

Partnerships

P4P Experiences in Systemic Change

A broad range of technical support is necessary to enable smallholder farmers and farmers' organizations to sustainably access formal markets. This support ranges from improving agricultural productivity, strengthening post-harvest handling, enhancing access to financial services and strengthening business skills. With strong coordination, working in partnership can enhance the efforts of various partners and leverage their respective areas of expertise to work towards a common goal.

P4P and Partners

Purchase for Progress (P4P) provides impetus for public, private, academic and civil society actors to work together and leverage their investments to effectively address the needs and realize the potential of smallholder farmers. Powerful and novel partnerships have been facilitated in the staple food supply chains, bringing together many partners that were previously working towards similar goals in isolation.

Highlights

- P4P has been a catalysing force, which attracted numerous partners to work together more closely, increasing support to smallholders and multiplying investments. It also provided a platform for stronger coordination, enhancing planning and implementation efforts for programmes targeting smallholder farmers.
- Broad partnership platforms can ensure the provision of support across the entire value chain. Combining forces with diverse partners has enabled the creation of new products and services tailored to meet the needs of smallholder farmers.
- Partnering with government and private sector buyers can help create sustainable demand and support scale-up by ensuring smallholder farmers can engage with formal markets of quality crops over a sustained period.

Government partnerships

- Governments play a key role in coordinating value chain actors to ensure efficient and effective delivery of pro-smallholder approaches. In many cases, this has been carried out through project steering committees bringing together stakeholders to discuss approaches and foster joint decision-making.
- Governments can support pro-smallholder market development in a variety of ways, including by:



World Food Programme



Achievements

- Throughout the P4P pilot, WFP recorded **500 partnerships** with governments, civil society, commercial entities, regional bodies and United Nations agencies.
- In Ethiopia, P4P played a key role in **supporting the government to form the Maize Alliance to provide all-round support to maize farmers**. In 2016, WFP aims to purchase 40,000 mt of maize through this alliance.
- In Kenya, partnering with the Academic Model Providing Access to Healthcare (AMPATH) has allowed P4P to support **HIV/AIDS-affected smallholder farmers in meeting their own food needs as well as supplying to WFP's programmes**. 40 percent of AMPATH's patients are members of P4P-supported farmers' organizations.
- In Malawi, **private firms belonging to Farmers World Group facilitate farmers' access to credit and operate rural buying points** across the country, where crops such as maize, soya and pulses are purchased from smallholder farmers and their organizations.

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coordinating through national steering committees, strengthening the capacity of farmers' organizations and their members, engaging in pro-smallholder procurement and providing an enabling environment.

NGO partnerships

- Local NGOs can be valuable partners thanks to the trust built within rural communities in areas where they have had a long-standing presence. When engaging with communities in remote areas, they can prove crucial in providing valuable knowledge and technical expertise on local population, constraints and context, stability in times of insecurity and sustainability.

Private sector partnerships

- Private sector actors have a key role to play in bringing pro-smallholder support to scale both by buying from smallholder farmers and providing them with services such as access to finance and agricultural training. Private sector partnerships can be both profitable for the private sector and beneficial for farmers.

Working with UN agencies

- P4P has partnered with various United Nations agencies to address the full range of challenges facing smallholder farmers, particularly the other Rome-based Agencies (RBAs). In many countries, P4P provided a neat intersection for the mandates of the three agencies. Although there is a great potential to scale up these efforts, continued efforts are needed to address differences in mandates and project cycles.

Partnerships for addressing analytical challenges

- It was necessary to ensure the sustainable institutionalization of lessons learned that would arise under the initiative. P4P's partnership with the African Economic Research Consortium (AERC) provided technical monitoring and evaluation support during implementation of P4P and established a sustainable local knowledge repository to ensure that the identified lessons and best practices emerging from the pilot would remain accessible to interested stakeholders across the globe. The rigorous learning resulting from the pilot, has also enabled WFP to become one of the main knowledge center for demand-side market development approaches.

Further reading

- Blog: [Smallholder-friendly business practices for private sector engagement](#)
- Article: [WFP demand helps catalyse effects of FAO and IFAD smallholder support](#)
- Article: [From food beneficiaries to food suppliers](#)



William Sparks is the Vice President of Agricultural Cooperative Development International/Volunteers in Overseas Cooperative Assistance (ACDI/VOCA). For him, P4P means, "Believe. P4P was the first step forward, the first push toward the finish line, the first to illustrate the possibilities for linking smallholders to markets. P4P makes people believe, whether they are farmers, financial institutions, other buyers, NGOs, or national governments. The possibilities are endless once people believe. More importantly, P4P empowers. Through collaboration with implementing partners, P4P enables farmers to access markets. Today, we've got the first million people across the finish line, but now we are faced with the challenge of getting every farmer there. The first five years have demonstrated that P4P works."

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Rome-Based Agencies

Promoting global food security by ending hunger and eradicating its root causes is a common vision shared by the Rome-Based Agencies (RBAs) of the United Nations. For P4P, it was natural to engage closely with the RBAs: the Food and Agriculture Organization of the United Nations (FAO) and the International Fund for Agricultural Development (IFAD).

The RBAs work closely at all levels of P4P; including building resilience for vulnerable populations, improving food and nutrition security and reducing post-harvest food losses. In many countries, P4P provided a neat intersection for the mandates of the three agencies.

- FAO provides supply-side support, technical assistance and insights from the perspective of investment analysis and institutional buying. The main areas of partnership have included extension services, input supply, and farmers' organization's (FO) capacity building.
- IFAD focuses on improving smallholders' access to credit and linking P4P to ongoing IFAD-funded government programmes on FO marketing approaches.

Case study: Collaborating in Sierra Leone

Through RBA collaboration in Sierra Leone, the Government established over 200 agricultural business centres, which are governed by farmers' organizations. At these centres, smallholders can purchase inputs, hire equipment and obtain services such as processing, storage and group marketing. Farmers also receive training in postharvest handling and quality control through the centres, which enables them to produce high quality crops.

Case study: Collaborating in DRC

The Democratic Republic of Congo (DRC) was the most advanced RBA collaboration for P4P as the partnership shaped an integrated approach along the entire value chain. P4P collaborated with FAO in both Bikoro and Kabalo, with WFP coordinating the implementation and FAO providing agricultural support, mobilizing communities and engaging with political and administrative authorities.



Achievements

- Since 2008, P4P has actively engaged with FAO in 16 and IFAD in seven pilot countries.
- In 2015, the RBAs along with P4P, were active participants in organizing the **Committee on World Food Security High-Level Forum on Connecting Smallholders to Markets**.
- In Ethiopia, Guatemala, Liberia and Rwanda, P4P served as an entry point for implementing the **joint-UN programme on Rural Women's Economic Empowerment (RWEE)**. RWEE aims to improve rural women's food and nutrition security, increase their incomes, enhance their decision making power and encourage a policy environment conducive to their economic empowerment.
- The **Purchase from Africans for Africa (PAA)** programme is an initiative co-led by WFP and FAO along with governments and civil society actors in Ethiopia, Malawi, Mozambique, Niger and Senegal. This partnership has enabled implementing country-specific institutional food procurement, allowing smallholders to contribute to local school feeding programmes.