



# **AGRA Strategy and Business Plans 2017-2021**



# AGRA is an Africa-led alliance pursuing a strategy in response to a dynamic agriculture landscape and lessons learned over 9 yrs

## Changes in landscape

1. **Continental agenda and country ownership** – African leaders are increasingly taking ownership of national plans for agricultural transformation
2. **Increased public and private investment in African agriculture**
3. **Convergence by donors and development actors around programs and activities that AGRA has historically led**
4. **Increased use of ICT**

## Lessons learned

1. **Integration** – siloed approaches do not create exponential results delivered by integrated approaches
2. **Technology Development vs. Adoption & Access** – yield increases are only achieved when there is high adoption
3. **Partnerships** – to leverage existing resources, create synergies and avoid duplication of effort

# AGRA is seeking to transform agriculture from low-yield subsistence to a business that thrives

## AGRA's Mission

To catalyze and sustain an agricultural transformation in Africa through innovation-driven **productivity increases** and **access to markets and finance** that improve the livelihoods of smallholder farmers.

## AGRA's headline goals for 2020

1. Double the incomes of 9 million farm households through the direct result of activities of AGRA, grantees, and partners to increase productivity and access to markets and finance in six countries where it is seeking to catalyze an agricultural transformation
2. Contribute to doubling the incomes of another 21 million farm households through the contributions of AGRA, grantees, and partners to policies, programs, and partnerships that increase productivity and access to markets and finance in other countries where agricultural transformation is under way, but needs to be sustained.
3. Support all focus countries on a pathway to attain and sustain an agricultural transformation through sustainable agricultural productivity growth and access to markets and finance.

# AGRA offers a unique value proposition to support agriculture transformation in Africa



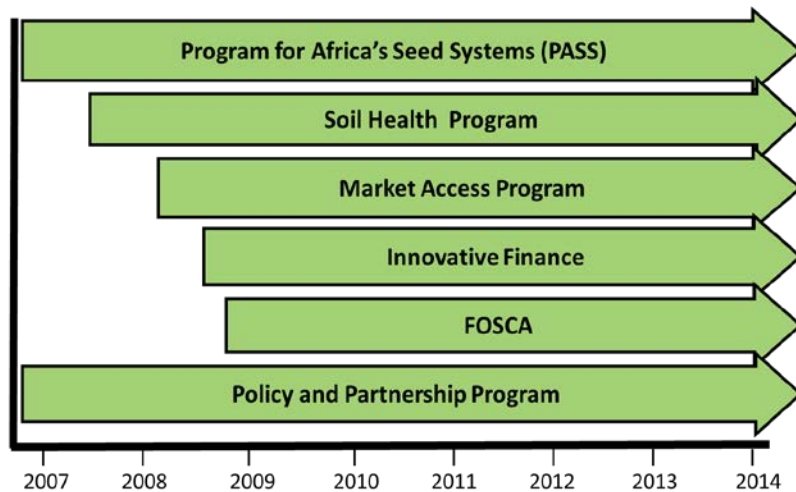
**Real-time, on-the-ground intelligence and insight** regarding the current status of activities, farmer realities, and new opportunities to improve their lives and accelerate progress towards transformation;

**Convening power to manage and crowd-in the ecosystem of partners** to deliver on transformation, as there are very few pan-African agricultural organizations that can operate in a holistic fashion at both a national and local level across the full value chain and understand which partners can carry out roles in an integrated solution;

