

Executive summary

The sixth Purchase for Progress (P4P) Annual Consultation was held at the Radisson Blu hotel in Rome from 24 to 26 February 2015. Some 170 P4P stakeholders from around the globe attended the discussions on 24 and 25 February, while 26 February was an internal session for WFP staff.

Taking stock

P4P's key contribution has been the building and strengthening of soft infrastructure along value chains, including government institutions.

The P4P pilot has helped to move smallholder farmers to the centre of the development agenda in many countries, confirming the importance of market access to farmers' livelihoods and demonstrating how large food purchasers can engage with smallholder farmers to improve their livelihoods. Challenges relate mainly to the sustainability of results, emphasizing the need for strong partnerships and long-term commitment.

There will be no quick wins, but the pilot has shown how P4P-like programmes provide a good platform for developing the capacities of smallholder farmers and their organizations – essential steps in a world where food needs are projected to double by 2050, and smallholders are expected to produce half of the increase.

Into the future

Participants agreed with WFP's Executive Director that although the pilot phase has ended, P4P-like programmes and activities are here to stay. The discussions and group sessions identified recommendations for broadening and deepening demand-driven smallholder market development going forward. These recommendations are still being synthesized for broader sharing. The major areas for future opportunities are:

- developing the capacities of smallholder farmers and their communities;
- enhancing government engagement and ownership;
- facilitating private-sector engagement;
- promoting financial inclusion; and
- managing and communicating knowledge.

Next steps

WFP's role in the post-pilot stage is to support the development of P4P-like programmes and related policies and systems by governments, coordinating with other partners when needed, but promoting that interventions are government- and not donor-led. WFP will also continue to mainstream learning from the P4P pilot into all relevant programmes and tools.

Introduction

The sixth Purchase for Progress (P4P) Annual Consultation was held at the Radisson Blu hotel in Rome from 24 to 26 February 2015. Some 170 P4P stakeholders from around the globe attended the discussions on 24 and 25 February, while 26 February was an internal session for WFP staff.

Between 2008 and 2013, WFP and its P4P partners tested ways of procuring quality staple foods from smallholder farmers in 20 pilot countries in Africa, Latin America and Asia. Experiences of implementing P4P and similar programmes were extensively documented during the pilot period. The sixth Annual Consultation, “Beyond the Pilot – A Dialogue on Future Opportunities”, provided a forum for partners to discuss lessons that could be leveraged in the post-pilot phase, identify the main challenges, and propose ways of improving the effectiveness of future P4P-like efforts.

Delivering the keynote address on the first day of the consultation, Mr Khalid Bomba of Ethiopia’s Agricultural Transformation Agency noted the critical role played by P4P in supporting the Ethiopian Government’s agricultural development strategy, in which smallholder farmers are viewed not as beneficiaries but as business people. Other speakers included members of the P4P Technical Review Panel (TRP) – an independent, non-remunerated group of technical experts who provided advice throughout the P4P pilot – and representatives of a wide range of P4P partners who shared their perspectives on the pilot. Strongly evident from these perspectives was the fact that the P4P approach is part of a much larger dynamic, and that the journey of learning and experimentation embarked on with P4P must continue.

Day two focused on opportunities and challenges for broadening and deepening demand-driven smallholder market development approaches such as P4P. To help stimulate and frame these deliberations, WFP Executive Director Ertharin Cousin hosted a high-level panel that provided an opportunity for participants to hear from senior officials from partner countries, collaborating organizations and FAO. The panel discussed high-potential opportunities for enhanced coordination and deepened partnership for sustainable transformation of smallholder agriculture from the demand-side. Participants then moved on to group discussions on cross-cutting challenges and opportunities, and strategic thrusts for the future. The day concluded with each of the eight discussion groups presenting recommendations for the way forward.

Taking stock

Discussions throughout the consultation demonstrated partners’ rich understanding of what seems to have worked best and where weaknesses remain. There was consensus that P4P is relevant and in line with the United Nations Secretary-General’s Zero Hunger Challenge. The size of the pilot facilitated large-scale experimentation; attracted wide attention within WFP and among partners, donors and host governments; and generated a wealth of learning, much of which is being documented.

In addition to the actual value of the food procured through pro-smallholder modalities by WFP (US\$148 million) during the pilot, P4P’s key achievement has been the building and strengthening of soft infrastructure along the value chain, including government institutions. Many government representatives present at the consultation mentioned that P4P resonated with their national programmes and priorities, adding impetus to governments’ efforts to link smallholder farmers to markets.

The P4P pilot has helped to move smallholder farmers to the centre of the development agenda in many countries, confirming the importance of market access to farmers' livelihoods and demonstrating how large food purchasers can engage with smallholder farmers to improve their well-being. Challenges relate mainly to the sustainability of results, emphasizing the need for strong partnerships and long-term commitment.

There will be no quick wins, but the pilot has shown how P4P-like programmes provide a good platform for developing the capacities of smallholder farmers and their organizations – essential steps in a world where food needs are projected to double by 2050, and smallholders are expected to produce half of the increase.

Results to build on

P4P projects have been a complement and catalyst to many other developments. They have fitted well with governments' agricultural programmes and policies; boosted the broader humanitarian and development efforts of WFP and other partners; and boosted incentives for smallholder farmers to invest in their production, enabling them to see themselves – and be seen by others – as entrepreneurs and potential partners in the fight against food insecurity, rather than the recipients of aid.

P4P has encouraged smallholders to sell their produce collectively, mainly through farmers' organizations and cooperatives, to obtain access to markets and negotiate better prices and conditions. For some farmers' organizations, the experience of supplying WFP has helped build their capacity and served as informal quality assurance for other purchasers. P4P has given many farmers their first experience of having readily available price and market information and receiving higher prices for quality commodities. WFP's provision of an additional market has sometimes helped increase market competition for smallholders' produce, empowering farmers' organizations by giving them more bargaining power.

