



# Value Chains and Trade

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# Background

- Value chains are the sequence of channels and actors involved in the process from production to delivery of a product to the market
- Trade is key to economic development of any country
- In trade, risks to plant or animal health, as well as food safety abound
- WTO SPS agreement: enables members to:
  - Protect themselves from the risks posed by the entry of pests and diseases **BUT**
  - Minimise any negative effects on trade
- Complying with standards is a barrier





# Problem statement

- Insufficient information and technologies to sustainably increase productivity of high quality agricultural products demanded by the market
- Weak market linkages between value chain actors





# CABI contribution

- Expertise across the value chain in knowledge generation and capacity building
- Expertise in knowledge management and dissemination
- Established partnerships with national governments, regional economic blocks and international bodies
- Role in promoting agricultural diversification, as a leader of the Global Action Plan for Agricultural Diversification (GAPAD)



A group of people, including a man in a CABI lanyard, are gathered around a table, examining a large leafy vegetable. The man in the center, wearing glasses and a dark jacket, is pointing at the leaf with a yellow pencil. Other people, including a woman in a yellow headscarf and a man in a red shirt, are looking on. The background is slightly blurred, showing an outdoor setting.

## Vision:

CABI envisions a world in which **smallholders** sustainably raise high quality agricultural produce, access global markets and improve their livelihoods



# **Goal 1: Enhanced productivity and quality of produce, sustainability and climate resilience of farming systems**

- Generate improved/climate resilient production and productivity enhancing innovations and approaches (in response to market demands)
- Enhance sustainability/resilience of farming systems through agricultural diversification
- Build capacity of value chain actors to increase sustainable production and productivity
- Disseminate and evaluate adoption and impact (social and/or technical) of improved innovations and approaches





# Promoting sustainable tea production in India

- A four-year project (01/09/14- 24/09/2018) funded by Unilever
- The project aimed to establish proof of concept for the judicious use of inputs in the tea ecosystem
- Scientific research study at five different locations in India to evaluate the environmental and economic feasibility of applying ecological methods for pest management
- In all locations, despite the absence of pesticides, pest populations were found at manageable levels, largely comparable with 'business as usual' practices
- A toolkit of non-chemical pest management practices developed to encourage sustainable production of tea
- Collaborators: Tea Research Association, East India and United Planters Association, South India



## **Goal 2: Improved access to markets through enhancing business skills of value chain actors and availing of market information**