**A non-hierarchical, pro-active mode of operation** which drives efficient and timely actions and interventions

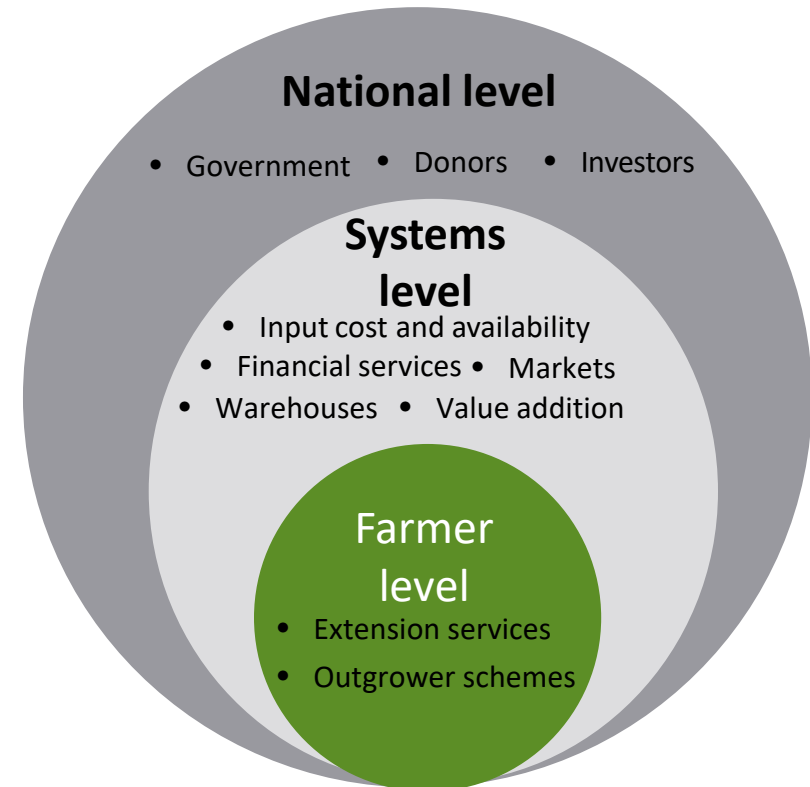
# AGRA is moving to an integrated delivery approach to better catalyze and accelerate transformation...

## *Moving from a Programme-based approach...*



Previously AGRA's programs were designed and phased at different times, with different business plans and deliverables

