



World Food  
Programme

SAVING  
LIVES  
CHANGING  
LIVES

# Purchase for Progress

*Connecting Smallholder Farmers to Markets*

October 2019





# SMALLHOLDERS

*WFP has an enormous range of projects and platforms that empower those furthest behind to sustainably access nutritious food.*

- In the short term, we enable smallholders to meet their immediate food needs while focusing on future resilience by empowering them to create productive assets.
- By leveraging WFP's large purchasing power for staple foods to provide smallholders with an entry point into formal markets, farmers are incentivized to produce in higher quantity and better quality.
- At every stage, partnerships and capacity strengthening of local and national entities, farmers organizations and community-based organizations are prioritized.



# WFP'S SMALLHOLDER SUPPORT in 2018

## 40

countries where WFP connects  
smallholders to markets

## 29

countries where WFP purchased food  
directly from smallholders

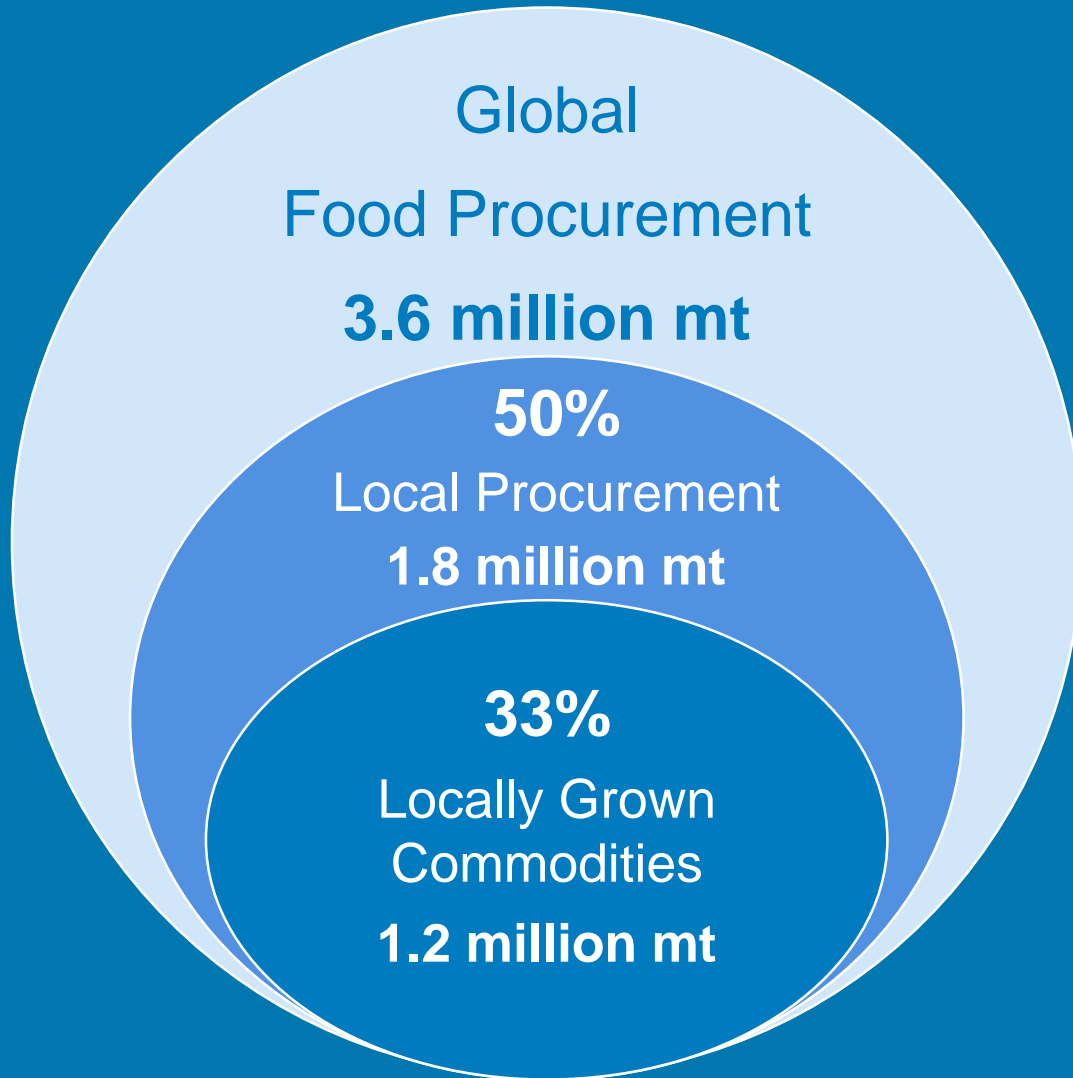
## 31 US\$ million

worth of food bought from smallholder  
farmers





# WFP'S FOOD PROCUREMENT IN 2018







# WFP'S PORTFOLIO OF SMALLHOLDER-FACING FOOD ASSISTANCE



- *Purchase for Progress (P4P)*



- Food Assistance for Assets (FFA)



- Home Grown School Meals (HGSM)



- Rural Resilience Initiative (R4)



- Post-Harvest Loss Initiatives (PHL)



- Farm to Market Alliance (FtMA)



