Yes, we have a pdf of the ppt available at the end of the presentation and it should go up online soon as well

**Kira Hydock:** Mr. Kohl mentioned packaging veterinary care with some of these agricultural technologies. Is the USAID currently working on introducing this veterinary care? If so, is it primarily local veterinarians being employed?

**Peter Mbiyu:** Am joining from Nairobi, works with Kenya Markets Trust (Market Assistance Programme)

**Andi Ikhwan:** Hi, I'm Andi Ikhwan. Indonesia Program Coordinator Agri-Fin Mobile, Mercy Corps Indonesia in Jakarta

**Beth Barak:** Thanks!

**Richard Tinsley:** How to get around limited formal seed supply check this genetic pump concept:[http://c.ymcdn.com/sites/www.echocommunity.org/resource/collection/F6FFA3BF-02EF-4FE3-B180-F391C063E31A/The\\_Crop\\_Genetic\\_Pump.pdf](http://c.ymcdn.com/sites/www.echocommunity.org/resource/collection/F6FFA3BF-02EF-4FE3-B180-F391C063E31A/The_Crop_Genetic_Pump.pdf)

**Karri Byrne: Rule of 6:** For each person who adopts the new technology 6 people benefit/are impacted by it.

**Jessica Bachay:** Good morning. I'm Jessica Bachay from FHI 360.

**William Grant:** The major flaw in this chart, which shows a straight line growth of the project is that in nearly all traditional projects, the dotted line drops off radically at the end of the project support. Meanwhile the red line will continue to increase into the future. Bill Grant, DAI

**Richard Tinsley:** Is it risk or operational limits, please address this overlooked issue

**Mahendra Shrestha:** What program do you have for Nepal in this particular intervention model?

**Karri Byrne:** Agree with Bill Grant that one thing donors need to watch is the timeline of activities... many benefits come post-project if the project is short in length

**Zan Northrip:** Last month's MPEP seminar by Bill Grant and Marina Krivoshlykova also touched on a lot of these issues: facilitating market change to the point of critical mass, and how to adjust your approach in different market contexts. There was also a cool video.

Here's the link: <http://www.microlinks.org/library/facilitation-how-much-does-context-matter-event-resources>

**Cristina Manfre:** Question: How does the framework account for differences among farmers? Specifically, I'm wondering how you reach scale or that critical mass in a way that you know you are reaching both men and women.

**USAID Microlinks:** Hi Mahendra, I know there are a number of feed the future programs in Nepal, although I'm not sure which one specifically fits this model. Perhaps some of the other participants from Nepal can say what they are working on?

**Mahendra Shrestha:** I am aware of the program in Nepal but not in this model.

**USAID Microlinks:** Good question Cristina. Can you remind me your org and location so I can state it when I ask your Q at the end??

**Sebastian Kindsvater:** Have any empirical tests been done to show a causal relationship between adoption of new technologies and increased yields? If so are these studies published?

**Cristina Manfre:** Cultural Practice, LLC in Bethesda

**USAID Microlinks:** Thanks!

**Onno Giller:** Out of curiosity, are there any already published references or reports that give some more in-depth discussions of how the data was obtained and from which projects, and in which countries, etc.?

**William Grant:** Cristina, if the private businesses that are most interested in serving the farmers, they will figure out the products that their farmers want as those firms seek to expand their sales. It takes a lot of upfront planning on their part, but I have found that as the firms learn, they adjust their products to meet the market.

**Peter Mbiyu:** Question; how do you capture the adoption by indirect beneficiaries while the scope of most M&E systems is limited to the direct beneficiaries

**Prem Subedi:** KISAN is one of the Feed the Future projects in Nepal  
<http://www.usaid.gov/nepal/fact-sheets/kisan-project>

**USAID Microlinks:** Thanks for the Q Peter, can you remind me of your org and location?

**Mahendra Shrestha:** I am aware of KISAN. But they are not in market system development, I guess.

**Peter Mbiyu:** @USAID Microlinks; Tuning from Nairobi, Kenya. Works with Kenya Markets Trust (Market Assistance Programme)

**Karri Byrne:** Peter, there are examples of thinking about "direct" beneficiaries in a different way. We use a facilitative approach, and we are using sampling with our facilitators to reach out to the "indirect" (or target of our facilitation approaches). So we are counting them through smaller purposeful sampling.

**USAID Microlinks:** Those are two good questions about research, Onno and Sebastian. Any of our researchers online here have answers for them?

