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.
“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
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.
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.
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
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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
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

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