



Harnessing the **POWER** of the Private Sector

Building Enterprise-Based Distribution & Output Networks





CNFA at a Glance:

- ✓ 2009 revenues: **\$43 million**
- ✓ **400 employees** worldwide
- ✓ Presence in **23 countries**
- ✓ History of programs in over 30 countries



The CNFA Approach:

- ✓ Innovative
- ✓ Entrepreneurial and enterprise driven
- ✓ Technically sound
- ✓ Capacity to go to scale
- ✓ Demonstrated impact





CNFA: Core Competencies

- Enhancing food security
- Improving post-harvest handling, storage, processing and marketing
- High-quality agricultural rural input distribution networks
- Enterprise development
- Value chain development
- Rural finance, credit and capital investment
- Empowering women



23 countries in Africa, Eastern Europe, the Caucasus, and Central and South Asia



CNFA Clients:

- USAID
- Millennium Challenge Corporation
- Government of Tanzania
- World Bank
- Private sector corporations
- Bill and Melinda Gates Foundation
- Alliance for a Green Revolution in Africa (AGRA)
- US Department of Agriculture
- Volunteers for Economic Growth Alliance (VEGA)
- International Fund for Agricultural Development (IFAD)



CNFA in Africa:

- Building a strong foundation for rural economic growth and development
- Expanding production & enhancing food security in 12 countries
- East Africa hub in Nairobi, Kenya
- West Africa hub in Bamako, Mali





Active Africa Programs

- Farmer-to-Farmer, East and Southern Africa: Kenya, Uganda, Tanzania, Malawi, Angola, Mozambique
- West Africa Seed Alliance SEEDS Program: Benin, Burkina Faso, Ghana, Mali, Niger, Nigeria, Senegal, Togo
- Commercial Strengthening of Smallholder Cocoa Production: Ghana
- Drylands Livestock Development Program: Kenya
- Agrodealer Strengthening Programs: Kenya, Malawi, Tanzania, Zimbabwe and Mali