## *...to an Integrated approach across three levels*

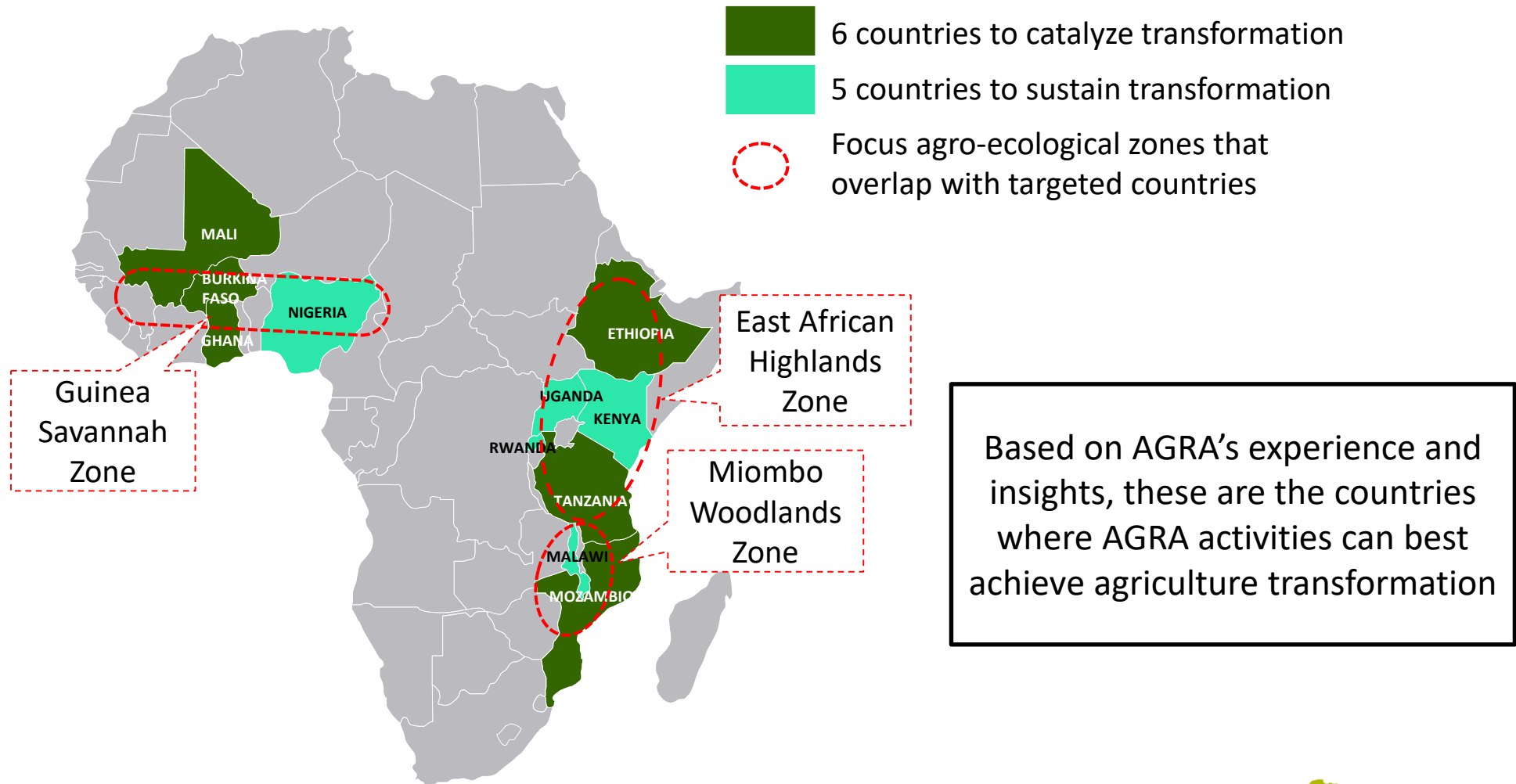


AGRA now has country level strategies that use an integrated packaged of support tailored to specific needs and focus areas

# The updated strategy will be delivered through two programs:

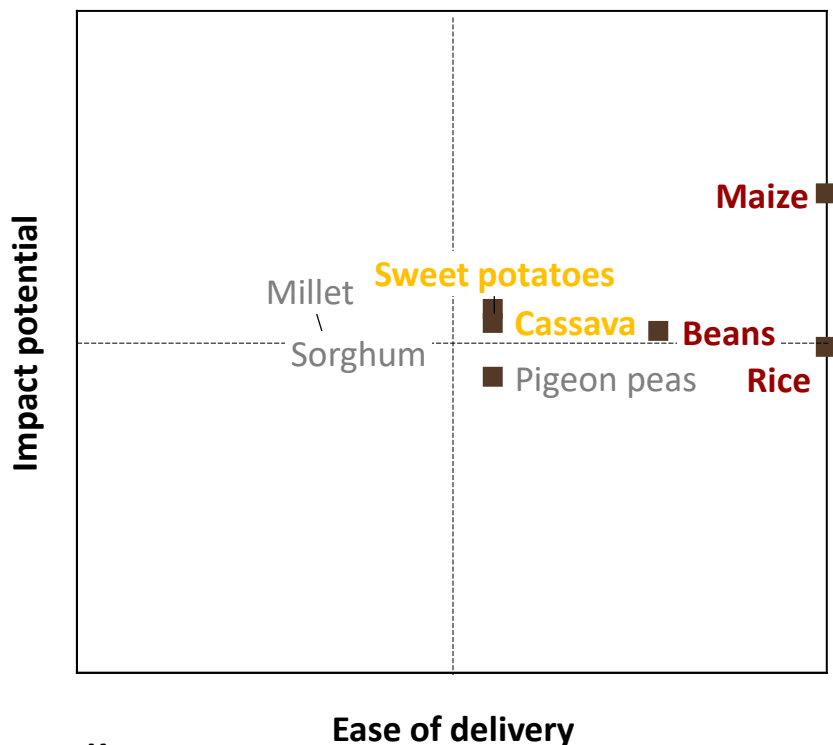
## Program 1: Agriculture transformation program

Implement a fully integrated set of activities to **catalyze** and **sustain** an agricultural transformation across 11 countries



## 2 Within these regions AGRA will focus on three primary crops and two secondary crops in Tanzania

### Scores of crops



#### Key

Primary crops

Secondary crops

3 primary crops: Maize, rice and beans

2 Primary crops: Sweet potato and cassava

Selection of crops done based on

Impact potential:

