



Grow Asia

A Multi-stakeholder Approach to Food Security

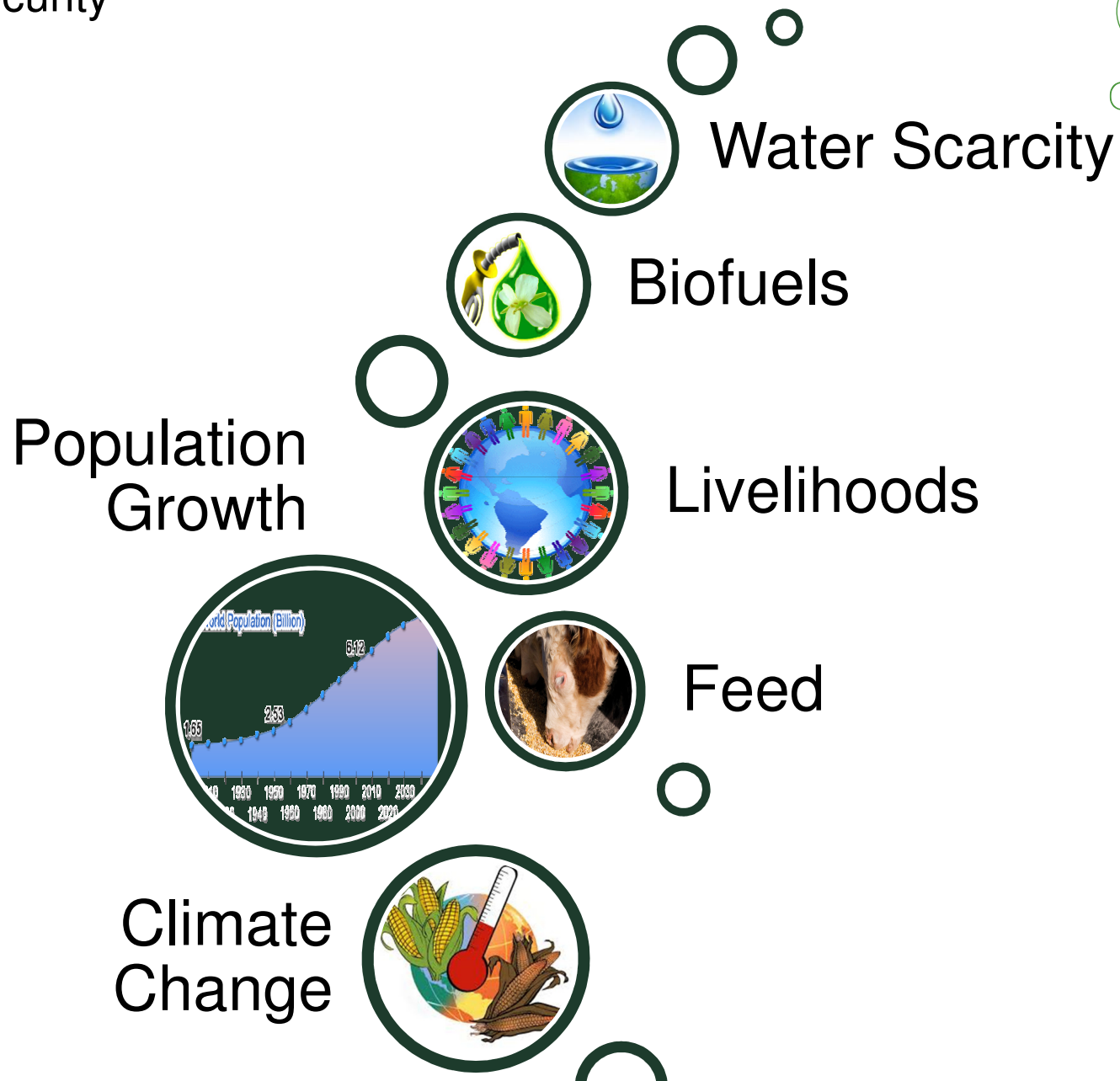
Crawford Fund: The
Business of Food Security:
Profitability, Sustainability
and Risk