The P4P experience has highlighted WFP's contributions to a wide range of partners along staple crop value chains. P4P activities have brought WFP into contact with partners in new areas, helping it to hone its partnership skills, which are often seen as requiring development. Through P4P, WFP and partners have supported the strengthening of commodity exchanges and warehouse receipt systems, helped provide storage and other infrastructure for farmers' organizations, and influenced government agriculture programmes and policy, stimulating innovation, such as for home-grown school feeding. P4P also enhances WFP's role in agricultural development, creating opportunities for working with IFAD and FAO in ways that exploit the comparative advantages of each agency.



"[ACDI/VOCA] facilitates market linkages to help the poor, and P4P is one of the best partnerships we've ever had. ... P4P is breaking down barriers for smallholders to get to markets, bringing people together and expanding opportunities for women." **William Sparks, Vice President ACDI/VOCA**

For WFP, P4P serves as: i) a pilot for learning; ii) an anchor for other development programmes, in combination with interventions for improving nutrition, building resilience, reducing post-harvest losses, etc.; and iii) a procurement tool for its food assistance programmes.



FAO and the supply side

As a member of the Executive Director's high-level panel, Eugenia Serova, Director of FAO's Rural Infrastructure and Agro-Industries Division, outlined how FAO can support P4P-like interventions through its partnerships with governments, programmes on inclusive business models, and guidance to governments on contract farming and on linking smallholders to markets. Areas for WFP-FAO collaboration could include training in management and negotiation skills, developing tools for value chain logistics, supporting the formation of smallholder farmers' organizations, and assisting the organizations in preparing their own business proposals.

Issues to keep in mind

The independent strategic evaluation emphasized the need for WFP and partners to improve coordination and the sharing of experiences, recommending that WFP develop clear guidance materials for dissemination to governments and others interested in implementing P4P-like activities. As noted also by the Technical Review Panel (TRP), M&E data collection systems require further improvements, to provide stronger evidence for attributing benefits to P4P interventions. Information gaps identified include cost-effectiveness and cost-benefit data, comparative analyses among countries, and methods for measuring qualitative results and wider impacts.

Five years is a short time to establish long-lasting links between smallholders and markets, and sustainability remains a major issue if WFP withdraws from P4P projects. As well as identifying alternative government and private sector markets, WFP and partners need to ensure continuing capacity development and support for farmers and their organizations, enabling them to become reliable suppliers in a range of different markets. Related to this is the need to manage expectations. Some consultation participants reported how smallholder farmers lost enthusiasm for sustaining positive results when WFP was unable to purchase their produce because of quality or other issues; slow payments to farmers with urgent cash needs also sometimes compel them to go to other buyers.

Perspectives from the technical review panel

For the TRP, major achievements of P4P include putting smallholder farmers at the centre of the development agenda in many countries; strengthening the notion that markets are an important end point for and trigger of smallholder farmers' livelihoods; and demonstrating how demand from large organizations can improve the livelihoods of smallholder farmers.

The diversity of contexts in the pilot countries helped develop a fuller understanding of the range of challenges that smallholder farmers face in getting to markets, and that obtaining markets for smallholders' produce does not immediately lead to better production.

Maintaining positive results will require that all stakeholders make a sustained commitment to supporting the capacity development of smallholder farmers and their organizations; maintaining strong transparent partnerships between WFP and other partners; and improving linkages from farmers' organizations to governments and the private sector.

The pilot's short time scale left insufficient time to tackle the systemic challenges facing smallholder farmers, and panel members recommended using the lessons learned so far to inform the design and piloting of other P4P-like interventions. Any other

recommendations on the way ahead should focus on context-specific rather than generic guidance, but P4P has demonstrated the potential benefits of using large-scale food procurement to help smallholder farmers.

Into the future

Participants agreed with WFP's Executive Director that although the pilot phase has ended, P4P-like programmes and activities are here to stay. Discussions on future interventions identified recommendations for broadening and deepening demand-driven smallholder market development. These recommendations are still being synthesized for broader sharing. The major categories are detailed below.

Building capacities of smallholder farmers and their communities

Linking smallholders to markets is just the start of the story. Ongoing capacity development for smallholder farmers is needed, particularly in improving and sustaining productivity levels, developing financial and business skills, leveraging credit, quality enhancement and assurance, compliance with grades and standards and contract terms, and expanding into regional and other markets.

To reach more smallholders who have the potential to produce surpluses – including poorer and more marginalized groups – P4P partners might explore opportunities for expanding into new value chains and commodities, including those where women traditionally have larger roles; less explored points along the value chain, including small-scale traders and processors; and alternative ways of organizing farmers for aggregation, such as through collection centres or lead farmer schemes.

Involving young women and men in farmers' organizations and activities is critical in attracting unemployed youth to the opportunities in farming and agribusiness, and helps prepare a new generation of business-oriented, smallholder farmers ready to supply modern markets and growing demand. Targeting youth also promotes gender equality by facilitating women's inclusion in groups from a younger age.

Capacity development of local microfinance institutions and other stakeholders along the value chain can also benefit smallholders by providing them with access to reliable markets, as well as loans and other inputs. For example, small-scale local traders could be categorized according to the volumes and qualities they handle, the services they provide, and whether they add value. Farmers could then be linked to value-adding traders of the appropriate category. Strategies for negotiating with traders, building their capacity and standardizing their practices are also needed.

P4P partners are encouraged to:

- enhance the capacities of local and national governments, including capacity development of extension staff and support to improved agricultural infrastructures;
- explore opportunities for expanding P4P activities into new geographic areas, commodities and points in the value chain;
- classify smallholder farmers and their organizations according to their capacities to supply markets reliably; and
- target young women and men and develop innovative ways of addressing the gender inequalities in agriculture and rural areas.

Perspectives of farmers and their organizations



Melkit Farmers' Cooperative Union in Ethiopia has 91,000 smallholder members, 20,000 of whom are women. General Manager Kelifa Ulgeno reported greater understanding of modern marketing practices as one of the main benefits of P4P, along with access to loans (from the Commercial Bank of Ethiopia at attractive interest rates) through tripartite supply contracts between WFP, the Cooperative Union and Primary Cooperatives. Increased incomes for farmers and cooperatives has set off a virtuous cycle of investments in improved marketing, production, quality management and other capacities and the Cooperative Union is now extending its activities into other agricultural markets.



