



Beyond the P4P pilot – dialogue on future opportunities

The sixth P4P Annual Consultation was held in Rome from 24 to 26 February 2015. The meeting brought together 170 stakeholders from around the world to discuss lessons and opportunities that could be built upon in the post-pilot phase, identify main challenges and propose new ways to improve the effectiveness of future P4P-like efforts. A [report on the consultation](#) has been published online.

Click [here](#) to read the report on the Annual Consultation.



World Food Programme

Dear Friends and Colleagues,

Since our last newsletter, we have held two major consultations. The first was the P4P Annual Consultation in February, on future opportunities beyond the P4P pilot. Then in March, a Senior Policy Seminar co-hosted with the African Economic Research Consortium (AERC) focused on the theme "Agriculture in Africa's Transformation: The Role of Smallholder Farmers".

The Annual Consultation highlighted the contributions P4P has made to build and strengthen "soft infrastructure" along smallholder value chains. As confirmed by WFP's Executive Director, although the pilot phase is over, P4P-like market access programmes will continue, providing a platform for developing the capacities of smallholder farmers and their organizations.

We are excited by the strong government engagement and commitment that was expressed by policy makers in their declaration at the Senior Policy Seminar. The declaration, found on page seven of this update, affirms support for pro-smallholder, demand-led market development approaches within public food procurement programmes.

We look forward to our continued partnership in the year ahead.

Ken Davies

P4P Global Coordinator

Contents

Sixth Annual Consultation **pgs. 1-3**

Integrating programmes in Sierra Leone **pgs. 4-5**

Senior policy makers commit to smallholder farmers **pgs. 6-7**

Supporting women farmers in Ethiopia **pgs. 8-9**

P4P in the news, updates and contacts **pg. 12**

Highlights from the Annual Consultation



Continued success for Zambian cooperative

Ireen Musona spoke about her experience working with P4P. Ireen is a member of the Chimpji Cooperative in Zambia, which has been supported to improve post-harvest handling, crop quality and aggregation to sell beans to WFP. Now the cooperative also supplies government institutions and private processors.

A new way of doing business

WFP Executive Director Ertharin Cousin hosted a panel to discuss opportunities for enhanced coordination and deepened partnership. The panel included high-level members of government, the private sector, United Nations agencies and a confederation of farmers' organizations.

"P4P was a pilot initiative. But now it is becoming a way of doing business."



Businesspeople, not beneficiaries

Khalid Bomba, Chief Executive Officer of the Ethiopia Agricultural Transformation Agency delivered the keynote address. Bomba noted the critical role P4P plays in supporting the Government's agricultural development strategy, in which smallholders are viewed as businesspeople rather than beneficiaries.

Engaging the private sector

Senior Manager of Grow Africa, Stella Kariuki-Pieroth spoke about how the organization's work to increase private-sector involvement in Africa can generate sustainable solutions for smallholder farmers.





Breaking down barriers

William Sparks, Vice President of ACDI/VOCA, discussed his organization's experience working with P4P. He said:

"[ACDI/VOCA] facilitates market linkages to help the poor, and P4P is one of the best partnerships we've ever had...P4P is breaking down barriers for smallholders to get to markets, bringing people together and expanding opportunities for women."

Promoting government goals

H.E. Joseph Sam Sesay, Minister of Agriculture, Forestry, and Food Security of the Republic of Sierra Leone participated in the Executive Director's high-level panel.

"When P4P came [to Sierra Leone] it created an opportunity for farmers to sell their products. It also helped promote what the government has been promoting: commercialization of agriculture, agriculture as business."



Technical insight

Miguel Garcia-Winder, Head of Agribusiness and Commercialization for the Inter-American Institute for Cooperation on Agriculture (IICA) presented the insights of the P4P Technical Review Panel (TRP) – an independent group of experts who provided advice throughout the pilot. The TRP noted that P4P put smallholder farmers at the centre of the development agenda in many countries. However, the five-year pilot period was not seen as enough time to tackle systemic challenges facing smallholder farmers. Therefore, the TRP suggested that lessons learned inform the design and piloting of continued context-specific P4P-like interventions.