11 August 2015

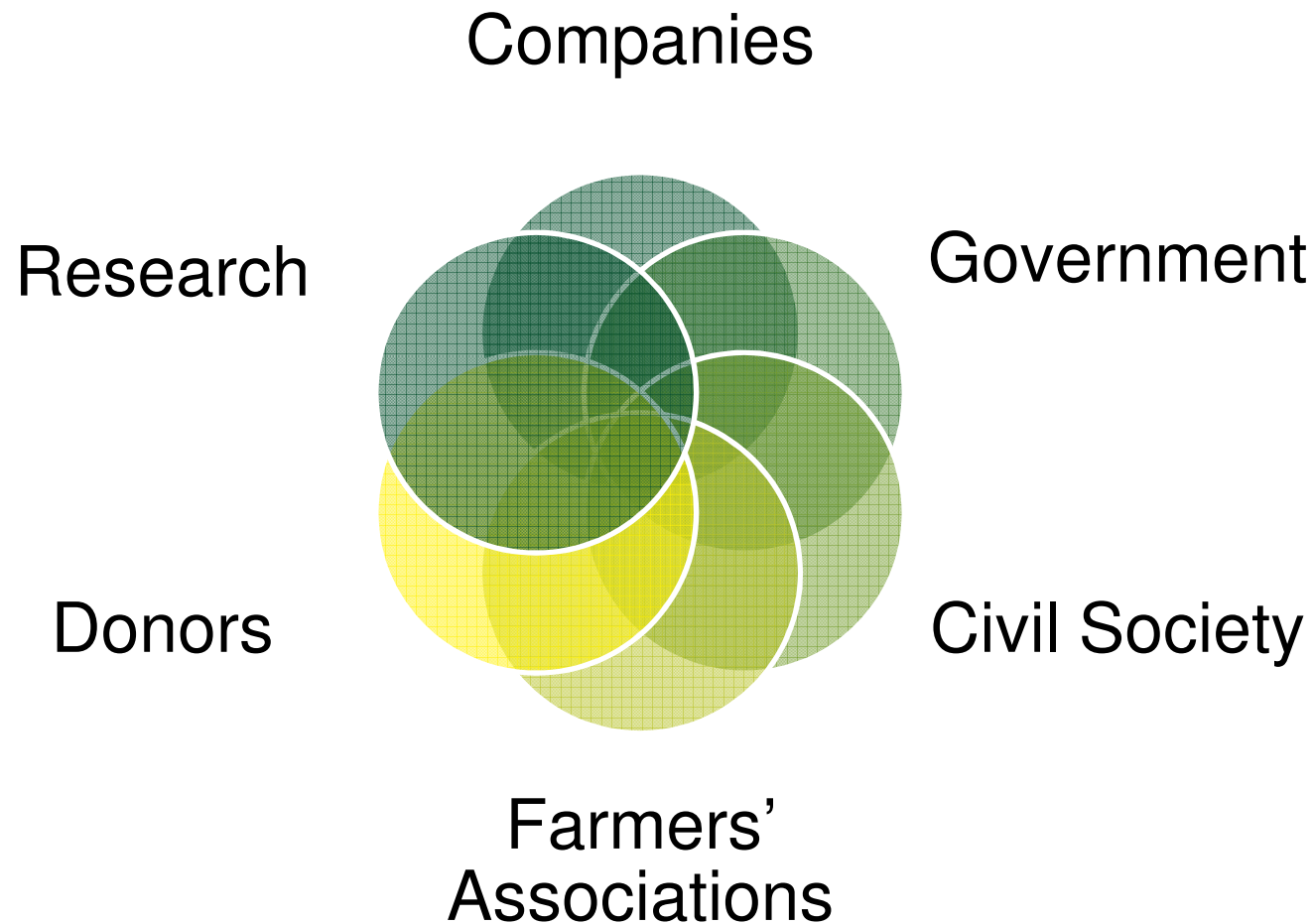


Grow**Asia**

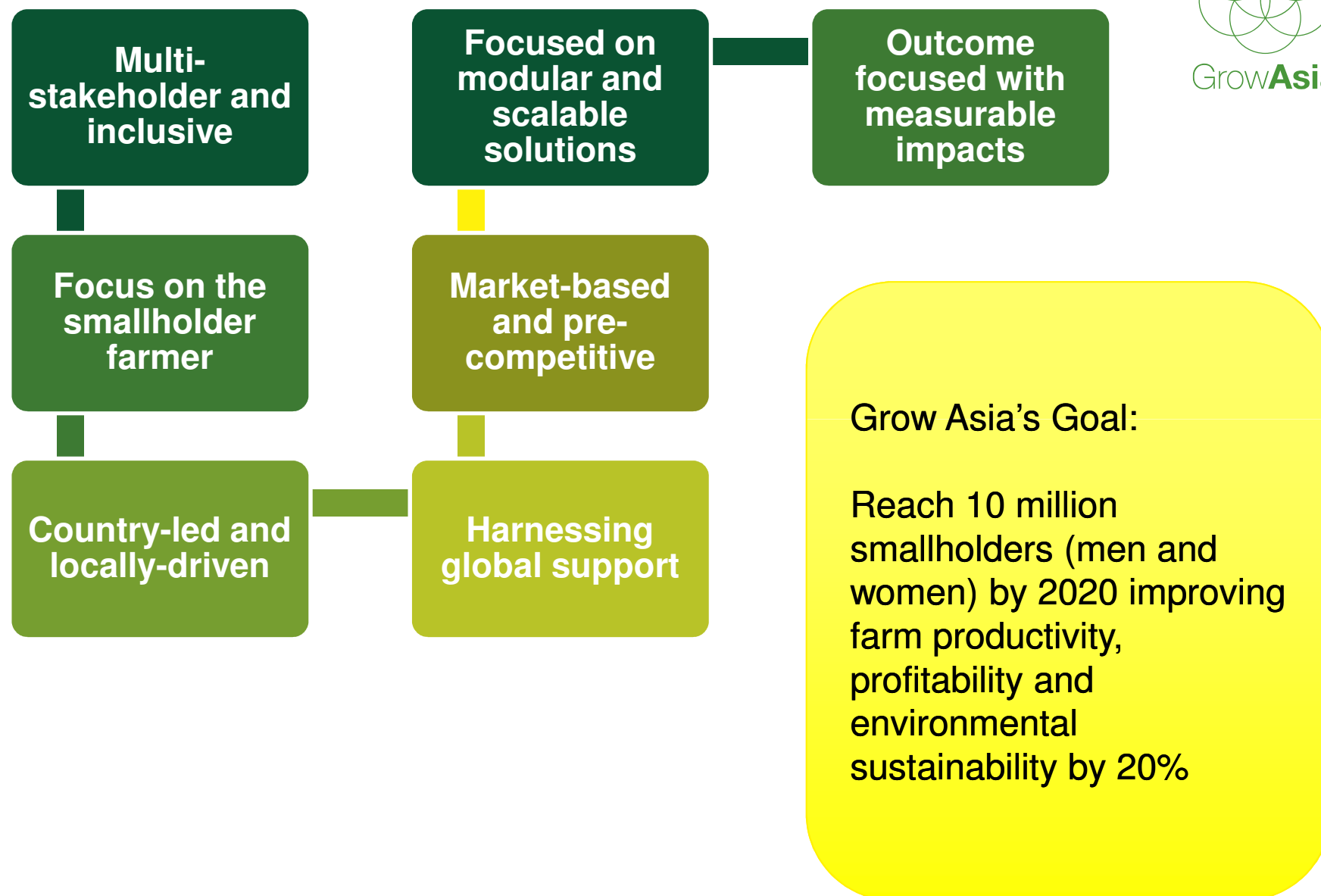
A Global Challenge: Food Security



A Confluence of Challenges...
...Warrants a Confluence of Solutions
Stemming from a Confluence of Stakeholders