Chimpji Cooperative is located in a remote rural area of Zambia and has 276 members. Ireen Musona reported how cooperative members first heard about P4P from the Ministry of Agriculture in 2011. Since then, with P4P's support for achieving improved quality, post-harvest handling and aggregation – including the construction of a warehouse, for which the cooperative contributed 25 percent of costs – cooperative members have begun selling beans to WFP, recording sales of 250 metric tons in 2014 (with a value of US\$130,000). 42 percent of the bean suppliers are women, who have been empowered by their involvement in and increased income from P4P. The experience of working through contracts and contributing to warehouse construction has led to the cooperative signing a contract with IFAD for a road improvement project, which has brought significant positive changes to the community now that it is more accessible to government workers and extension agents. The cooperative is already supplying government institutions and private processing factories, and the Ministry of Agriculture is putting members in touch with other potential purchasers.

Government engagement and ownership

Governments have a clear role in establishing policies, programmes and a legal environment that bring smallholder farmers into the broader development agenda and are conducive to smallholders' own development. For example, tenure systems may need revising to enable land reform that promotes investment in improved production, and market interventions need to be well-informed, transparent and better coordinated.

Government support can include:

- Investments in storage and other infrastructure for improving market access;
- linking food-secure with food-insecure areas through an improved road network and transport infrastructure;
- providing capacity development where the private sector has so far been unable to do so;
- convening stakeholders along agricultural value chains to promote links between smallholders and private-sector buyers and partners;
- developing policies and legislation to encourage women's involvement along the value chain;
- and investing in Research & Development to improve understanding of what investments and programmes can best help smallholder farmers reach their potential.
- Several consultation participants noted that some governments will continue to require development partners' support as they develop the capacity to design and implement their own programmes for promoting smallholder development through market linkages.

Governments also provide market opportunities for smallholder farmers: institutional purchases from smallholder farmers are increasingly being used for supplying national grain reserves, schools, hospitals, prisons, military rations and other government requirements, including food-based social safety nets where these may exist.

- Governments should seek to make public procurement procedures and policies smallholder-friendly, removing impediments to the full participation of smallholder farmers and their organizations while avoiding market distortions that discourage private-sector



Perspectives of government partners

H.E. Veronica Rojas (Vice-Minister of Foreign Affairs, Nicaragua), Lambert Doe Delanyo Abusah, Ministry of Food and Agriculture, Ghana) and Daniel Simeon Kelema (Ministry of Rural Development, Mali) described experiences of P4P interventions in their countries.

For all three governments, capacity development of farmers has been one of P4P's most valuable contributions, with overall impacts on farming families often being far greater than the measurable increases in volumes produced and sold. Governments see their own roles in sustaining these results as being in improving the environment for small-scale agribusiness and expanding market opportunities to all categories of smallholder farmer, ensuring that they can respond to market expectations for quality and quantity.

Perspectives of private-sector partners

Grow Africa aims to increase private-sector involvement in Africa as a way of promoting countries' economic development and creating jobs in the agriculture sector. Senior Manager Stella Kariuki-Pieroth described how *Grow Africa* can use its links to stakeholders all along the value chain – from capital suppliers to buyers – to explore ways of sustaining the results of P4P after WFP's withdrawal.

Rab Processors was founded in Malawi 31 years ago and now has 2,000 employees working to add value to and provide an export window for smallholders' produce. For Managing Director Sai Kiran, future P4P-like programmes could focus on linking farmers' organizations to other value chain actors, including traders/dealers that provide the produce aggregation and quality control that private-sector buyers need. As well as markets, smallholder farmers also need supportive government policies, infrastructure, capacity development, and access to financing facilities.

The *Export Trading Group (ETG)* started in Kenya in the 1960s as a company for "helping smallholder farmers get their produce to market". It now has 10,000 employees in branches throughout Eastern, Western and Southern Africa and around the world. Shem Odhiambo, Country Head of the Kenya office, describes ETG as a private-sector player with a social dimension; the long-term vision is empowering smallholders, and the company pays competitive prices and provides farmers with extension services and access to inputs and finance. For ETG, P4P's main benefits have been in improving quality and aggregation of smallholders' produce.

buyers. One example is to encourage institutional purchasers to buy a minimum percentage of government commodity requirements from smallholder farmers.

- P4P partners can support these efforts and contribute to further research, such as documenting the costs, benefits and sustainability of institutional buying, including its impact on the private sector.

Facilitating private-sector engagement

Increasingly, private companies are viewing smallholder farmers as business-oriented actors and are thus interested in partnering with organizations like WFP to draw smallholder farmers into formal markets. For smallholders, the private sector can be both a buyer of produce and a supplier of inputs and financial services. However, private companies will work with smallholders only when it makes economic sense to do so, and the support of governments and development partners is still critical in building smallholders' capacities to deliver reliably on the quality and quantity demands of private-sector buyers. While commercial viability for all supply chain actors is crucial when bringing smallholder support to scale, there is still a need for capacity development and other support for local, small-scale traders and agro-dealers that invest in and add value to farmers' produce, as these intermediaries provide a critical market option for smallholder farmers. A deeper understanding of the diverse roles, motivations and capacity needs of market intermediaries is still required.

Governments' main role is in developing policy, infrastructure, market information systems and incentives that encourage private-sector companies to purchase from smallholder farmers, including women producers.

Development partners should:

- clarify their expectations of the private sector's engagement with smallholder farmers;
- involve private-sector stakeholders from all relevant points along the value chain in the design of programmes where they have a potential role – cereal fairs, buyer/seller platforms and WFP's Patient Procurement Platform (PPP) are forums for these discussions;
- work with all parties to identify the risks and agree on mitigation and risk sharing agreements – private-sector partners may have their own mechanisms for working with smallholder suppliers; and
- explore ways of integrating the smallest farmers – who are often viewed as unviable partners – into the value chain.