Sierra Leone: Meeting the needs of smallholder farmers by integrating programmes

In Sierra Leone, WFP is supporting smallholder farmers, paving the way for recovery after more than a decade of conflict. To boost local economies and improve food security, vulnerable farming families undertake swampland reclamation to build community agricultural assets. Smallholders with a higher capacity are supported by P4P to supply food for the programme.

Sierra Leone produced large quantities of rice before a protracted civil war. The conflict led to the prolonged displacement of people – most of whom were farmers – leaving many rice paddies overgrown and unusable. This made it difficult for farmers to rebuild their livelihoods once the conflict ended.

Today, smallholder farmers are some of the poorest and most food insecure communities in the country. To assist them to re-build their livelihoods, a [Japanese bilateral project \(JBP\)](#) is linking P4P with [Food Assistance for Assets \(FFA\)](#) to provide integrated support along the rice value chain. Under the FFA component, participants receive food assistance in exchange for work to improve infrastructure for rice production. Links with P4P provides other, higher capacity smallholder farmers with an assured market for their crops.

Support to vulnerable farming communities

The WFP bilateral project – known as *Projet Bas Fonds* or in longhand “Community based sustainable food security of smallholder rice producer farmers in target countries of West Africa in recovery and development phase” – is being implemented in both Sierra Leone and Liberia. In Sierra Leone, the project works with 450 farming households, or 2,250 beneficiaries in Port Loko district.



P4P-supported women farmers from Katic Junction ABC in Sierra Leone's Kambia district clean and sort rice after harvest. Copyright: WFP/Marta Ortiz

Villagers receive technical support to rehabilitate 100 hectares of inland valley swamp with good water management infrastructure. Food assistance incentivizes and enables participants to undertake the physically demanding work to develop irrigation and drainage structures. It also ensures that participants have a secure food source until they begin profiting from their efforts after the first production season.

Mainstreaming P4P with FFA

Building upon the P4P experience, the programme requires that commodities used for food assistance be purchased locally using smallholder-friendly modalities. Wherever possible, commodities are gradually and progressively procured from P4P-supported farmers as their production increases. This promotes sustainability, boosting local economies. In 2014, despite challenges posed by the outbreak of the Ebola virus, WFP purchased more than 68 metric tons (mt) of rice locally for distribution to FFA beneficiaries in the Port Loko district of Sierra



"Last year was the first time we sold as a group to formal market. We were happy because we received the money in bulk. Thanks to the sale to WFP, we were able to pay our members, increase the area of cultivation this year and buy 50 bags of fertilizer," says Rugiatu Kamara, chairlady of Talanesu farmers' organization. Rugiatu is pictured with some of the bags of fertilizer purchased. Copyright: WFP

Leone. Farmers' organizations and [Agricultural Business Centres \(ABCs\)](#) based in parts of the north, south and east of the country contributed to bulk sales of rice, with some US\$50,000 put more directly in the pockets of smallholder farmers despite the Ebola outbreak.

"We are happy to contribute to the efforts that other farmers are doing in Port Loko through FFA activities. We as an ABC now have the capacity to produce surpluses and thanks to the sales to WFP, the rice that we produce can have a positive impact in other districts in Sierra Leone," says Lansana Kgue, member of Kona Pindibu ABC, which contributed 15 mt of rice to these sales.

Sustaining and strengthening productivity

Synergies will continue to be strengthened through the continued emphasis on local purchases under the 2015 JBP Procurement Plan. Additionally, groups which have taken part in the rehabilitation project will be included in P4P training activities during the coming season. Topics include post-harvest handling, quality control and how to do business with WFP, providing farmers with the skills needed to graduate from FFA. This year, Food Assistance for Assets participants will be assessed for inclusion in WFP's supplier list as potential vendors. P4P will continue to facilitate links between local rice suppliers, processors, private sector buyers and the farmers' organizations participating in FFA.

