Identifying entry points for nutrition in agricultural value chains

26 October 2016
SPRING-TOPS nutrition-sensitive agriculture value chains event
Washington DC
Agenda

1. Frameworks for understanding nutrition-sensitive agriculture
2. Tensions and convergences: Designing for economic growth vs. nutrition outcomes
3. What can agricultural value chains do for nutrition?
4. Genesis of and steps in the Adapted Value Chain Analysis (AVCA) approach
5. Introduction to the AVCA tool
6. Case studies
7. Suggestions for improving the AVCA
FEED THE FUTURE GOAL
Sustainably Reduce Global Poverty & Hunger

INDICATORS:
Prevalence of poverty &
Prevalence of underweight & stunted children

OBJECTIVE
INCLUSIVE AGRICULTURE SECTOR GROWTH

Improved agricultural productivity
Expanded markets & trade
Increased investment in agriculture & nutrition-related activities
Increased employment opportunities in targeted value chains
Increased resilience of vulnerable communities & households

OBJECTIVE
IMPROVED NUTRITIONAL STATUS (WOMEN & CHILDREN)

Improved access to diverse & quality foods
Improved nutrition-related behaviors
Improved use of maternal & child health & nutrition services
Tensions and convergences in designing, implementing, and monitoring agriculture and nutrition programs

The brief points specifically to:
- Targeting
- Implementation approaches
- Commercialization
- M & E

Other areas to consider:
- Assessment
- Resource allocations
Nutrition-sensitive approaches

Interventions that address the underlying and basic determinants of malnutrition and incorporate specific nutrition goals and actions.
Agriculture-to-Nutrition Pathways

Key components of the enabling environment:
- Food market environment
- Natural resources environment
- Health, water, and sanitation
- Nutrition/health knowledge and norms

Sources:
Programming Principles (1/2)

- Incorporate **appropriate objectives** and indicators into design
- Incorporate **nutrition promotion and education**
- **Diversify production** and increase nutrient-dense crops and livestock when this makes economic sense
- Improve quality of **processing, storage, and preservation** of food
- Expand **market access** to vulnerable groups and expand markets for nutritious foods

Programming Principles (2/2)

• During project design, **assess the local context** and address the underlying causes specific to the situation
• Ensure designs work to **empower women** through decision-making, time use, and control of income and resources
• **Target the nutritionally vulnerable** and improve equity
• **Work across sectors** – collaborating and coordinating where possible
• Maintain or improve the agricultural **natural resource base** (i.e., water, soil, air)

What can value chains do for nutrition?

Improve opportunities for value chain actors to benefit from the marketing of agricultural products with higher nutritional value

Requires a focus on value chains that:

• Increase availability AND affordability of nutrient-rich foods

• Are relevant to nutritional needs of women of reproductive age and households with children under 2 years and build demand for more nutritious foods

• Are relevant to the poor
  • Employment opportunities
  • Local/Isolated market access and diversity

• Build capacities of value chain actors (e.g. use of income, environmental sustainability, market results, food quality and safety)
Source: Scaling up Nutrition. *In Practice*, July 2015, “The Contribution of Agriculture and Social Protection to Improving Nutrition,” Adapted from FAO technical papers on Strengthening the links between resilience and nutrition in food and agriculture, 2014
What can value chains do for nutrition?

Supply

Demand

Value addition

What else?
**Impact pathway of the VCN approach**
*(based on IFPRI, 2015)*

<table>
<thead>
<tr>
<th>Activities</th>
<th>Outcomes</th>
<th>Impact</th>
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</thead>
<tbody>
<tr>
<td><strong>ENHANCE DEMAND FOR NUTRITIOUS FOOD</strong>&lt;br&gt;Examples:&lt;br&gt;- Behavior change communication campaigns&lt;br&gt;- Institutional feeding&lt;br&gt;- Subsidies for consumption</td>
<td>Changes in nutrition, health and care knowledge and practices&lt;br&gt;Changes in quantities of nutritious food consumed and feeding practices</td>
<td>Changes in health and nutrition status</td>
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<tr>
<td><strong>ENHANCE PRO-NUTRITION ADDED-VALUE</strong>&lt;br&gt;Examples:&lt;br&gt;- Nutrient content&lt;br&gt;- Food safety risk&lt;br&gt;- Price / quantity</td>
<td>Changes in quality and safety regulations of nutritious food&lt;br&gt;Changes in the availability of and access to nutritious food</td>
<td>Changes in income and economic status</td>
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<tr>
<td><strong>ENHANCE SUPPLY OF NUTRITIOUS FOOD</strong>&lt;br&gt;Examples:&lt;br&gt;- Expansion of market opportunities&lt;br&gt;- Training on production, post-harvest and marketing&lt;br&gt;- Access to improved inputs and credit</td>
<td>Changes in production systems and post-harvest practices&lt;br&gt;Changes in market opportunities and risk, sales and profits</td>
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</table>
There are lots to build on
Building on microlinks