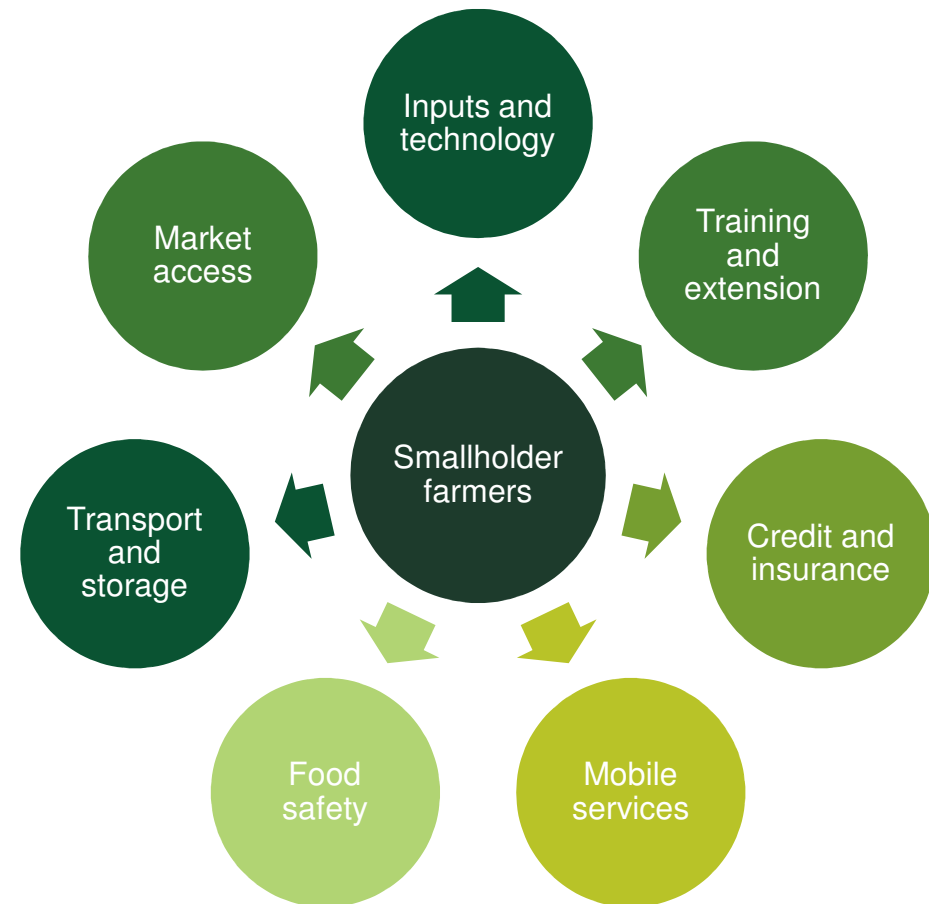
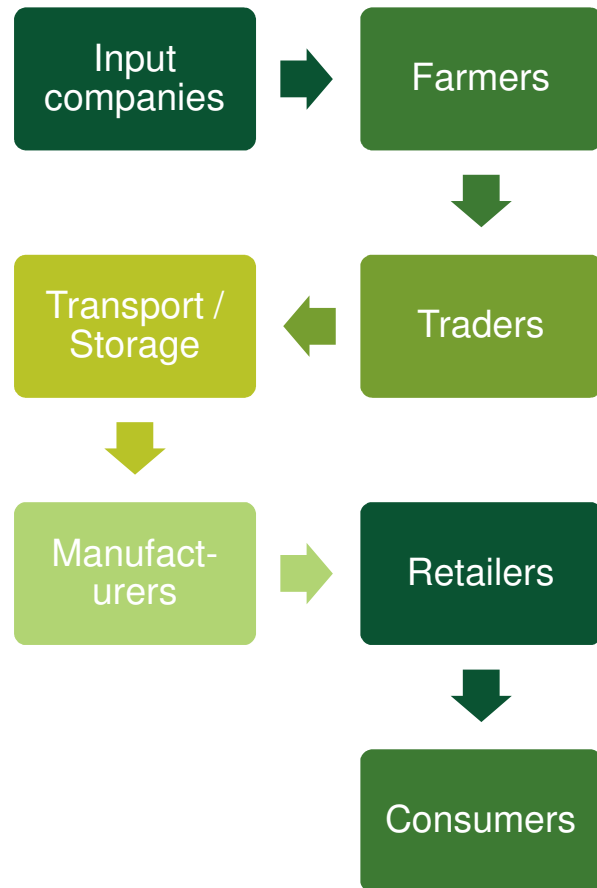


Grow Asia's Approach



Business Model

Core focus on value chains & smallholder farmers



Grow Asia Value Proposition

What Distinguishes Grow Asia?

