

## **Purchase for Progress Frequently Asked Questions**

### **What is Purchase for Progress?**

Purchase for Progress (P4P) is a groundbreaking initiative to transform the way the World Food Programme (WFP) purchases food in developing countries, giving small-scale farmers access to reliable markets and the opportunity to sell their surplus at competitive prices. P4P is a win-win opportunity that allows WFP to help those who have little or no food, while supporting local farmers who have little or no access to markets to sell their crops.

### **What is the goal of Purchase for Progress?**

Purchase for Progress aims to help smallholder farmers earn more money, have a predictable and fair market for their crops, and improve their farming practices. The target is to significantly increase the income of 350,000 smallholder farmers over the five-year program. Ultimately, the intention is to support farmers to capitalize not only on the market offered by WFP, but also to connect farmers to other local and regional food markets.

### **How will Purchase for Progress work?**

P4P will introduce innovative procurement and program practices to reduce the risks faced by farmers. These practices, which include purchasing directly from farmers' associations and forward contracting, will help develop secure markets for farmers' surpluses. P4P will also focus on developing local opportunities to process food, increasing the availability of nutritious products in local markets. Working with supply-side partners who specialize in enhancing agricultural productivity, P4P will improve farmers' access to technologies and practices that can enhance the quantity and quality of their crop production.

### **Who are the partners?**

Small-holder farmers are central to P4P. Farmers associations will play a critical role, bringing together the collective power of individual farmers, positioning them to sell directly to the WFP and larger purchasers. The Alliance for a Green Revolution in Africa (AGRA), UN agencies, the World Bank Group and NGO partners will work with farming communities to enhance crop management capacities and marketing skills. Host governments will develop the overall strategy for the agricultural sector while leading the investment drive to improve both agricultural production and rural infrastructure. Funders, such as the Bill & Melinda Gates Foundation, the Howard G. Buffett Foundation and the government of Belgium, will help ensure that plans are developed and implemented during the pilot phase in the participating countries.

### **Where will P4P be implemented?**

P4P will be piloted in up to 21 developing countries over the next five years—including 13 in Sub-Saharan Africa.

### **Why is it important to launch this effort now?**

High fuel and food prices, combined with climate change as well as natural and man-made disasters, have resulted in unprecedented food needs worldwide. New and powerful tools are

urgently required to counteract the increasing scale and complexity of the global hunger crisis. The majority of the world's poorest people live in rural areas and most rely on agriculture for their food and income. Volatility in the food commodities and fuel markets has profoundly destabilized their already fragile economical situation. Millions of people have been pushed deeper into hunger and poverty. Supporting small farmers' ability to produce food and increase their income is critical to address hunger and poverty at their roots.