**Zan Northrip:** Just a comment: I really like how this approach highlights the need for qualitative research (e.g., to see who's adopting and why). It's a nice complement the contemporary focus on quantitative research

**Karri Byrne:** Totally agree Zan!

**Steven Londner:** I would like to hear more about one defines and adapts an offering of a BUNDLED package of goods and services that simultaneously meets the varied priority needs of producers (input goods/services; access to financial services and markets, etc.) AND the needs of critical providers/vendors.

**Richard Tinsley:** Please note that agronomy research and extension can only determine what is physically possible, but says nothing about the labor, mechanization etc. needed to extent small plot results across a field, farm or community. While the economist may determine what operational resources are needed, no one appear interested in determining what is actually available and how the limited resources impacts on these recommendations, it is an unfortunate administrative void in the development effort that needs to be addressed if we are ever going to get scaling to most farmers

**Andrea Harris:** My name is Andrea Harris, work for Public Health Institute and support Global Health public private partnerships (shared value partnerships) at USAID

**Karri Byrne:** I'm not sure that is true Richard -- one example that immediately comes to mind is the work around Nerica rice in West Africa...

**Alvaro Paz:** What's missing in this approach to scaling up is the notion of technological regime: there is empirical evidence on other industries (energy, etc.) that a disruption on these regimes is needed to successfully provoke change, and sustain it. Subsistence farmers are under specific tech regimes...

**USAID Microlinks:** Thanks Steve, can you remind me of your org and location?

**Kira Hydock:** Andrea, I would love to connect with you after the webinar, because I am actually very interested in combining my veterinary degree with global health!

**Peter Mbiyu:** @Karri, agree there is a thin line between direct and indirect beneficiaries

**Kira Hydock:** Sorry, I meant "actually"

**Richard Tinsley:** They are extremely labor deficit particularly when calorie energy balance is factor in and people can only work a few hours a day. See the poster i referenced earlier

**Richard Tinsley:** Calorie balance is most have access to about 2000 kcal/day just enough to meet basic metabolism, but need 4000 kcal/day to work diligently all day

**Karri Byrne:** The work from Ester Duflo would indicate there is often less of a food deficit than we think...

**Juan Forero:** Alvaro Paz, where do you work? We are implementing a project in Colombia with coffee growers and we definitely see how "old" technologies and practices can become barriers for adoption and change

**Alvaro Paz:** Hi, At IDRC Canada.

**Richard Tinsley:** Unfortunately the farmers have to pay for remote as transport cost for off tarmac will triple and it is almost a transparent commutable difference

**Karri Byrne:** What strikes me most of this presentation is that it requires a quite complex project design -- we are lucky to have that complexity/completeness designed into our project, but most people think of it as "too complex". I don't get the impression that we (the development community, donors, etc.) are ready for the challenges related to seeing the big, interconnected picture the way it is being described...

**Dilip Bhandari:** while scaling up is very promising, but if there is a large scale project for scaling up... varying level of scaled up business/activities are observed which is dictated by the interest of beneficiaries, contexts of the market and level of effort we put

**Mahendra Shrestha:** Does this program consider the size of the beneficiary farmers? Or it is only farmers in general without segregating between poor and well off (commercial)?

**Zan Northrip:** Good point, Karri. And not just complex, but fast changing, which complicates impact evaluation

**Karri Byrne:** YES!

**USAID Microlinks:** Hi Mahendra - Feed the Future's primary focus is on smallholder subsistence farmers

**Michael Doherty:** Seems like there is a gap here in the presentation -- the role of the larger farmers as leaders in innovation and their impact on the adoption rates is an important topic.

**Mahendra Shrestha:** Thanks. I would be interested in continuing communication if this is the case as we are facing a lots of challenges in implementing the intervention.

**Christen Malaidza:** Does the feed the future project use the agricultural innovation systems approach, if yes what experience can be shared in terms of technology development

**William Grant:** This discussion really is coming back to our discussion of a month ago on the importance of the context of the market system for the tupes of activities that can be carried out.

**Jerry Brown:** While FTF may have been set up to target smallholder subsistence farmers, it is difficult for subsistence farmers to participate in commercial value chains, which FTF promotes, when the small farmers are still at the subsistence level.

**Richard Tinsley:** Again this is where the genetic pump come into play. See earlier reference to the ECHO article on this

**Christen Malaidza:** oops...technology development...

**Dilip Bhandari:** @USAID Microlinks- is there some success stories/case studies/audiovisuals that we can use as a reference on scaled up business especially on crops, vegetables and livestock?

**Candy Schibli:** Is this the forum for asking questions as well?

**Stuart Taylor:** I think the "direct" / "indirect" beneficiary language is problematic here. As a scaling strategy necessarily shifts from farmer to firm, it is really the firm that is the "direct beneficiary" by many definitions, and all their clients/customers are then "indirect beneficiaries".

