

What's new in Inclusive Agribusiness? (Part one)

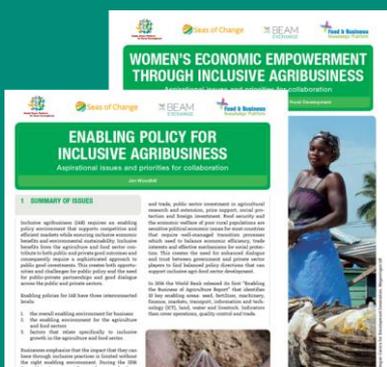
Do you have any idea of just how much is happening in inclusive agri-business? The innovations, partnerships, supply chain agreements, assessment tools, lessons on impact and more? If your answer is 'no', you're in good company. Our theme stems from a gathering of specialists in inclusive agribusiness, where the biggest lesson was just how much was happening and how little we know about each other's work.

In partnership with Seas of Change, BEAM Exchange, the Global Donor Platform for Rural Development and the Food and Business Knowledge Platform (the convenors of the March gathering), **we bring you a bumper theme on inclusive agribusiness in two parts.** Hub Editor Caroline Ashley introduces the series in her [overview blog](#). The first part (below) reviews a range of initiatives from diverse players, getting into the detail of how to make inclusive agribusiness work, from the drivers of farmer adoption of technology, to tools for assessing impact.

Part two looks at the shifting and blending of long-standing perspectives on cooperative, corporate strategies, value chain partnerships, market system change, rural livelihoods support, financing, and innovation adoption. We conclude the series by signposting to new resources on inclusive agribusiness, tips on where to find more and reflections on how learning and exchange can improve.

NEW theme papers on Inclusive Agribusiness

Six newly launched short reports on policy, finance, partnerships, business models, women's economic empowerment, and systemic approaches, explore what we know, what we don't, and high potential areas for collaborative action or research. They are a teaser to provoke discussion and ideas for much more we could do.



Digging into the detail

The diversity of initiatives related to inclusive agribusiness is huge. The one common theme is the need to dig into detail and avoid blueprints, while being informed and inspired by the work of others.

Here we share examples of how diverse players are getting into the nitty gritty: drivers of farmer adoption of technology, factors affecting loyalty between smallholders and buyers, what shapes whether a corporate supply chain initiative is just announced or actually implemented, tools for assessing impact or scoring gender sensitivity of an intervention.

- Success of smallholder [adoption of a farming innovation](#) rests on assessing reality not making assumptions, as Robin Bonsey from Hystra makes clear. He explains the key factor is the possibility to reverse/reversibility of their decision, and the implications of this.
- One early but [thriving example of innovation](#) comes from Vietnam, where Mimosa TEK is using the 'Internet of things' for precision irrigation. Yields are up by 25% and costs down by 30% but it's not plain sailing.
- Zenzo Sibanda from Palladium shares some apparent 'good news stories' about [women smallholders 'stepping out'](#) from their subsistence agriculture, but close attention to the risk taken and capital foregone shows we - and indeed the farmers - need to think carefully before celebrating.

- [Just how gender responsive are inclusive business initiatives?](#) Clare Bishop introduces a clear analytical tool with simple scores, spider diagrams, and comparisons, to help think through the spectrum from gender blindness to gender transformation when designing or assessing an intervention.
- For agribusiness corporates, it's [not just about reputation but security of supply](#). Anna Swaithe draws on years of senior corporate experience in cocoa and beer, to trace the rise and wobble of such initiatives.
- 'Loyalty,' the flip-side of side-selling, is so often discussed, but not so often understood. Chris Claes from VECO reports that the [real-time feedback](#) that Mars received has been hailed as invaluable.
- Baba Togola from 2SCALE looks at [lessons for how to build loyalty](#). It's a candid look at an arrangement that didn't achieve its repayment target, and a reminder that 'loyalty' means different things to different players.
- What do farmers aspire to and how much difference does any enterprise or intervention have? Again, the answer lies in the detail. Ileana Resendez explains [how the 'living income benchmark' differs](#) from a standard (World Bank or national) poverty line, assessing what would enable a family to meet its needs in a given context.
- Ian Randall shares other approaches to [assessing impact on inclusive business initiatives](#), including detailed data gathering by SAB Miller, and an excellent new working paper digging deeper into a variety of impact assessment methods used in company supply chains.



'Gogo Pakanengwa' a member of the Action women's group in Zimbabwe

NEW: Inclusive Agribusiness resources

There are now over 450 resources on inclusive agribusiness on the online searchable database SearchInclusiveBusiness.org.

Don't miss new publications from GrowAfrica, Tecnoserve, Veco, KPMG, Palladium and many more.

In other news

- Want to help African women in tech get ahead? [#HerFutureAfrica](#) are seeking partners, funders and board advisors to help them achieve their vision
- The second edition of the Innovations Against Poverty fund is now calling for proposals. [Find out more here](#).
- New [Intellectcap Research](#) looks at emerging technologies as the catalyst for exponential change in Africa.

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