- Number of farmers
- Yield gap
- Expected future demand

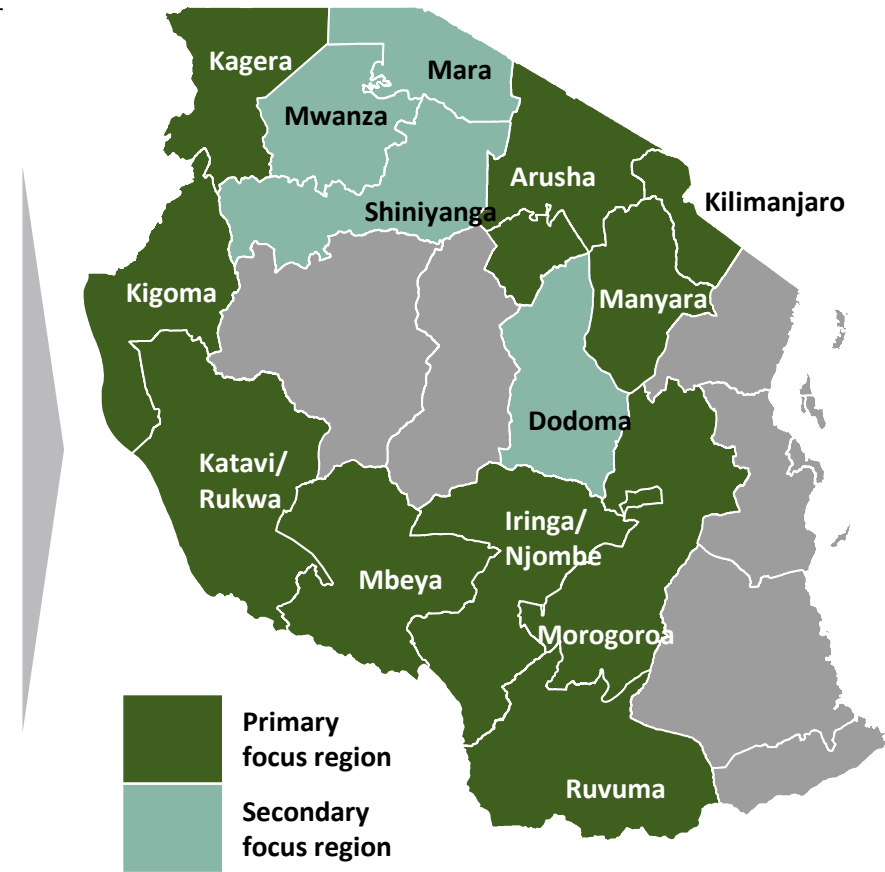
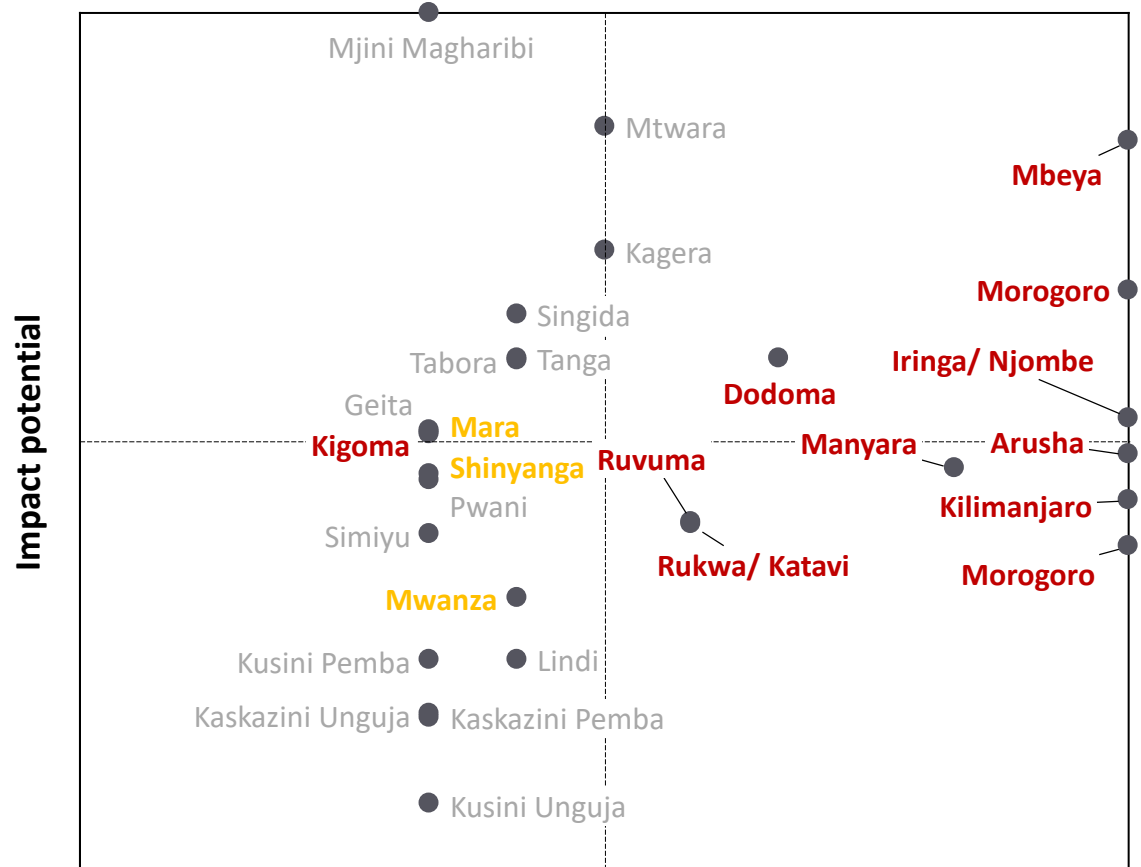
Ease of delivery

