

What's new in Inclusive Agribusiness? Part two

Once upon a time there was commercial agriculture for business people and rural development for the public and philanthropic sector. No longer. In part two of our series on inclusive agribusiness, a host of blog contributors share how long-standing perspectives on cooperative, corporate strategies, value chain partnerships, market system change, rural livelihoods support, financing, and innovation adoption are beginning to blend. And why.

This 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. So, Seas of Change Co-lead Joost Guijt rounds up the series with [how we can be smarter about how we learn from inclusive agribusiness initiatives](#). We conclude with how we can share and learn more; signposting you to a new set of resources in inclusive agribusiness, tips on where to find more, and reflections on how learning and exchange can improve.

The series was created in partnership with Seas of Change, BEAM Exchange, the Global Donor Platform for Rural Development and the Food and Business Knowledge Platform. [Don't miss part one](#), where we reviewed a range of initiatives from diverse players getting into the detail of how to make inclusive agribusiness work, from drivers of farmer adoption of technology to tools for assessing impact.



4P approach: connecting the public and private sectors with producers

KNOW-HOW: Creating prospect for all in the agri-food sector

What is inclusive agribusiness? What resources exist to provide more information? All the information in one place on the [Hub's Know-How page](#), in partnership with Seas of Change.

Shifting perspectives to support inclusive agribusiness

- In the Niger Delta, fisher family income rose by 65% thanks to introduction of improved fish feed - with farmer training. [It started as a win-win for farmers and the company, facilitated by 'market system' actors](#) including non-profit Partnership Initiatives in the Niger Delta. DAI's William Grant looks at how this market system approach helps specific companies to take a risk.
- From FAO, David Neven poses the conventional juxtaposition: economic development for the rich vs social support for the worst off. He argues [we need the best of both to be integrated for inclusive agribusiness](#), as nothing else will address all the binding constraints at the same time, meeting the so-called Anna Karenina principles.
- Ian Randall argues that a [new generation of cross-sector partnerships is emerging](#), focussed on action and investment, rather than talking and connecting. He explains why they are key to strengthen African food systems for farmers and companies alike.
- There is [no single best approach to address barriers to women's economic empowerment](#). Vincent Trousseau explains the range of Oxfam approaches, from enterprise support to market system interventions to challenging norms around women's roles.
- Traditional PPPs still see smallholder farmers as beneficiaries says Floortje Jacobs. A [new 4P approach](#) starts from the market reality, working with producers, private and public sectors to create trusted, co-owned business partnerships.

- Another NGO, Siyavuna, focuses on [organic production to boost farmer income](#). They combine a conventional strategy - training for cooperative members - with support for branding of organic products.
- The Global Donor Platform for Rural Development, co-sponsor of the March inclusive agribusiness workshop, share learnings from the sessions, including that [donors need to do a better job in coordinating amongst themselves](#) in designing and funding inclusive agribusiness initiatives.



NGO Siyavuna works with cooperative members and organic production to boost farmer income.

Sharing lessons and how to learn more

Our two-part theme on inclusive agribusiness is certainly not comprehensive - an encyclopedia would be needed to cover the space comprehensively. But it's clear that plenty is bubbling at every part of the agricultural market. Below are six things you can do to find out more, without sitting through a workshop.

1. Start with our Editor's Choice, a great '[Overview](#)' of [what's happening in the inclusive business space](#). As our Guest Editor, Joost Guijt says, the report captures how much is happening but is not blinded by it, showing too where we have gaps and uncertainties.
2. Browse our set of nine varied blogs in [part one of the series](#) on initiatives in agri-business that are 'digging into the detail' in order to get implementation right. Our bloggers share the nitty gritty of what drives 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. [See the overview here](#).
3. Dip into [six newly launched short reports on policy, finance, partnerships, business models, women's economic empowerment, and systemic approaches](#). Each explores what we know, 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.
4. Attention is increasing on the smallholder financing gap: smallholders need around \$200bn of finance per year but currently around \$50bn is actually flowing. Huge progress is being made in addressing multiple constraints to finance. Matt Shakhovskoy reports on progress made and [where to access multiple lessons and tools across a host of finance-related topics](#).
5. Find much more in our database of publications on inclusive agribusiness: newly updated, [SearchInclusiveBusiness.org](#) is a database of publications on all aspects of inclusive business, with over 450 now added relevant to agriculture.

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