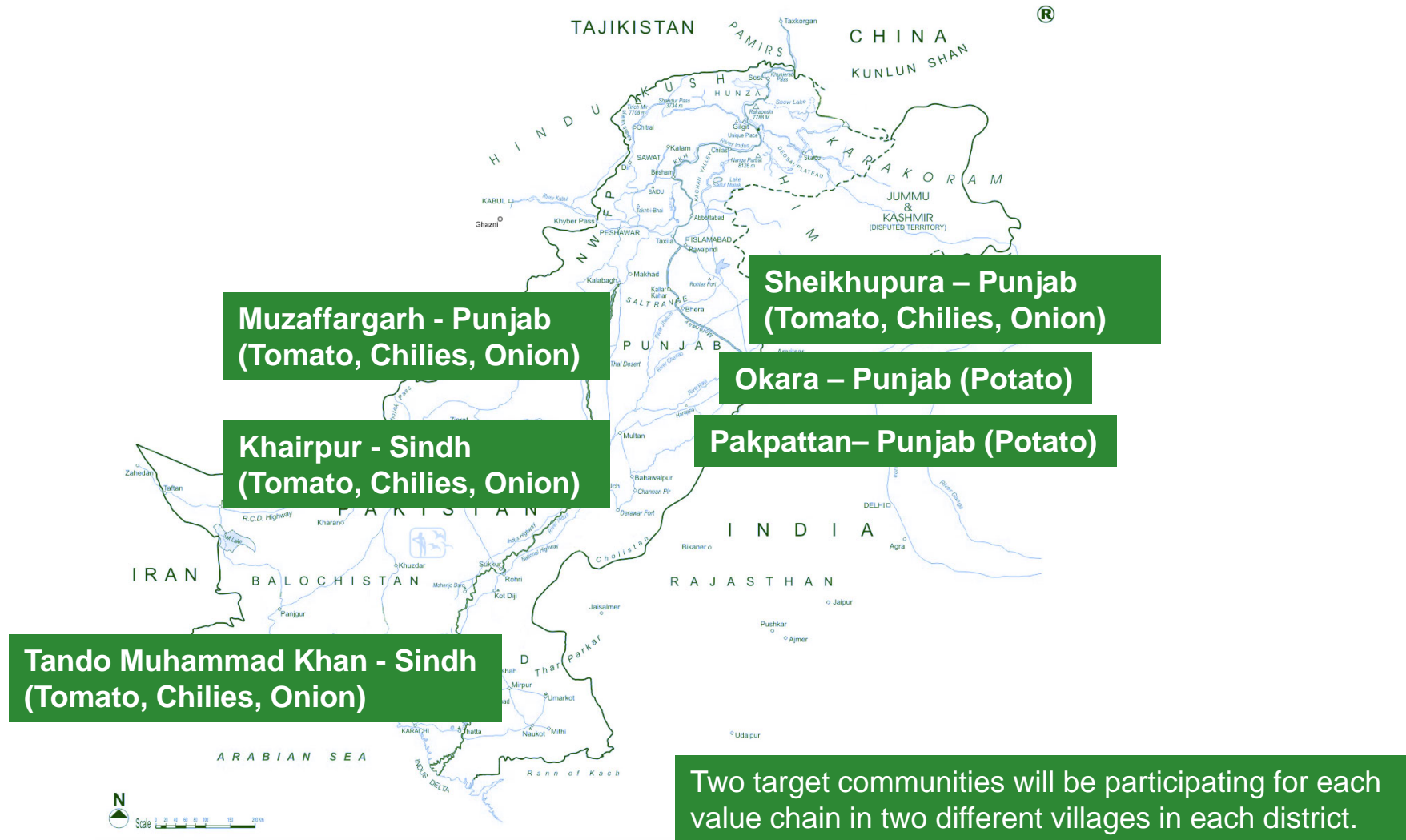
- Strengthen farmer business organisations for better access to input and output markets
- Build capacity of decision makers and technical experts in risk assessment and compliance with market standards
- Enhance post-harvest processing and value addition, through infrastructure development and training
- Facilitate communication between value chain actors, and enhance trade



# Strengthening vegetable value chains in Pakistan for greater community livelihood benefits

- A four-year project (15/02/18 - 31/12/21) funded by ACIAR
- Aims to strengthen the value chains of four vegetables in Pakistan using a community-based approach
- Focuses on consumer demand and where interventions can catalyse improved value chain efficiency and competitiveness
- With a gender focus, implementation is in a set of focal villages where one or more of the target vegetables are a substantial component of the community's economy
- Outputs are a) production, postharvest and marketing interventions that will increase the efficiency and profitability of target crops; b) build in-country research capacity to undertake research, value chain analysis and social and economic assessments
- Other collaborators: Women Agriculture Development Organisation, Mojaz Foundation, Dept. Agric. Ext. (Punjab & Sindh), University of Queensland and local universities

# Geographical diversity of the project







## Goal 3: Vibrant Value Chain and Trade portfolio with a secure future

- Engage with CABI member countries and others to implement relevant national or regional policies related to trade
- Ensure inter-centre collaboration (including south/south) as well as stronger linkages with other CABI themes and programmes to promote “One CABI”
- Engage with financiers and strategic partners to build the Value Chain and Trade business
- Support CABI Science Strategy including through scientific publications on Value Chain and Trade



**Peppercorn Value chain analysis to determine  
Plantwise private sector opportunities**

Prepared by Suz Neave

Contributions from Muhammad Faheem, Sivapragasam,  
and Arnaud Costa

February 2018

# Peppercorn value chain in Vietnam

- Initially funded by Plantwise
- Currently, Proposal Preparatory Grant (PPG) funded by the Standards and Trade Development Facility (STDF)
- Implemented in Vietnam, Cambodia and Laos
- Goal: to support production and trade of peppercorn that meets EU-market requirements
- Additional project secured which is funded by World Bank/IFC Diagnostic Assessment of Black Pepper Supply Chain in Vietnam
- Potential project for training and setting up plant clinics with OLAM who is a global supply chain

[www.cabi.org](http://www.cabi.org)

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gracias  
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danke  
terima kasih  
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tak

# thank you

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