A great deal of challenges remain to move toward long-term recovery following the Ebola outbreak. In the past year, restrictions on travel and gatherings meant that the expected level of support for infrastructure rehabilitation and agricultural practices could not be provided. Great strides have been made, including the start of local procurement in Sierra Leone under P4P. However, further efforts are required to increase smallholder farmers' productivity. Integrated livelihood projects are crucial for the country's long-term recovery to boost local economies and improve the food security of targeted groups.

Story by: Diaby Bakalilou, Project Technical Adviser, Japanese Bilateral Project

*Marta Ortiz,
Sierra Leone Country Coordinator, (P4P)*

Read more about P4P in Sierra Leone:

[Catalysing effects of FAO and IFAD support](#)
[Press release on bilateral project](#)
[Farmers progress in times of peace](#)
[Introducing "gari" into the food basket](#)



Senior African policy makers – smallholders central to economic and social transformation

This March, a seminar co-hosted by WFP and the [African Economic Research Consortium \(AERC\)](#) brought together senior African policy makers to discuss the importance of strengthening smallholder agriculture. Following two days of discussions, a declaration was adopted, reaffirming the commitment of policy makers to support pro-smallholder demand-led market development.

The seminar, entitled “*Agriculture in Africa’s Transformation: The Role of Smallholder Farmers*”, ran from 26 - 27 March and was held in Maputo, Mozambique.



Stanlake Samkange, WFP, Director, Policy and Programme delivered opening remarks at the Agriculture Seminar. Copyright: AERC



Ken Davies, P4P Director and Global Coordinator, discusses inclusive and sustainable development. Copyright: AERC

“This senior policy seminar on agriculture in Africa’s transformation provided a timely forum for dialogue between senior policy makers and thought leaders, and among policy makers themselves. This debate was conducted in the best of AERC traditions, guided by rigour and evidence. This is where research meets policy. The seminar was inspired by a productive partnership between AERC and WFP on the P4P pilot programme,” said Professor Lemma W. Senbet, Executive Director of AERC.

The declaration, which was endorsed by all participants, acknowledges the centrality of smallholder farmers in Africa’s economic and social growth and transformation. It specifically emphasizes governments’ roles in promoting inclusive and sustainable growth by targeting smallholder farmers in public food procurement programmes.

Declaration

Maputo, March 27, 2015

We African Senior Policy Makers assembled at the AERC Senior Policy Seminar,

Affirming that pro-smallholder agricultural development is pro-growth,

Recognizing the prominent position accorded to smallholder farmers in the African Union's Comprehensive African Agricultural Development Programme (CAADP),

Further recognizing the renewed commitment to smallholder agriculture in the Malabo Declaration by African Heads of State on Accelerated Agricultural Growth and Transformation for Shared Prosperity and Improved Livelihoods,

Commending governments across Africa for devoting increasing shares of national budgets to agriculture, while recognizing that important gaps remain,

Noting that appropriate incentives are critical for smallholders to adopt the productivity - and income-enhancing technologies and practices that drive agricultural development and broader economic and social transformation,

Further noting that several structural conditions generate obstacles to such increased adoption, most notably by limiting smallholder engagement in key input and output markets, including critical information gaps,

Mindful that the needs of women farmers and youth require special attention,

Also mindful of the need to address expanded access to land, credit, and financial services,

Appreciating the urgent need for policy reforms and institutional innovation to overcome these obstacles, with an emphasis on stronger implementation,

Acknowledging the importance of reliable market outlets for surpluses generated when smallholders adopt improved technologies and practices,

1. *Affirm* that smallholders lie not only at the center of the financial inclusion agenda, but also at the broader financial development agenda, and that Central Banks can play a critical role in furthering smallholder inclusion in financial markets;
2. *Commend* the partnership between African Economic Research Consortium (AERC) and the UN World Food Programme (WFP) to strengthen the evidence base for policy and programme design and implementation for demand-led pro-smallholder market development, urging them to continue to work with other partners to develop a practical but cutting-edge Research and Development agenda to address policy and programming challenges raised by demand-driven pro-smallholder market development;
3. *Take note* of the promise of the demand-led Purchase for Progress (P4P) approach as an institutional innovation that can strengthen African smallholders' capacities to seize market opportunities and thereby adopt yield-enhancing technologies, raise their incomes, and enhance their well-being; and
4. *Commit* to undertake consultations within our own Governments to explore scope for employing pro-smallholder demand-led approaches within public food procurement programs, thereby promoting inclusive and sustainable growth and broader transformation.