Financial inclusion

Access to affordable financial services remains a major challenge for smallholder farmers and their organizations. P4P has had a valuable role in facilitating this access, providing a good example of how contracts with WFP and other large-scale buyers can be leveraged as collateral for loans to smallholder farmers' organizations. As a result, the potential for reinvestment has increased and more smallholder-friendly products have been developed. By examining the informal local systems that operate successfully in contexts where formal institutions are wary of lending, partners can build on these experiences to identify features that could be adopted by financial institutions. In this way, the reach of credit could be extended to areas where formal institutions currently don't lend because of the perceived risk, but where informal systems are doing a thriving business.

Partners and WFP should continue building relationships between financial institutions and smallholder farmers. Investments and capacity development that support other tools for access to finance – such as weather insurance and warehouse receipt systems – could also be considered. Several suggestions were made with regards to how to continue building trust between farmers' organizations and financial institutions: establishing a system to determine whether a farmers' organization is a viable partner, based on members' capacity and the achievement of agreed milestones to continue the partnership; ensuring the transparency of financial institutions; and enhancing farmers' understanding of the transaction costs and benefits of marketing options for more informed decision-making.

- WFP and other purchasers of farmers' produce should revise and improve the efficiency of their procurement processes and mechanisms to make them more conducive to smallholder suppliers, including by contract negotiation, easing regulations and speeding up payment processes.
- All partners should gather and disseminate learning on financial inclusion in order to promote best practices that enhance smallholder farmers' access to credit.
- WFP will continue to work in close collaboration with sister RBA agencies FAO and IFAD, and other actors working on financial inclusion. WFP is not an expert in financial services and does not intend to assume this role.

Suggestions for future focus

For Alesha Black (Senior Program Officer at the Bill and Melinda Gates Foundation), four aspects of P4P should be explored more fully:

- working with small-scale traders, encouraging them to invest in the value chain and adopt pro-smallholder practices such as using standard weights and measures;
- expanding the range of financial partners and options, including international banks and the use of mobile funds;
- involving donors in discussions of future needs for P4P-like interventions; and
- increasing government-to-government visits among countries implementing or interested in implementing P4P-like programmes.

P4P was a pilot that became a development project. For William Sparks of ACDI/VOCA, collaboration and communication could still be improved, particularly in developing resources, working with donors to get things done together, and communicating successful activities across borders.

Knowledge management

Participants noted how valuable the P4P Annual Consultations have become in building common purpose and encouraging ownership across all stakeholders. WFP's Executive Director and Assistant Executive Director both stressed WFP's commitment to complete specific learning activities, including analysis of existing data and assessment against outstanding questions and sharing results widely. To that end, the P4P Coordination Unit will continue to work with African Economic Research Consortium (AERC) to establish an information sharing and learning platform for all relevant P4P data and learning, and continuing this process in the next stage of P4P and pro-smallholder programming.

Participants suggested criteria for prioritizing actions, including by starting:

- with “low-hanging fruit” – the improvements that WFP can make on its own;
- in areas where several partners have shared ideas and the right capacities;
- by creating tools and processes that can be passed on to others;
- with the most cost-effective activities;
- in areas where WFP's exit would be particularly damaging; or
- on issues where there is political will.



Next steps

WFP's role in the post-pilot stage is to support the development of P4P-like programmes and related policies and systems by government, pulling in other supporting partners, but promoting the idea that interventions are government- rather than donor-led. WFP will also continue to mainstream learning from the P4P pilot into all relevant programmes and tools. The P4P Coordination Unit will complete the process of reviewing the recommendations, aiming to identify a manageable set for implementation with relevant partners.

WFP is committed to:

- providing demand-driven support to smallholders through P4P-like interventions and the Patient Procurement Platform;
- completing the learning agenda on P4P and making it available as a public good; and
- strengthening and developing the partnerships it has developed through P4P.

It asks that:

- national governments continue their engagement and leadership in P4P interventions, but take more ownership of the programmes, especially the coordination role;
- all partners deepen their investments in programmes that support smallholders; and
- all partners join the ongoing consultation process on defining the objectives and design of future P4P interventions.

World Food Programme

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Purchase for Progress

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Tuesday, 24 February

Session 1.1

- 08:00 - 09:00 Registration**
- 09:00 - 09:05 Welcome**
Georgia Shaver, Facilitator
- 09:05 - 09:15 Opening remarks**
*Ramiro Lopes da Silva, Assistant Executive Director
World Food Programme*
- 09:15 - 09:30 Objectives and expectations**
*Ken Davies, P4P Director and Global Coordinator
World Food Programme*
- 09:30 - 10:00 Keynote address: "Strengthening strategic partnerships with development agencies: The increasing importance of dual utilization in moving from aid to trade in Ethiopia's agricultural sector"**
*Khalid Bomba, Chief Executive Officer
Ethiopia Agricultural Transformation Agency*

10:00 - 10:30 Tea and coffee break

Session 1.2

- 10:30 - 10:45 Presentation on strategic evaluation findings and recommendations**
*Helen Wedgwood, Director of Evaluation
World Food Programme*
*Anne-Claire Luzot, Senior Evaluation Officer
World Food Programme*
- 10:45 - 11:15 Perspectives from Technical Review Panel (TRP)**
*Shaun Ferris, Director, Agriculture and Livelihoods
Catholic Relief Services*
*Miguel Garcia-Winder, Head, Agribusiness and Commercialization
Inter-American Institute for Cooperation on Agriculture*
*Boaz Keizire, Director
Center for Agricultural Transformation in Africa*
*Francesco Rispoli, Technical Advisor for Rural Finance
International Fund for Agricultural Development*
- 11:15 - 11:30 Perspectives from WFP management**
*Stanlake Samkange, Director, Policy and Programme Division
World Food Programme*
*Corinne Fleischer, Director, Procurement Division
World Food Programme*
- 11:30 - 13:00 Group discussion on strategic evaluation findings and WFP perspectives**

