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**Meeting the Challenges of  
Value Chain Development**

***A Learning Event***

# Private Sector Engagement

**Margaret Enis**

Director of Markets, Partnerships and Innovation  
USAID Bureau for Food Security

# Private sector engagement a top priority

**Public sector investments alone, while important, are not sufficient to reduce poverty and food insecurity.**



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# “New way” of engaging the private sector

- Engage beyond traditional PPPs to meet the global food security challenge.
- **Private sector partners viewed as thought leaders and innovators.**



# “New way” of engaging the private sector

- Where private sector investment drives sustainable growth
- Market-led development supplants foreign assistance
- Win-win partnerships with the private sector speak to their core business interests and at the same time address our development objectives
- Partnerships advance the impact of sustainable development and foster private sector-led growth



# Examples of Private Sector Engagement

- Public-private Partnerships
- Enabling Environment
- Innovative Investment Models



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# Enabling Environment

- Building on AgCLIR and vcCLIR
- Identify and alleviate legal, regulatory, and institutional constraints to agricultural growth.
- Address broader environment or focus a vcCLIR on specific key products/value chains.



**Key area of engagement/outreach:**  
Improved enabling environment



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# Innovative Co-investment Models



Comprehensive African Agricultural Development Programme (CAADP) joins with the New Vision for Agriculture initiative of the World Economic Forum to accelerate growth and attract investment to African agriculture.



**Key area of engagement/outreach:**  
Innovative Co-investment Models



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# Innovative Co-investment Models

- Help countries prepare investment blueprints
- Competitiveness analyses informing strategic focus
- Currently in 4 countries in Africa
- Up to 15 countries planned

**Key area of engagement/outreach**  
Innovative Co-investment Models



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# PepsiCo, World Food Programme, Government of Ethiopia, FTF Chickpea Partnership

- Intersection of nutrition, food security, and the private sector
- PepsiCo to develop chickpeas supply chain and develop products for:
  - the local/export markets
  - fair trade hummus for high-income countries
- WFP to develop chickpea-based RUTF
- Improving farmer productivity & quality



**Key area of engagement/outreach:**  
Private Sector Partnerships



***This partnership will be “one of our signature projects within FTF”.***

- Administrator Shah



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# Partners in Food Solutions: General Mills, Cargill and Kraft

- Transform African food processing sector by:
  - Building capacity of food processors
  - Increasing opportunities for investment and employment
  - Strengthening food staple value chain participants/associations
- Anchor partners provide technical philanthropy



**Key area of engagement/outreach:**  
Private Sector Partnerships



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