P4P opens doors for rural women in Ethiopia



Copyright: WFP/Stephanie S. Vauraud

The P4P approach seeks to promote gender equity and the economic empowerment of women. In Ethiopia, engaging women farmers in P4P proved particularly challenging due to cultural and traditional practices which limit their participation in agricultural decision-making. In response, a country-specific gender initiative was launched. Here is a story from Anja Chefa about some of the promising results:

ANJA CHEFA – “Busha budete.” These two words keep recurring as Yonal Lamiso speaks during a community conversation in Anja Chefa, a village near Hawassa in southern Ethiopia. The phrase means “bad culture,” and it refers to what women are not allowed to do in the community under customary law.

His wife, Nigist Melese, elaborates: “In our culture women are not allowed to learn, wives are prepared to get married,” she says, before describing how things are beginning to change, at least in their family.

Now, she says, she and her husband have discussions and mutual agreement about the products of their farm, what type of business to set up, and how to use the household money.

Nigist says the changes are among the benefits of P4P-sponsored community conversations focused on addressing cultural and traditional behaviors that limit participation of women in agricultural farming practices.

These community conversations started two years ago involving more than 1,000 men and women in 16 groups in the Amhara, Oromiya and SNNPR regions.

“When WFP launched P4P, we were asked to achieve parity, 50 percent men and 50 percent women, in farmers’ organizations reached by P4P globally,” explains Mauricio Burtet, WFP’s P4P Country Coordinator in Ethiopia.

“But the reality is very different, as members of farmers’ organizations are mostly men,” says Mauricio. “Because we knew the 50 percent target was not realistic or achievable, we decided to opt for quality rather than quantity when it came to getting more women involved.”

Thanks to the P4P gender programme, Nigist received a loan of 6,000 Ethiopian birr (ETB), or about US\$300, and started a small oxen-fattening business. When she sold her first ox, she made a profit of 1,500 ETB (about US\$75), and was able to repay her loan on time.

Her husband, Yonal, acknowledges the benefits of such a programme for the farm and their six children: “Our economy is increasing and we are equally making a business,” he says.

Women’s participation – advantages and barriers

In developing countries, women are involved in most of the food production, but generally because of cultural or legal constraints they do not own or manage land or productive assets. According to FAO, if women had the same access as men to resources they could increase agricultural yields by 20 percent to 30 percent, lifting millions of people out of hunger. For WFP’s P4P programme, supporting women farmers is a priority so that they gain greater control over their lives as well as an enhanced voice at community level.

In Ethiopia, being recognized as a farmer requires owning land, and land is traditionally

owned and controlled by men, who inherit it from their fathers. Women comprise only 15 percent of the membership of farmers' organizations in Ethiopia, and only 5 percent of their leadership.

In order to increase women's participation, P4P supported the regional governments in setting up women-led farmers' organizations which can benefit from P4P market opportunity and WFP's demand.

In 2010, a gender analysis of the P4P programme was conducted in Ethiopia and found that men and women perceive land and livelihoods issues quite differently. The analysis found that men believed that women lacked the experience, the capacity and the skills to trade large amounts of cash-crops and that "they were already too busy."

From the women's perspective, the benefits of participating in farmers' organizations were few and far between — especially given the fact that membership was predominantly male. But women believed they could overcome the time constraints connected to their work burden at home if they were convinced that a new activity would bring additional income for the family.

Home-based literacy classes

P4P Ethiopia, with local partners, rolled out a range of activities to pave the way for women to progressively access agricultural markets and become more involved in P4P activities. The initiative focused on women married to farmers from whom WFP purchased food.