Tuesday, 24 February

13:00 - 14:30 Lunch break

Session
1.3

14:30 - 16:00 Partner perspectives and lessons

Georgia Shaver, Facilitator

Panel 1: Partners from governments

Lambert Doe Delanyo Abusah, Director

Policy Planning and Evaluation Directorate

Ministry of Food and Agriculture, Republic of Ghana

Daniel Simeon Kelema, Secretary General

Ministry of Rural Development, Republic of Mali

H.E. Veronica Rojas, Vice-Minister of Foreign Affairs

Republic of Nicaragua

Panel 2: Partners from the private sector

Sai Kiran, Managing Director, Rab Processors, Republic of Malawi

Shem Odhiambo, Country Head, Export Trading Group

Republic of Kenya

Stella Kariuki-Pieroth, Senior Manager, Value Chain Partnership

World Economic Forum, Grow Africa

16:00 - 16:30 Tea and coffee break

Session
1.4

16:30 - 18:00 Partner perspectives and lessons (continued)

Panel 3: Partners from farming communities, farmer organizations and NGOs

Ireen Musonda, Farmer, Chimpji Cooperative, Kawambwa

Republic of Zambia

Kelifa Ulgeno, General Manager, Melkit Farmer's Cooperative Union

Federal Democratic Republic of Ethiopia

William Sparks, Vice President, ACDI/VOCA

Panel 4: Partners from foundations and development organizations

Alesha Black, Senior Program Officer

Bill and Melinda Gates Foundation

Lemma Senbet, Executive Director

African Economic Research Consortium

Emily Martin, Program Officer, Howard G. Buffett Foundation

18:00 - 18:30 Key take-aways from day one and preparations/ instructions for day two

Georgia Shaver, Facilitator

Ken Davies, P4P Director and Global Coordinator

18:30 Cocktail reception in hotel



P4P Purchase for Progress Annual Consultation

Beyond the Pilot – A Dialogue on Future Opportunities

24-25 February 2015

Wednesday, 25 February

Session
2.1

08:30 - 09:30

Executive Director's high-level panel

Moderator:

*Ertharin Cousin, Executive Director
World Food Programme*

Panelists:

*Eugenia Serova, Director, Rural Infrastructure and Agro-Industries
Division, Food and Agriculture Organization of the United Nations*

*H.E. Joseph Sam Sesay, Honourable Minister of Agriculture, Forestry
and Food Security, Republic of Sierra Leone*

*Ishmael Sunga, Chief Executive Officer
Southern African Confederation of Agricultural Unions*

*Simone Zoundi, Executive Director
Société d'Exploitation des Produits Alimentaires*

09:30 - 10:00

Presentation to set the stage for the forward-looking day two agenda and to guide roundtables

Georgia Shaver, Facilitator

*Clare Mbizule, P4P Senior Advisor for Monitoring and Evaluation
World Food Programme*

Session
2.2

10:00 - 10:30

Tea and coffee break

10:30 - 12:00

Roundtables on cross-cutting challenges and opportunities

Roundtable 1: Supply

*Chair: Daniel Karanja, Executive Director
Partnership to Cut Hunger and Poverty in Africa*

*Rapporteur: Marina Negro Ponte, P4P Country Coordinator
United Republic of Tanzania, World Food Programme*

Roundtable 2: Marketing channels

*Chair: Richard Rogers, Senior Programme Officer
Bill and Melinda Gates Foundation*

*Rapporteur: Alessia Decaterina, P4P Country Coordinator
Republic of Ghana, World Food Programme*

Roundtable 3: Demand

*Chair: Laura Melo, Country Director, Republic of Cuba
World Food Programme*

*Rapporteur: Emmanuela Mashayo, P4P Country Coordinator
Republic of South Sudan, World Food Programme*

Roundtable 4: Financial inclusion

Chair: Nuhu Hatibu, Executive Director, Kilimo Trust

*Rapporteur: Mauricio Burtet, P4P Country Coordinator
Federal Democratic Republic of Ethiopia, World Food Programme*

12:00 - 14:00

Lunch break

Wednesday, 25 February

Session
2.3

14:00 - 15:30

Roundtables on strategic thrusts

Roundtable 1: Government support – National strategies

Chair: *Antony Chapoto*

Indaba Agricultural Policy Research Institute, Zambia

Rapporteur: *Sarah Longford, Senior Regional Programme Advisor
Southern Africa Regional Bureau, World Food Programme*

Subject Specialist: *Boaz Keizire, Director*

Center for Agricultural Transformation in Africa

Roundtable 2: Government support – Regional/continental agenda

Chair: *Laila Lokosang, CAADP Pillar III Advisor*

African Union Commission

Rapporteur: *Titus Awokuse, Chair of Department of Applied
Economics and Statistics, University of Delaware*

