



FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



AGRICULTURAL DEVELOPMENT AND VALUE CHAIN ENHANCEMENT PROJECT (FTF ADVANCE II)

PROJECT BRIEF



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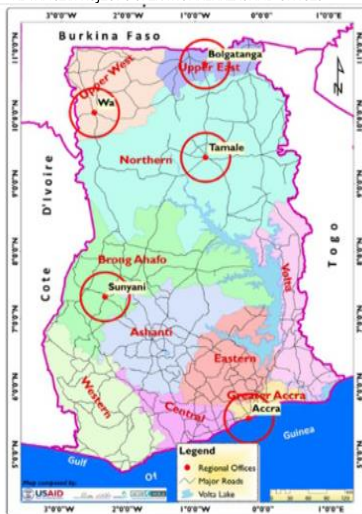
Objectives

Feed The Future Ghana Agricultural Development and Value Chain Enhancement Project (FTF ADVANCE II) is a five-year project implemented by a consortium led by ACDI/VOCA that started in 2014. The project's main goal is to increase the competitiveness of the maize, rice, and soybean value chains in Ghana. FTF ADVANCE II achieves this goal through boosting the agricultural productivity of the three commodities, improving the value chain actors' access to finance and markets, and strengthening local capacity.

Implementation Approach: The Outgrower Business Model

FTF ADVANCE II project designed the outgrower business model to achieve the project's goal in a sustainable manner. The model employs a facilitation approach that builds and strengthens incentives for investment, builds local capacity, and broadens and catalyzes relationships to increase agricultural productivity and expand access to markets and trade. It involves working along the entire maize, rice, and

ADVANCE II PROJECT'S OPERATIONAL AREAS AND OFFICES



Project Overview

Project Duration:
2014–2020

Implementing
Partners:ACDI/VOCA, Tec
hnoserve, ACDEP, Pab
Consult

Total value of award:
\$39,556,780

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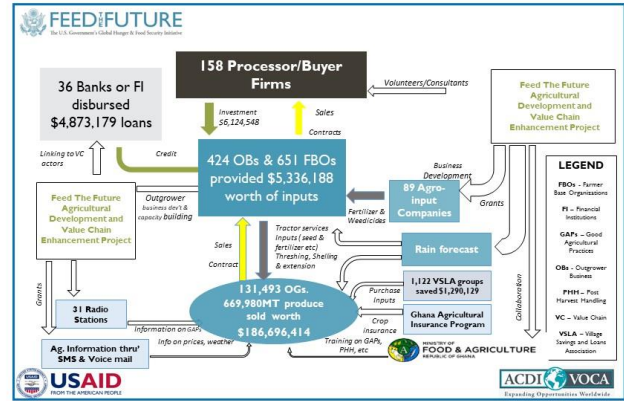
Christel Tshikudi
Chief of Party

soybean value chains from the input supplier to the smallholder farmer (SHF) to the aggregator and processor, and finally to the end-market.

The project first surveys the value chains' end markets to identify demands before identifying intermediaries (outgrower businesses) and SHFs to meet markets' demands. The project's team supports the SHFs to improve their productivity and link them to OBs, who provide them with inputs, improved farming technologies and services. The project trains OBs to enable them to manage their SHFs effectively and also links them to input dealers and financial institutions to access input and financing.

FTF ADVANCE II project has established demonstration sites and conducted good agronomic practice (GAP) trainings, in collaboration with the Ministry of Food and Agriculture's extension agents. In addition, the project collaborates with radio and digital services' to deliver GAPs, and weather information, and mobile financial services to farmers.

The project anticipates that the outgrower business model will entice major buyers to invest in the OBs to strengthen their supply chains, which in turn incentivize the OBs to invest in the smallholder farmers who constitute the production base. If each actor in the value chains makes profit from the business linkages, the core business between the SHFs, the OBs, and the end-buyers will be sustainable after the project ends.



The project has promoted resilience and empowerment of women in the maize, rice and soybean value chains, particularly those that belong to village savings and loans associations (VSLAs). Women's decision-making power has increased at the household level, and the outgrower business model has been instrumental in ensuring that female smallholder farmers have access to agricultural services. Also, the project trained female farmers in good agronomic practices and promoted women-friendly technologies that meet female smallholder farmers' needs and preferences, save their time, and reduce physically demanding efforts.

In line with FTF ADVANCE II gender strategy, the project specifically targeted women to improve their entrepreneurship and leadership skills.

The project also supported women's rights, through initiatives such as the Coalition for Development of Western Corridor of Northern Region (NORTHCODE), in implementing an advocacy action that increased women's access to land in four districts of the Northern Region.

As part of its strategic approach to sustainability, the project facilitated the formation of outgrower business networks. These networks serve as business associations for the outgrower businesses and provide business linkages and advocacy for their members who support smallholder farmers. The core functions of the networks include, but are not limited to influencing policy process and decision makers at the local and national level; reducing costs of agricultural inputs through bulk purchases and organizing collective marketing to realize economies of scale; scouting for markets; organizing and participating in trade missions to explore business opportunities; attracting investors; and providing information, mentorship, and business linkages to members for the benefit of smallholder farmers beyond the project's existence.

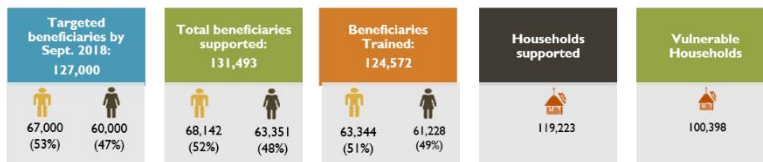


Early scouting and detection of fall armyworm infestation of 20 acres of mixed cropping in Jawia in the Sissala West district by ADVANCE II project team and Fuseini Meke, an outgrower business owner.



Good agronomic practices (GAPs) training of smallholder farmers on row planting and use of inoculants in soybeans production at Labaldo in the Saboba District in the Northern Region.

Key project results (as of September 2019)



Increased smallholders' yield and gross margins for maize, rice and soybean (2014 -2018)