Improved performance
Competitiveness

Enhanced results for nutrition
Value chain project cycle

www.microlinks.org
Value chain analysis within the project cycle

Goal:
Understanding constraints to improved performance or competitiveness

- Identify end-market opportunities and constraints
- Results used to develop competitiveness strategy
Value chain analysis - Questions

• What and where are the market opportunities? (End market analysis)

• What upgrading is needed to exploit them? (End market and chain analysis)

• Who will benefit from this upgrading? (Chain analysis)

• Who has the resources, skills and incentives to drive upgrading? (Chain analysis)

• Why has it not happened already? (Chain analysis)

• What will it take to make it happen? (End market and chain analysis)
### Adapted value chain analysis - Questions

<table>
<thead>
<tr>
<th>Questions for value chain analysis</th>
<th>Adapted or additional questions</th>
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<tr>
<td>What and where are the market opportunities?</td>
<td>What and where are the market opportunities for vulnerable groups? How about for nutrient-rich commodities? Are there opportunities for the commodity/ies to contribute to increased food diversity in local markets?</td>
</tr>
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<td>What upgrading is needed to exploit them?</td>
<td>What upgrading can be done to improve gender equity in terms of access or employment? What can be done to make nutrient-rich commodities more affordable, or to better retain nutrient content?</td>
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<tr>
<td>Who will benefit from this upgrading?</td>
<td>And, how will upgrading benefit women, children, and other vulnerable groups, in terms of identified nutrition issues? And so on....</td>
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</table>
Steps in the adapted value chain analysis

- Data collection
- Chain mapping
- Analysis of constraints and enablers
- Upgrading strategy
Reality is a lot more complicated
Data collection

Flexible design depending on need

• Literature review, including secondary data
• Primary research: Interviews, focus groups, survey, direct observation
• Multi-sectoral team composition
• Good understanding of nutrition issues
• In-depth or rapid as needed
• Flexible, informed by nutrition opportunities
Horticulture value chain map in Cambodia
(Source: USAID LEO)
Identifying nutrition opportunities in value chains

Based on:

- Nutrition context of target area
- Nutrition priorities in target area
- Where agriculture can potentially play a role in:
  - Improving diets (supply & demand)
  - Reducing risks for mothers and children
  - Generating income for women
Opportunities for nutrition (1/2)

- Increase incomes, especially for women
- “Do no harm”
  - Reduce time and energy burden on women
  - Reduce time and energy burden on value chain actors
  - Reduce health and environmental safety risks
- Behavior change for nutrition
  - Increase demand for nutritious food;
  - Increase investments in care and health
Support **improved diets**:

- **Desirability** of nutritious foods (taste, perception, suitability for complementary feeding, convenience)
- **Food safety** (regulations and enforcement)
- Year round **availability** of target foods (production, processing, storage, preservation)
- **Affordability** to vulnerable populations (price, packaging or portion sizes)
- Improved physical **access** to target foods (distribution)
## Non-NRVCC crop

### Opportunities

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<tr>
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<th>Constraints</th>
<th>Enablers</th>
<th>Recommendations</th>
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<tr>
<td>Income potential for women</td>
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<tr>
<td>Women’s time and energy expenditure</td>
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Small group discussion and report outs

Discuss with your group and complete the table.

Assign a reporter.
Vetting and using the findings from the adapted value chain analysis

Explicit nutrition objectives and actions

*Appropriately* located in the Activity Results Framework, whether as Goal, Objective, Intermediate Result or other
## NRVCC upgrading strategy

### Nutrition objective:

### Nutrition-sensitive agriculture objective:

### Strategy 1:

<table>
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### Strategy 2:

| Action 2.1                                     |                           |                      |
| Action 2.2                                     |                           |                      |
Non-NRVCC upgrading strategy

Agricultural competitiveness objective:

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Strategy 1:

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Horticulture pathways for growth in Cambodia
(Source: USAID LEO)
Thank you.
Nutrient-rich Value Chains

A commodity is defined as nutrient-rich if it meets any of the following criteria:

1. Is bio-fortified
2. Is a legume, nut, or some seeds such as sesame, sunflower, pumpkin seeds, wheat germ, or sprouted legume seeds
3. Is an animal source food, including dairy products (milk, yogurt, cheese), fish, eggs, organ meats, meat, flesh foods, and other miscellaneous small animal protein (e.g., grubs, insects)
4. Is a dark yellow or orange-fleshed root or tuber
5. Is a fruit or vegetable that meets the threshold for being a “high source” of one or more micronutrients on a per 100 calorie and per 100 gram basis