**W Kent Edwards:** Will the slides be available?

**Mahendra Shrestha:** Dilip ji, we are engaged in fishery.

**USAID Microlinks:** Hi Candy, yes it is! Go ahead and ask away, and don't forget to restate your org and Location.

**Alvaro Paz:** Impact investment can be used to boost private sector participation on scaling up.

**William Grant:** Stuart, this is true. It takes the emphasis off of direct attribution (where the donor wants to see the direct link between the project and the beneficiary) to the more indirect, which is where the real impact is achieved.

**USAID Microlinks:** @W Kent, the slides will be available as a pdf on Microlinks and in the downloads pod at the end of this webinar

**Dilip Bhandari:** @ Mahendra jee- god to hear... Where are your target areas in Nepal?

**Julie MacCartee:** See the Agrilinks Scaling hub for more information on Feed the Future's approach to scaling: <http://agrilinks.org/activity-cross-cutting/scaling-technologies> Under "Resources" you will find links to two recent "Scaling GLEE" events in Africa and Asia that delved into many aspects of scaling

**USAID Microlinks:** Thanks Julie! Yes, Dilip, check out the Agrilinks scaling hub for some case studies

**Mahendra Shrestha:** @Dilip sunsari, morang, kapilvastu and rupandehi but will be in the process of upscaling

**Steven Londner:** The attribution vs. contribution issue again comes down to qualitative research.

**Dilip Bhandari:** @USAID Microlinks: Thanks will check

**Christen Malaidza:** What is feed the future doing to support quality of small farmer products to ensure certification by say Fair Trade

**Dilip Bhandari:** @ Mahendra ji... I think you have some idea where and how Heifer works in Nepal... you can visit [www.heifernepal.org](http://www.heifernepal.org)

**Karri Byrne:** @Stuart: The latest FtF guidance on "indirect" and "direct" beneficiary definitions already leans away from the previous strict definitions, and leans towards something that understands that if you work with a facilitator/market actor purposefully to touch a certain target group, that target group can be counted as direct.

**Candy Schibli:** In reporting it's often difficult to look at the success of microenterprise/microfinance projects because (as you discuss) cases are ecosystems are often dependent on location. How do you create standard ways for projects across missions to report on things like bundled services, social networks, and cost benefit analysis? Are there talks for requirements to be put in place for standardized measuring?

**Onno Giller:** I personally feel that the notion of scaling should already be thought about, and built into the design of a project before its initial implementation, rather than as an after thought (which is then expected to be pushed or pulled by the private sector)

**Candy Schibli:** Candy Schibli - Microenterprise Results Reporting database manager - DevTech Systems

**William Grant:** There are already mechanisms for measuring the development of the ecosystem that have been developed for use in the M4P environment. Surprised that this is not being reflected in his presentation.

**Casey Cheng:** Is there any report or case study showing the concepts presented?

**David Soroko:** What are the implications of increasing global food industry concentration (and Oligopolization), the resulting use of private standards and vertical integration to ensure quality, timely and low cost supply, for small holder scaling?

**William Grant:** There are quite a few. Three were presented at the May 8 MPEP in Cambodia and Nigeria

**Mahendra Shrestha:** @William Grant. Agree that he did not mention m4p.

**Katharina Schiller:** @David Soroko: Great question!

**Casey Cheng:** @ William: Thank you. I'll take a look of the May 8 MPEP

**Kira Hydock:** @Andrea Harris. Andrea, I would love to connect after the webinar and learn more about your work in public and global health! Would you mind if I connect with you on LinkedIn?

**William Grant:** Mahendra, yes, the M4P approach focuses on developing the ecosystem, complete with measurement systems and a sophisticated causal model approach for M&E that takes one towards the measurement of the indirect beneficiaries

**Mahendra Shrestha:** We are working on m4p model in fishery under Samarth NMDP.

**Kevin Fath:** Question for the presenter: Are local governments and/or research centers being trained to study and monitor factors that affect adoption and diffusion in their countries? Why or why not? Thanks (Kevin Fath, Texas A&M graduate student)

**Christen Malaidza:** @William what's M4P?

**Cristina Manfre:** Thanks.

**Jessica Rust-Smith:** Making Markets Work for the Poor

**Jessica Rust-Smith:** A Market Facilitation approach commonly used by DFID and SDC

**USAID Microlinks:** We've got a lot of time for Q&A still, but I'm going to pull up the end polls. Please take a moment to fill them out!