In the survey, men had said that women could not take part in farmer's organizations because they were illiterate. So one of the first activities put in place was a literacy programme for women.

"Together with the NGOs Sasakawa and Women in Self-Employment (WISE), we put in place a convenient system for these women, who spend most of their time working at home," explained Elizabeth Mekonnen, gender focal point for the Ethiopia P4P programme. "Trainers teach people in the community who are already literate, who then in turn teach women how to read and count, working at their homes and at a time that's convenient for them."

Women then receive basic business skills training and identify an activity. Most of them choose animal fattening, which can be done from

home. They obtain loans through the programme and are able to kick start a business straight away.

Interviews with a dozen women during the community conversations make it clear that the loan and the business skills work very well.

Alemitu Yohannes, who grows red beans and maize with her husband, explained how the loan allowed her to buy fertilizers and improved seeds and doubled their production.

But the benefits of this gender initiative are much greater than just increased productivity.

New women's cooperatives

"A woman is not counted as a child of the family, she is considered as a gift to be given to her future husband. From the bone she is not treated as equal," said Ruth Elias during the community conversation under the tree outside Anja Chefa school.

"The mere fact of women saying such things in front of their husbands in joint meetings, or women gathering together to talk about these issues is already a big change," says Aberash Tsehay from Sasakawa, who is handling the organization of the literacy and business skills training of the programme.

One of the strengths of the initiative is that the community dialogue was unhurried, and took place over the course of a year, involving a wide range of community members, including traditional leaders and farmers. Men and women were equally consulted during the initial phase in order to get a good picture of what would be acceptable to all.

So far, thanks to this initiative, more than 1,000 women joined four newly created women's cooperatives. These cooperatives have delivered some 110 metric tons of maize and 18 metric tons of beans to WFP (at an estimated value of US\$31,020 and US\$9,540, respectively). Weather conditions permitting, women farmers are confident that they can boost production even further. And with additional incomes and the appropriate literacy training, women farmers have invested resources into renting land, purchasing oxen and other agricultural inputs to ensure productivity gains in the future.

Read the original article online [here](#).

UPDATES



Photo gallery: P4P in Burkina Faso

Photos and captions provide an accessible overview of progress made and challenges faced, particularly with regards to food quality and safety.

View the gallery [here](#).



Warehouses handed over to Cooperative Unions in Ethiopia

WFP handed over five warehouses to cooperative unions (CUs) in Ethiopia to increase their storage capacity. Over time, CUs will pay back a portion of the cost. These contributions will be used for a revolving fund to support other CUs in the region. CUs also received maize shellers and fumigation materials, as well as essential training in warehouse operation and management.

Read more [here](#).

IN THE NEWS

WFP support to women farmers

Efforts to empower women farmers under P4P and the potential for this to improve food security are highlighted in an article in honour of International Women's Day.

Read the article [here](#).

Lessons learned from PAA Africa partnership

An article on Reuters' Trust.org website describes the joint implementation of the first phase of PAA Africa, and lessons learned on public procurement.

Read the article [here](#).



Video: P4P in Uganda

New video highlights accomplishments of the P4P pilot, as well as goals moving forward.

Watch the video [here](#).

CONTACT US

P4P coordination unit

P4P Coordination Unit:
wfp.p4p@wfp.org

Ken Davies, P4P Director and Global Coordinator: Ken.Davies@wfp.org

For more information

P4P webpage:
www.wfp.org/p4p

Twitter:
[@WFP_P4P](https://twitter.com/WFP_P4P)

Regional Bureau focal points

François Buratto, Asia:
Francois.Buratto@wfp.org

Simon Denhere, Eastern and Central Africa:
Simon.Denhere@wfp.org

Sarah Longford, Southern Africa:
Sarah.Longford@wfp.org

Nacer Benalleg, West Africa:
Nacer.Benalleg@wfp.org

Hebert Lopez, Latin America and Caribbean:
Hebert.Lopez@wfp.org