Political Will & Engagement



Local Company Commitment

- AWBA group
- Indofood
- BT Cocoa
- Tiga Pilar
- Bank BRI
- Band Andara
- PRIME Agri
- Olam
- Mondelez
- VinaCapital
- Kirana
- Megatara
- Nedcoffee

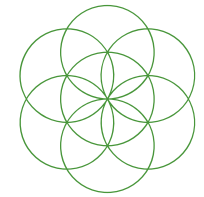
Civil Society Participation

- AsiaDHRRA
- CARE USA
- Conservation International
- IDH
- Landesa
- Mercy Corp
- Rainforest Alliance
- Swisscontact
- The Nature Conservancy
- World Vision Australia

Corporate Leadership

Grow Asia Business Council

1. Bayer Cropsience AG
2. Bunge Ltd.
3. Cargill Inc.
4. DuPont
5. Heineken
6. International Finance Corporation
7. Jain Irrigation Systems Ltd.
8. Lawson Inc.
9. Louis Dreyfus Commodities
10. Monsanto Company
11. Nestle
12. PepsiCo Inc.
13. Rabobank
14. Sime Darby
15. Sinar Mas Agribusiness & Food
16. Swiss Reinsurance Company Ltd.
17. Syngenta International AG
18. Unilever
19. UPL Ltd./Advanta
20. Visa
21. Visy International
22. Wal-Mart Stores Inc.
23. Wilmar International Ltd.
24. Yara International ASA
25. Zonco Group Co. Ltd.



GrowAsia

Farmer Advisory
Council

Stronger Links to
Researchers

Business Case for Engagement

Business development, access and reputation



Business Development

- New market development
- Sharing investment and risks
- Developing value chain partners & solutions
- Gaining market insights

Access and Dialogues

- Connecting with government and other stakeholders
- Being part of policy dialogues and industry initiatives

Reputation

- Developing a reputation for sustainability
- Being seen as a leading company
- Attracting business partners and employees

Supporting Country Partnerships

4 country partnerships, reaching 100,000 farmers
Cambodia and Thailand in discussion



Vietnam

- Public Private Task Force formed 2010
- **Over 50 partners** including the Ministry of Agriculture, 20+ global and 4 local companies, NGOs, others
- **6 priority commodities** (coffee, tea, potatoes, corn, spices, fisheries)
- **Agri-finance** working group



Indonesia

- Partnership for Indonesia's Sustainable Agriculture (PISAgro)
- Formed in 2011
- **30 partners** including 4 Ministries, 20+ companies and others
- **10 priority commodities** (cocoa, palm oil, dairy, rice, potatoes, corn, tropical fruits, soya, coffee, rubber)
- **Agri-finance** group



Myanmar

- Agriculture Network formed June 2013
- **40 partner** organizations including government, companies and others
- **4 focus crops** (coffee, dairy, horticulture, sugar)
- **3 issue groups** (agri-finance, mobile solutions and sustainable production)



Philippines

- Philippines Partnership for Sustainable Agriculture started in 2015
- **Focus crops include** coffee, coconut, corn, cassava, and fisheries
- **Issues of focus** include agri-finance



Country Partnership Projects in Detail

Coffee in Vietnam



Target: Engage 20,000 Vietnamese coffee farmers (5% of national total) within five years.

Results:

In the 2014-2015 season, :

- 75 demo plots in 4 provinces, 4,000 farmers
- increased
 - farmers' yield by 21%
 - net income by 14%
- reduced
 - water by 30%
 - fertilizer by 18-23%
 - carbon emission by 63%
- introduced new higher yielding coffee varieties
- Government of Vietnam set up a Vietnam Coffee Coordination Board (VCCB).
- Farmer groups being set to enable provision of financing solutions.

Partners include:

- Nestle, Yara, Syngenta, Bayer, BASF, Kraft, Sara Lee,
- Utz, 4C, Rainforest Alliance, IDH, SNV
- MARD, IPSARD, WASI



Country Partnership Projects in Detail

Corn in Indonesia



Target: By 2020, train 5 million corn farmers on 1.25 million hectare land with productivity target of 8 tons/hectare

Results:

- Trained 34,100 farmers at 15 field schools covering 24,000 ha.
- One demo plot of GAP
- Increased
 - Productivity by 33%
 - Incomes by 44%
- Generated US\$83,000 private investment.
- Channeling US\$25,000 working capital credit to farmers

The group is also testing a new model on coconut-corn intercropping to enable income diversification.