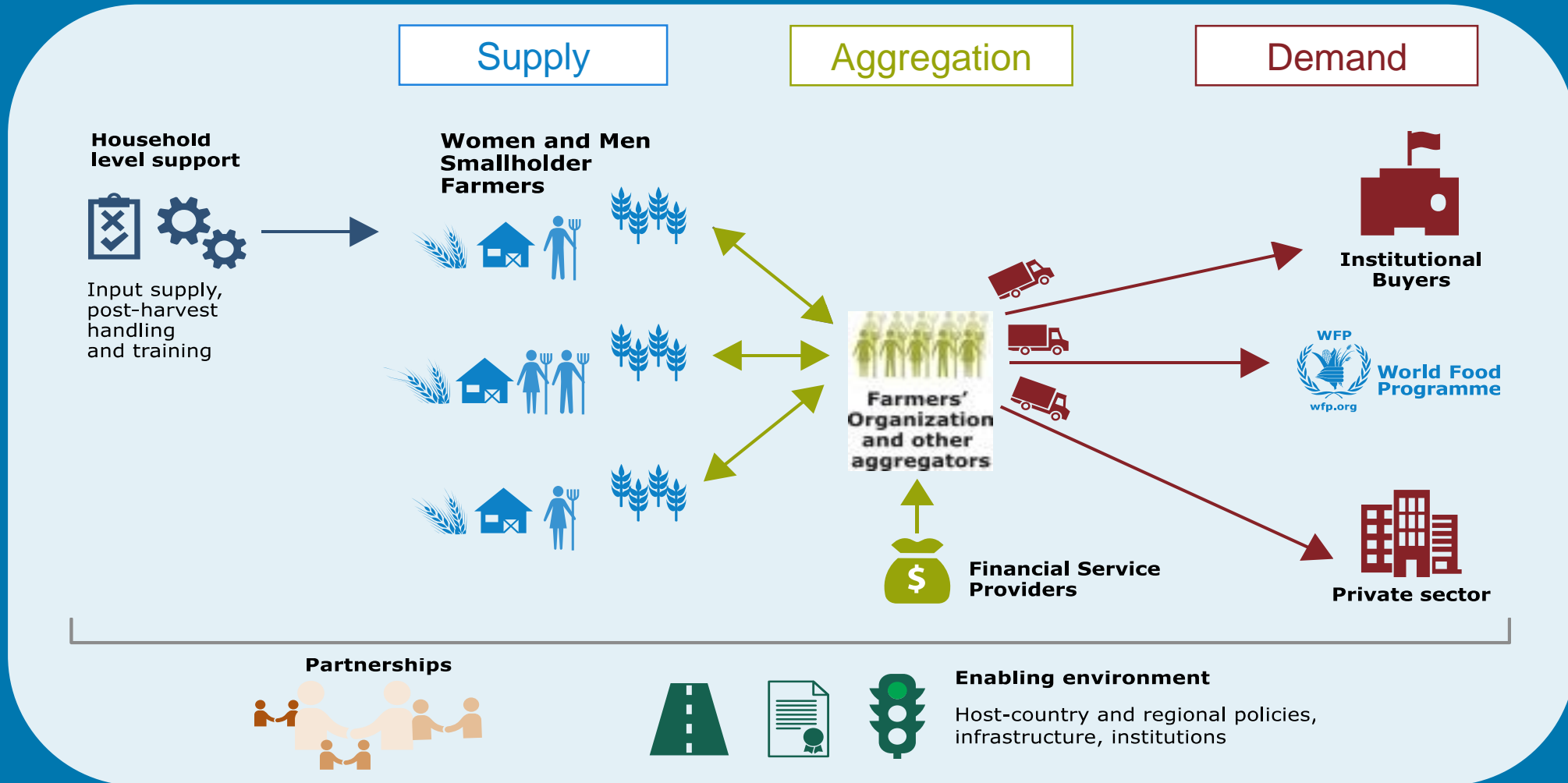


# PURCHASE FOR PROGRESS

*Purchase for Progress (P4P) is a long-term commitment by WFP, began as a pilot in 2008 and has since become a core programme in WFP's country portfolios.*

- Leveraging WFP's own purchasing power and expertise in food quality and logistics to sustainably