**Christen Malaidza:** Thanks Jessica i suppose that answers my Q

**Jessica Rust-Smith:** The Springfield Centre in the UK is the pioneer of this approach, and they have lots of public resources if you want to learn more

**Christine Faveri:** Great question, Cristina. MEDA works explicitly on integrating gender into market systems approaches. Visit us on [www.meda.org](http://www.meda.org)

**Christen Malaidza:** Thanks Jessica let me check out this website, u have a link handy?

**Cristina Manfre:** Thanks Christine. I'm familiar with some of your work! You can find us at [www.culturalpractice.com](http://www.culturalpractice.com).

**Sebastian Kindsvater:** Is there potential for USAID to work with private sector in the US to strengthen value chains in an effort to buy in greater quantities from small farmers in developing countries? If so, what would this investment look like?

**Steven Londner:** A good array of resources are available at [M4Phub.org](http://M4Phub.org)

**Jessica Rust-Smith:** Here you go:  
<http://www.springfieldcentre.com/resources/springfield-papers/>

**Christen Malaidza:** Thanks Jessica

**W Kent Edwards:** Independent Consultant - supporting agro/industrial efforts in Ethiopia

**Siera Vercillo:** Not sure if you received by question on twitter but: if agrodealers are biased to own products, how can we partner with public sector extension to overcome this? Is this possible? / worth prioritizing?

**USAID Microlinks:** Thanks Siera!

**Richard Tinsley:** The critical concern is the deep placement into the anaerobic layer where it will not nitrify

**USAID Microlinks:** ALL: the pdf of ppt slides are available in the file download box to the left

**Kira Hydock:** Is USAID currently planning on packaging veterinary services with their bundle packages? (Kira from the Pennsylvania State University)

**Dilip Bhandari:** @Kira, Heifer combines kind of parapet services in our inputs packages that goes to the communities/beneficiaries

**Dilip Bhandari:** @Kira Heifer International

**Kira Hydock:** That sounds great! I will look more into this with the link you provided earlier in the chat box. Thank you very much!

**Dilip Bhandari:** @Kira- there is not much in website, if want to know more, pls feel free to send me email dilip.bhandari@heifer.org

**Kira Hydock:** @Dilip, Thank you so much. Yes, I am definitely interested in learning more. I will send you an email right when the webinar is over!

**USAID Microlinks:** @Kira: The next Ag Sector Council is about livestock health, you may be interested in that as well: <http://agrilinks.org/events/beyond-fences-policy-options-biodiversity-livelihoods-trans-boundary-animal-disease-management>

**Kira Hydock:** @USAID Microlinks: Oh wow, that will be perfect! Thank you!

**Michael Doherty:** My question is in regards to working with the intermediate-to-larger farmers, as the farmers that, by their mere participation, have great influence on the perception of many other associations and the credit associations.

**Michael Doherty:** Thank you for bringing up my question! Much appreciated!

**Michael Doherty:** > 'bringing up

**USAID Microlinks:** Thanks for joining us today everyone! If we didn't get to your question, please post it on the event page and we'll try to get Richard to respond to them

**Mahendra Shrestha:** Dilip ji, shall be in touch with you.

**Don Van Atta:** MEAS stands for "Modernizing Extension and Advisory Systems" and tries to develop public-private partnership participatory-based extension systems.

**Jessica Rust-Smith:** Thank you

**Siera Vercillo:** Thank you! We often work with MEAS so it is encouraging to know

**USAID Microlinks:** Thanks again for joining us! If you haven't already, please fill out the end polls!

**Ivan Rodríguez:** Thanks

**Kira Hydock:** Thank you so much for all of those involved in making this possible!

**USAID Microlinks:** We'll leave the webinar open for a few more minutes in case you've got some conversations going. Be sure to exchange contact info with each other though so you don't get cut off!

**Katharina Schiller:** Thank you, this was very interesting!

**John Dirx:** Thanks for an interesting webinar. Lots to think about.

**Dilip Bhandari:** @Mahendra jee. Please send me email [dilip.bhanari@heifer.org](mailto:dilip.bhanari@heifer.org)

**Peter Mbiyu:** Thanks for the webinar and for all the insight from the participants

**KDAD AV Tech:** Thanks to all for your participation. We'll leave the room open for about ten more minutes so you can complete polls, download resources and chat with colleagues.

**Michael Doherty:** Is there a "submit" button for the polls?

**KDAD AV Tech:** Thanks again all! Please join us for our next event on June 18th!  
<http://agrilinks.org/events/beyond-fences-policy-options-biodiversity-livelihoods-transboundary-animal-disease-management>