- Focus of development partners
- Focus of government
- Quality of infrastructure
- AGRA's investments

Selection of regions done as above but impact was based on number of farmers and farmer density

## 2 AGRA's interventions will focus on 12 primary regions and four secondary regions in Tanzania

### Scores of regions





**Key**  
**Primary regions**  
**Secondary regions**

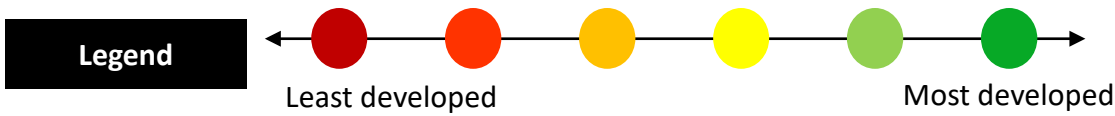


# Under the transformation program, in some countries AGRA will catalyze transformation and in others it shall sustain it

Countries have been categorized between catalyzing and sustaining through criteria:

- 1 Adoption improved inputs      2 Farmers access to inputs      3 Vibrancy of private sector

	Catalyzing transformation						Sustaining transformation				
	Burkina Faso	Ghana	Mali	Ethiopia	Tz.	Moz	Kenya	Rwanda	Uganda	Nigeria	Malawi
1 Input adoption	Yellow	Orange	Orange	Orange	Orange	Red	Green	Yellow	Orange	Orange	Light Green
2 Access to inputs	Yellow	Light Green	Red	Yellow	Red	Red	Light Green	Yellow	Yellow	Orange	Green
3 Private sector	Orange	Light Green	Red	Yellow	Yellow	Light Green	Light Green	Light Green	Yellow	Green	Yellow
AGRA focus	 Support activities that <b>push</b> farmer production toward tipping point						Support systems that <b>pull</b> farmer production to tipping point 				



# In the 6 'catalyzing' countries, AGRA will work to deliver an integrated package of known-solutions at scale

• *In these countries, AGRA and partners will support:*

- **Seed supply** - Development of input markets
- **Fertilizer supply** - Increase fertilizer supply and integrated soil fertility management approaches
- **Farmer access** - Strengthen agro-dealers and farmer organizations
- **Farmer awareness** - Increase farmer awareness and adoption of high-yield solutions with integrated demonstration kits
- **Post harvest management and market access**
  - Support development of markets
  - Support post-harvest loss management
- **Access to finance** - Link farmers to finance
- **Policy and advocacy** - Support policy and regulatory change to enable markets
- **Farmer solutions** - Enable select technical & vocational training; research based support to improve productivity and resilience



# AGRA will deliver its strategy through two programs:

## Program 2: Farmer solutions program

Drive the innovations needed to develop holistic market based solutions and overcome key technical and capacity barriers to agriculture transformation. Delivered through:

### Productivity and Resilience

- **What:** Support research solutions that confront local constraints to production and emerging threats due to climate change, insect pests, and diseases
- **Why AGRA:** AGRA knows the research needs, the institutions who can best achieve these and how to get the ideas and solutions into the hands of farmers



### Human & Institutional capacity development

- **What:** Support government and partners build capacity for independence
- **Why AGRA:** AGRA's connections allow it to know which points in the value chain capacity development will have highest impact



# Across both programs AGRA will pay close attention to four cross-cutting themes

## Climate change



AGRA will support climate smart technologies and improved water management

## Women



AGRA will support women farmers to ensure their preferences and voice are optimized

## Youth



AGRA will pay attention to creating opportunities that move youth into agriculture

## Nutrition



AGRA will build its work into farming systems that promote nutrition