Subject Specialist: *Miguel Garcia-Winder*

Head, Agribusiness and Commercialization

Inter-American Institute for Cooperation on Agriculture

Roundtable 3: Private sector facilitation

Chair: *Arlene Mitchell, Executive Director*

Global Child Nutrition Foundation

Rapporteur: *Ishmael Sunga, Chief Executive Officer*

Southern African Confederation of Agricultural Unions

Subject Specialist: *Martin Maugustini, Country Manager, Uganda
AFGRI Ltd*

Roundtable 4: R&D and advocacy

Chair: *Shaun Ferris, Director, Agriculture and Livelihoods*

Catholic Relief Services

Rapporteur: *Siobhan Kelly, Agribusiness Economist*

Rural Infrastructure and Agro-Industries Division, FAO

Subject Specialist: *Innocent Matshe, Director of Training*

African Economic Research Consortium

15:30 - 16:00

Tea and coffee break

Session
2.4

16:00 - 17:30

Round table reports

Roundtable rapporteurs

17:30 - 17:55

Conclusions and the way forward

Georgia Shaver, Facilitator

*Ken Davies, P4P Director and Global Coordinator
World Food Programme*

17:55 - 18:00

Closing remarks

*Ramiro Lopes da Silva, Assistant Executive Director
World Food Programme*

Purchase for Progress (P4P) - 2015 Annual Consultation - Rome, Italy

PARTICIPANTS LIST

| Country | Name | Title |
|--|----------------------------|--|
| Government Representatives | | |
| 1 Ethiopia | Khalid Bomba | Chief Executive Officer, Agricultural Transformation Agency |
| 2 Ghana | Lambert Doe Delanyo Abusah | Director, Policy Planning & Evaluation Directorate, Ministry of Agriculture |
| 3 Guatemala | Oscar Hernandez | Ministry Advisor, Ministry of Agriculture |
| 4 Malawi | Alex Namaona | Director of Planning, Ministry of Agriculture |
| 5 Malawi | Charity Musonzo | Deputy Director for Trade, Ministry Of Trade and Industry |
| 6 Mali | Daniel Simeon Kelema | Secretary General, Ministry of Rural Development |
| 7 Nicaragua | Veronica Rojas | Vice Minister, Foreign Affairs |
| 8 Rwanda | Norbert Sendege | Director General of Crops Production, Ministry of Agriculture and Animal Resources (MINAGRI) |
| 9 Sierra Leone | Joseph Sam Sesay | Minister of Agriculture, Forestry & Food Security |
| Regional Farmers Organizations (FO) and Farmers | | |
| 10 Ethiopia (Farmer) | Kelifa Ulgeno | General Manager, Melik Silte Farmers' Cooperative Union |
| 11 Ghana (Farmer) | Charles Kofi Sarfo | Farmer, The Lord is my Sheperd Farmers' Group |
| 12 Le Réseau des Organisations Paysannes et de Producteurs de l'Afrique de l'Ouest (ROPPA) | Bassiaka Dao | General Treasurer |
| 13 Southern African Confederation of Agricultural Unions (SACAU) | Ishmael Sunga | Chief Executive Officer |
| 14 World Farmers Organization (WFO) | Luisa Volpe | Policy Officer |
| 15 World Farmers Organization (WFO) | Giorgia Pergolini | Junior Expert |
| 16 Zambia (Farmer) | Ireen Musonda | Farmer, Chimpili Cooperative in Kawambwa |
| Development Organizations | | |
| 17 ACDI/VOCA | William Sparks | Vice President - Programme Services |
| 18 ACDI/VOCA | Ahmad Jazayeri | Director, Value Chain Competitiveness/Cereals Value Chain Project/ACDI VOCA/USAID/Mali |
| 19 Alliance for Commodity Trade in Eastern and Southern Africa/COMESA | George James Magai | Director of Trade and Marketing |
| 20 African Union Commission | Laila Lokosang | CAADP Pillar III Adviser, Rural Economy and Agriculture |
| 21 Aga Khan Development Network (AKDN) | Aleeza Mitha | Resource Mobilisation Manager |
| 22 Bioersity International | Teresa Borelli | Programme Specialist, Food and Nutrition |
| 23 Collectif Stratégies Alimentaires | Marek Poznanski | Program Coordinator, Agriculture Development |
| 24 Food and Agriculture Organization (FAO) | Eugenia Serova | Director, Rural Infrastructure and Agro-Industries Division (AGS) |
| 25 Food and Agriculture Organization (FAO) | Luana Swensson | Research Analyst, Rural Infrastructure and Agro-Industries Division (AGS) |
| 26 Food and Agriculture Organization (FAO) | Israel Klug | PAA Africa |
| 27 Food and Agriculture Organization (FAO) | Siobhan Kelly | Agribusiness Economist, Agribusiness and Rural Infrastructure Division, (AGSD) |
| 28 Food and Agriculture Organization (FAO) | Attaher Maiga | FAO Representative, Rwanda |
| 29 Global Alliance for Improved Nutrition (GAIN) | Bonnie McClafferty | Director, Agriculture and Nutrition |
| 30 Global Child Nutrition Foundation | Arlene Mitchell | Executive Director |
| 31 GIZ | Ingo Melchers | Senior Advisor on Value Chain Management |
| 32 International Fund for Agricultural Development (IFAD) | Jean-Philippe Audinet | Senior Technical Advisor, Producers Organisations and Rural Development |
| 33 International Fund for Agricultural Development (IFAD) | Cheikh Sourang | Senior Advisor (retired) |
| 34 International Fund for Agricultural Development (IFAD) | Anne-Laure Roy | Senior Technical Advisor |
| 35 International Fund for Agricultural Development (IFAD) | Philipp Baumgartner | Technical Advisor |
| 36 International Fund for Agricultural Development (IFAD) | Beatrice Gerli | Technical Advisor |
| 37 International Fund for Agricultural Development (IFAD) | Roberto Longo | Senior Technical Specialist |
| 38 International Finance Corporation (IFC) | Bradford L. Roberts | Senior Operations Officer |
| 39 International Finance Corporation (IFC) | Laura Mecagni | Head of Global Agriculture and Food Security Program (GAFSP) |
| 40 Japan International Cooperation Agency (JICA) | Yuichi Nishida | Deputy Director of Africa team, Rural Development Department |
| 41 United Nations Development Programme (UNDP) | Marlen Schuepbach | Policy Adviser & Liaison Officer |
| 42 United States Agency for International Development (USAID) | Melissa Ho | Technical Division Director, Bureau for Food Security (acting) |
| 43 Welt Hunger Hilfe | Thomas Marx | Donor Relations Manager |
| 44 World Vision International (WVI) | Bernie Fortes | Directors, Food Assistance Information Management |
| Private Sector & Foundations | | |
| 45 AFGRI | Martin Maugustini | Country Manager, Uganda |
| 46 Bill and Melinda Gates Foundation | Richard Rogers | Senior Program Officer |
| 47 Bill and Melinda Gates Foundation | Alesha Black | Senior Program Officer, Agriculture Development |
| 48 Cartier Foundation | Florence Temple-Rossetti | Program Manager |
| 49 Export Trading Groups (ETG) | Shem Odhiambo | Country Head, Kenya |
| 50 Howard G. Buffett Foundation | Emily Martin | Program Officer |
| 51 Kilimo Trust | Nuhu Hatibu | Chief Executive Officer |
| 52 Kofi Annan Foundation | Tesfai Teclé | Senior Advisor |
| 53 Louis Dreyfus Foundation | Guy Hogge | Global Head, Sustainability Department |