promote smallholder agricultural development and access to formal markets.
- Transforming the lives of millions of SHF, especially women, in 27 developing countries.

# How P4P works



# IMPLEMENTATION

## ***HQ: P4P Coordination Unit***

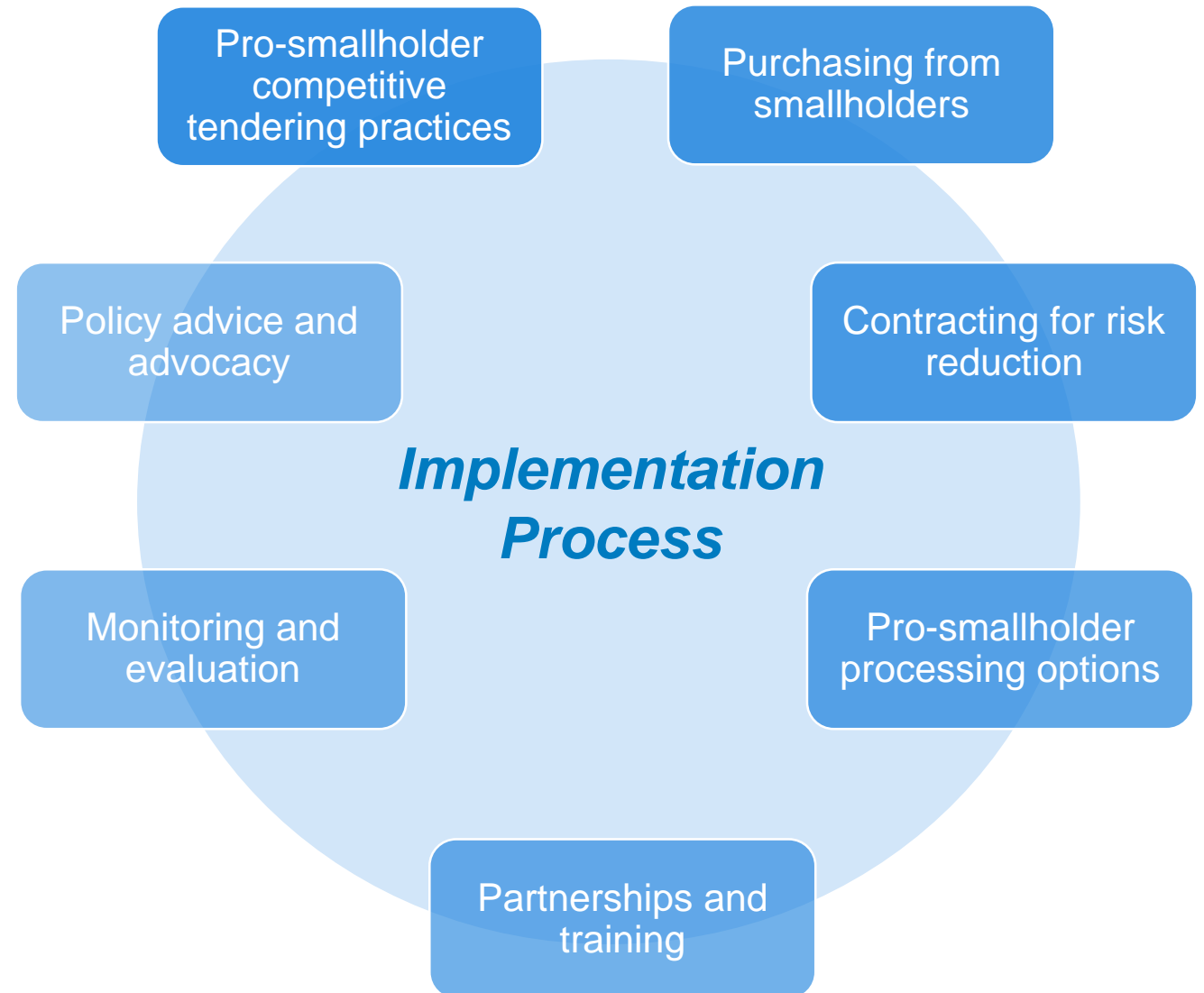
- overseeing the programming
- grant management