CNFA Agrodealer Programs in Africa

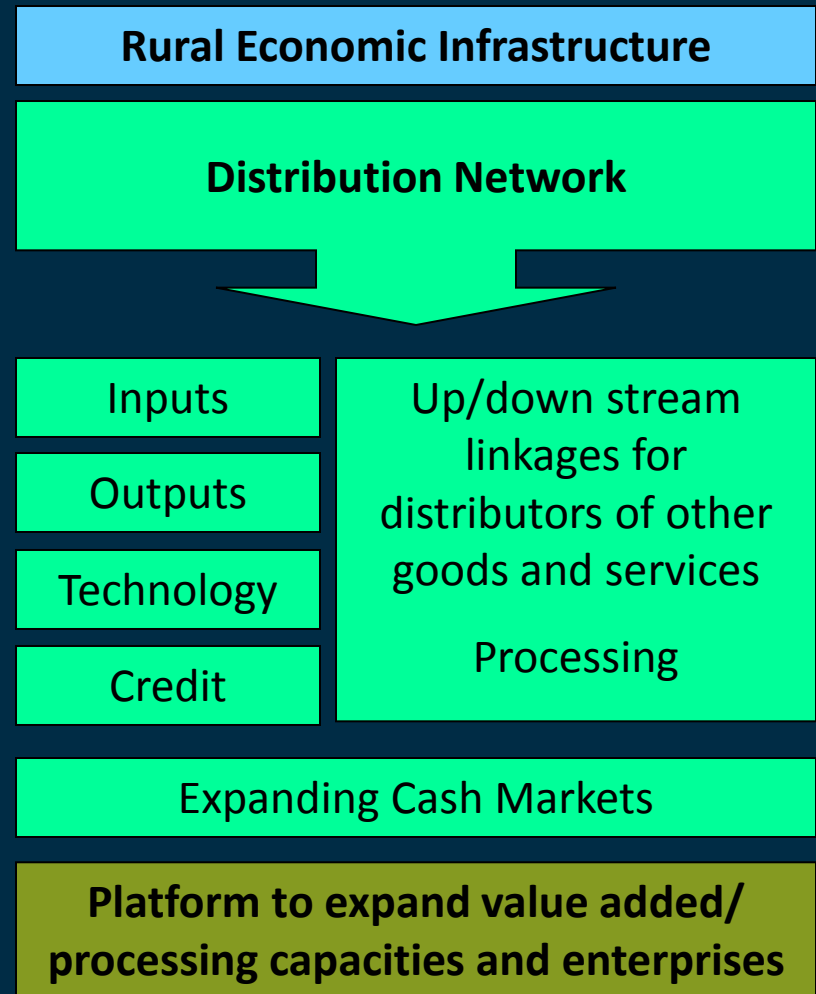




Catalytic Platform for Rural Economic Growth

AGRODEALERS
RURAL ENTERPRISE
DEVELOPMENT

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Agrodealer Program Components:

- **Improving access to inputs & services**: seeds, fertilizers, pesticides, training, machinery rental, output marketing, etc.
- **Agrodealer Training**: CNFA Business Management Training Module
- **Stimulating Demand**: demonstration plots, field days. fairs and exhibitions
- **Access to Finance**: banks, suppliers, credit guarantees
- **Enterprise improvements**: matching grants to launch new shops and expand and improve existing ones
- **Access to Output Marketing**: adding value by providing smallholders with access to new, more lucrative markets
- **Positive policy environment**: organized agrodealer associations give agrodealers shared voice in the creation of policies that improve their business



CNFA Africa Agrodealer Model

KEY COMPONENTS
Facilitated by CNFA

Training Components

- Managing Working Capital
- Inventory Management
- Selling and Marketing
- Basic Record Keeping
- Costing and Pricing
- Managing Business Relationships

Credit Guarantee Facility

Provides 50% guarantee backing credit from Banks, Input Supply Companies and Microfinance Institutions

Input Supply Companies

- CNFA facilitates market linkages between Agrodealers and Input Supply Companies who provide:
- Inputs--Seeds, Fertilizer, Equipment
 - Commercial relationships
 - Training in products and regulations
 - Demonstration plots, field days & exhibitions
 - Supplier credit

Certified Commercial Trainers

Certified AGRODEALERS

- **Input Supply:**
Fertilizers, seeds, equipment, etc.
- **Market Information**
- **Demand-creation activities:**
Training, demonstration plots, field days, etc.
- **Planting/harvesting services:**
Training, plowing, planting
- **Output marketing:**
Collection, storage, cleaning, drying, bulking, processing

Output Markets & Buyers

Raw and Processed Products

Post-harvest crops, cash and vouchers for inputs and services

SMALLHOLDER FARMERS





Agrodealer Development in Kenya, Malawi, Mali and Tanzania

- 3-year program supported by the Alliance for a Green Revolution in Africa (AGRA) and the Bill & Melinda Gates Foundation
- **7,000:** the number of trained and certified agrodealers
- **17 million:** the number of people benefiting from CNFA's agrodealer strengthening programs in Africa
- **3 million:** the number of farmers benefiting from these programs
- **\$60.3 million:** value of outputs being sold by agrodealers
- **\$170 million:** value of improved inputs sold through CNFA agrodealers
- **280,000:** number of smallholder farmers attending market creation activities such as exhibitions, demonstrations and field days





The Future Model of Agrodealers & Agribusiness

- Input Supply
- Agricultural Extension and Demand Promotion
 - Demo Plots and Field Days
- Financing in Collaboration with Banks, Suppliers and Financial Institutions
- Planting, Harvesting and Other Services
 - 50-75 HP Tractors
 - Seed Drills
 - Harvesting Equipment
- Value-Added Business Activities
 - Grain Storage (Aggregation)
 - Milling
 - Other Processing Activities
- Crop Insurance
- Soil Testing



Harnessing the **POWER** of the Private Sector





- 3,000,000 farmers and \$170,000,000 in inputs sold
- Creating a distribution network (agrodealers) that is linking millions of small-scale farmers to inputs and extension services, as well as expanding the cash market
 - These form the backbone for wealth creation and market development
- High Demand
- Increasing role of information and market access technology
 - Cell Phones
 - Computers

Changing Paradigm

Donor → Expanding Market Opportunities

Africa = Emerging Market Opportunities