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|----|--|------------------------|---|
| 54 | MASK Africa | Nick Zenonos | Communications Director |
| 55 | MASK Africa | John Lumb | Commercial Director at Africa Food Security |
| 56 | MASK Africa | Mark Smillie | Consultant, Finance and Asset Protection |
| 57 | Rab Processors | Sai Kiran | Managing Director |
| 58 | SCOPEinsight | Marise Blom | General Manager |
| 59 | Société d'Exploitation des Produits Alimentaires (SODEPAL) | Simone Zoundi Kafando | President (Burkina Faso) |
| 60 | World Economic Forum Grow Africa (WEF/AU/NEPAD) | Stella Kariuki-Pieroth | Senior Manager Value Chain Partnerships |

Research & Advocacy Institutions

| | | | |
|----|---|----------------------|---|
| 61 | African Economic Research Consortium (AERC) | Lemma Senbet | Executive Director |
| 62 | African Economic Research Consortium (AERC) | Innocent Matshe | Director of Training |
| 63 | Cornell University | Joanna Upton | Postdoctoral Research Associate |
| 64 | Indaba Agricultural Policy Research Institute of Lusaka | Anthony Chapoto | Research Director |
| 65 | Partnership to Cut Hunger and Poverty in Africa | Daniel Karanja | Executive Director |
| 66 | University of Delaware | Titus Awokuse | Professor and Chair - Dept. of Applied Economics & Statistics |
| 67 | University of Nairobi | Willis Oluoch Kosura | Professor, Agricultural Economics |

P4P Technical Review Panel members

| | | | |
|----|--|----------------------|---|
| 68 | Centre for Agricultural Transformation in Africa (CATA) | Boaz Keizire | Director |
| 69 | Catholic Relief Services (CRS) | Shaun Ferris | Director, Agricultural and Livelihoods |
| 70 | IFAD | Francesco Rispoli | Technical Advisor, Rural Finance |
| 71 | Inter-American Institute for Cooperation on Agriculture (IICA) | Miguel Garcia-Winder | Head Agribusiness and Commercialization |

Permanent Representations in Rome

| | | | |
|----|---|-------------------------------|---|
| 72 | Belgium | Lieselot Germonprez | Attaché |
| 73 | Canada | Michael Gort | Deputy Permanent Representative |
| 74 | Canada | Courtney Hood | Adviser |
| 75 | Colombia | Sr. Don Felipe Steiner Fraser | First Secretary |
| 76 | Ethiopia | Tsegie Tarekegn | Minister Counsellor |
| 77 | Ethiopia | Aseffa Abreha | Minister Plenipotentiary |
| 78 | EU delegation | Lourdes Magana De Larriva | Adviser |
| 79 | EU delegation | Jose Capitan | Attache |
| 80 | EU delegation | Julie Prete | Intern |
| 81 | Germany | Thomas Wriessnig | Permanent Representative, Ambassador |
| 82 | Germany | Otmar Greiff | Minister Counsellor |
| 83 | Guatemala | Sylvia Wohlers de Meie | Ministro Consejero |
| 84 | Hungary | Zoltan Kalman | Consigliere Agricolo |
| 85 | Iraq | Amjed Al Rifaie | Alternate Permanent Representative |
| 86 | Liberia | Rashid Kohma | Representative of Permanent Representative |
| 87 | Kenya | Fabian Sumba Muya | Agricultural Attaché |
| 88 | Mali | Bruno Maiga | Permanent Representative, Ambassador |
| 89 | Mali | M. Bah Konipo | Deputy Permanent Representative, Conseiller |
| 90 | Norway | Margot Skarpeteig | Counsellor |
| 91 | Sierra Leone | Festus Tarawalie | Permanent Representative |
| 92 | U.S. Mission to the UN Agencies in Rome | Christopher Shepherd-Pratt | Humanitarian and Development Counselor |
| 93 | U.S. Mission to the UN Agencies in Rome | Melanie Mason | Senior Humanitarian Advisor |
| 94 | U.S. Mission to the UN Agencies in Rome | Elizabeth Petrovski | Finance & Oversight Specialist |
| 95 | Zambia | Kayoya Masuhwa | Agricultural Attaché |
| 96 | Zimbabwe | Irene Boshia | Minister Counsellor |

WFP FIELD STAFF - P4P & P4P-like Country Offices

| | | | |
|-----|------------------------------|---------------------------|--|
| 97 | Afghanistan | Angelline Rudakubana | Deputy Country Director |
| 98 | Burkina Faso | Jean-Charles Dei | Country Director and Representative |
| 99 | Cuba | Laura Melo | Country Director and Representative |
| 100 | Democratic Republic of Congo | Pablo Recalde | Country Director and Representative |
| 101 | El Salvador | Nils Grede | Country Director and Representative |
| 102 | Ghana | Mutinta Chimuka | Country Director and Representative |
| 103 | Honduras | Pasqualina di Sirio | Country Director and Representative |
| 104 | Kenya | Lara Fossi | Head of Programme |
| 105 | Madagascar | Franck Aynes | Head of Logistics |
| 106 | Malawi | Hiroko Ushiyama | Country Director and Representative |
| 107 | Mali | William Affif | Head of Programme/Deputy Country Director (AI) |
| 108 | Nicaragua | Marc Regnault De La Mothe | Country Director (AI) |
| 109 | Rwanda | Jean-Pierre de Margerie | Country Director and Representative |
| 110 | Senegal | Inge Breuer | Country Director and Representative |
| 111 | Sierra Leone | Gon Myers | Country Director and Representative |