Partners:

- BRI, Cargill, Syngenta, Monsanto
- Indonesia Ministry of Agriculture, Directorate General of Food Crops
- Mercy Corps



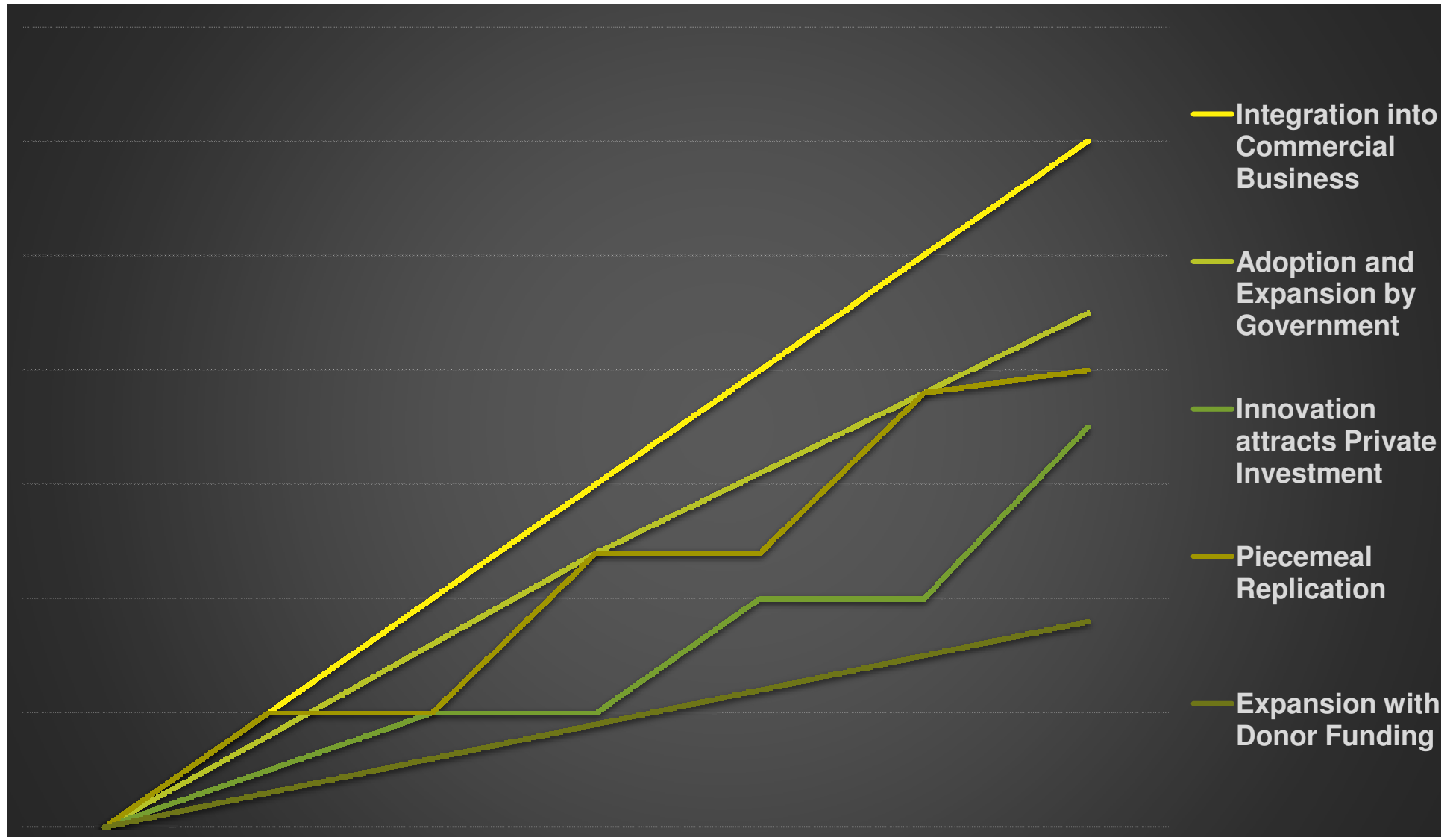
Grow Asia Value Add

- Supporting the creation of new Country Partnerships
- Developing and sharing best practice



Pathways to Scale

A combination of different approaches is necessary



Key Takeaway





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