## ***Regional Bureaux:***

- overall planning, integration and coordination

## ***Country Office:***

- responsible for the quality of design and implementation
- improve on related partnerships





# RESULTS AND SYSTEMIC IMPACTS



## ***Pro-smallholder procurement***

366,658 mt was delivered to WFP under SHF-friendly procurement modalities



## ***Gender equality***

Women's participation tripled to 300,000 from 2008 to 2016



## ***Nutrition***

Support SHFs to produce nutritious foods to prevent malnutrition



## ***Farmers' organizations***

Over 1,000 FOs, covering 1.7 million SHFs from 2008 to 2014



## ***Government ownership***

Governments play as a key role in a variety of ways



## ***Food quality and safety***

Defaults decreased from 5% to 0.5% from 2010 to 2014



## ***Partnership***

Over 500 partners were recorded, including 35 country level partnership agreements



## ***Financial Inclusion***

Provide farmers and FOs with better access to finance



## ***Transforming WFP***

Reviewed and enhanced its ways of working in procurement, food safety, staffing, ...



## ***Infrastructure improvement***

Support agricultural infrastructure

# LESSON LEARNED

## ***Stable demand is key to driving sustainable change***

- To have sustainable impact, it is necessary work with governments and the private sector.

## ***Exploring new ways of capturing impacts and measuring success***

- Innovation is needed to track systemic changes in markets and broaden the vision of success.

## ***Forging more conducive enabling environments for pro-smallholder initiatives***

- Key enabling conditions, including infrastructure, public investments, policies are critical.





# COUNTRY - SPECIFIC



## Ethiopia

Collaborating with the Government's Agricultural Transformation Agency strengthens coordination



## Guatemala

Linking smallholder farmers with private sector buyers leads to sustainable changes in livelihoods



## Rwanda

The Government committed to purchasing from smallholder FOs under the government-owned Common P4P



## Afghanistan

Smallholders, millers and processors supported by P4P and the Government to produce nutritious foods





Thank You

**P4P**

**Purchase for Progress**

*Connecting farmers to markets*

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