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|---------------------------------|--|-------------------------------|--|
| 112 | South Sudan | Eddie Rowe | Deputy Country Director |
| 113 | Sudan | Kojo Anyanful | Deputy Country Director |
| 114 | Tanzania | Richard Ragan | Country Director and Representative |
| 115 | Uganda | Michael Dunford | Deputy Country Director |
| 116 | Zambia | Simon Cammelbeeck | Country Director and Representative |
| P4P Country Coordinators | | | |
| 117 | Ethiopia | Mauricio Burtet | P4P Country Coordinator |
| 118 | Ghana | Alessia De Caterina | P4P Country Coordinator |
| 119 | Guatemala | Felipe Lenhoff | P4P Country Coordinator |
| 120 | Rwanda | Francisco Mendes | P4P Country Coordinator |
| 121 | South Sudan | Emmanuela Mashayo | P4P Country Coordinator |
| 122 | Tanzania | Marina Negrofonte | P4P Country Coordinator |
| 123 | Zambia | Aurore Rusiga | P4P Country Coordinator |
| WFP Regional Bureau | | | |
| 124 | Asia Regional Bureau | Djordje Vdovic | Programme Officer, Focal point for the Asia Region |
| 125 | Middle East, North Africa, Eastern Europe and Central Asia Regional Bureau | Carlo Scaramella | Deputy Regional Director, Middle East, North Africa, Eastern Europe and Central Asia |
| 126 | Southern Africa Regional Bureau | Sarah Longford | Senior Regional Programme Advisor, Southern Africa Regional Bureau, P4P Focal Point |
| 127 | West Africa Regional Bureau | Felix Gomez | Deputy Regional Director, West Africa Regional Bureau |
| 128 | West Africa Regional Bureau | Nacer Benalleg | Senior Regional Procurement Officer, P4P Regional Focal Point, West Africa Regional Bureau |
| 129 | Eastern and Central Africa Regional Bureau | Simon Denhere | Senior Regional Procurement Officer, Eastern and Central Africa Regional Bureau, P4P Focal Point |
| 130 | Latin America & Caribbean Regional Bureau | Hebert Lopez | P4P Regional Focal Point, Latin America and Caribbean |
| 131 | Centre of Excellence, Brazil | Daniel Balaban | Director, Centre of Excellence, Brazil |
| Steering Committee | | | |
| 132 | Italy | Ramiro Lopes Da Silva | Assistant Executive Director, Operations Services |
| 133 | Italy | Stanlake Samkange | Director, Policy and Programme Division |
| 134 | Italy | Corinne Fleischer | Director, Procurement Division |
| 135 | Italy | Ken Davies | Director, P4P Global Coordinator |
| 136 | African Union Office, Ethiopia | Thomas Yanga | Director, African Union office in Addis Ababa |
| WFP HQ Staff | | | |
| 137 | Italy | Adrian Van der Knaap | Chief, Logistics and Transport Service |
| 138 | Italy | Ahnna Gudmunds | Communications Officer, P4P |
| 139 | Italy | Andreas Hansen | External Relations Officer, Rome-based Agencies |
| 140 | Italy | Annalisa Conte | Deputy Director, Policy and Programme Division |
| 141 | Italy | Anne-Claire Luzot | Senior Evaluation Officer |
| 142 | Italy | Anne Kohli | Consultant, Private Sector Partnerships Division |
| 143 | Italy | Azzurra Massimino | Consultant, Climate Resilience for Food Security |
| 144 | Italy | Barbara Pfister | Reports Officer, P4P |
| 145 | Italy | Catherine Feeney | Deputy Director, Partnership, Policy Coordination & Advocacy Division |
| 146 | Italy | Clare Mbizule | Programme Advisor, Monitoring & Evaluation, P4P |
| 147 | Italy | Damien Fontaine | Programme Officer, Monitoring & Evaluation, P4P |
| 148 | Italy | Darana Souza | Programme Officer, PAA Africa(P4P) |
| 149 | Italy | David Ryckembusch | Senior Programme Advisor, Policy and Programme Division |
| 150 | Italy | Dragica Pajevic-Alp | Logistics Officer, Logistics Division |
| 151 | Italy | Edouard Nizeyimana | Senior Programme Advisor, P4P |
| 152 | Italy | Eric Mpitabakana | Consultant, Policy and Programme Division |
| 153 | Italy | George Heymell | Country Director and Representative, Haiti (former) - Government Partnerships Division |
| 154 | Italy | Georgia Shaver | Facilitator, P4P 2015 AC |
| 155 | Italy | Giacomo Re | Consultant, School Feeding & Chronic Hunger Unit |
| 156 | Italy | Helen Wedgwood | Director, Office of Evaluation |
| 157 | Italy | Kenn Crossley | Deputy Director, Policy and Programme Division (incoming) |
| 158 | Italy | Isabelle Mballa | Head, Food Safety and Quality, Procurement Division |
| 159 | Italy | Jay Aldous | Director, Private Sector Partnerships |
| 160 | Italy | Jean-Noel Gentile | Programme Officer, Resilience and Prevention Unit |
| 161 | Italy | Jennifer Nyberg | Deputy Director, Private Sector Partnership Division |
| 162 | Italy | Lorenzo Bosi | Consultant, Climate Resilience for Food Security |
| 163 | Italy | Mahadevan (Mack) Ramachandran | Head of Strategy, Performance and Risk Unit, Procurement Division |
| 164 | Italy | Peter Rodrigues | Chief, School Feeding & Chronic Hunger Unit |
| 165 | Italy | Sandra Westlake | Donor & Private Sector Relations Officer, Private Sector Partnerships Division |
| 166 | Italy | Shanoo Saran | Procurement Officer, Procurement Division |
| 167 | Italy | Steven Were Omamo | P4P Senior Advisor |
| 168 | Italy | Susanna Sandstrom | Market Analyst, Policy and Programme Division |
| 169 | Italy | Tobias Flaemig | Market Specialist, Vulnerability Analysis & mapping |

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| 170 | Italy | Volli Carucci | Chief, Resilience and Prevention Unit |
| 171 | Italy | William Hart | Deputy Director, Partnership and Governance Services |