

breaking down barriers

Support for supply chains: improving trade efficiency and profitability

A woman in a green sari with a floral pattern is walking through a lush green field. She is carrying a large, full white sack on her head. The background shows a clear blue sky and some distant trees. The overall scene is bright and sunny.

CABI works to break
down barriers in
agricultural trade
to get safer, quality
produce from farmers
to consumers.

quality

If the world's 500 million smallholder farmers can trade more, better quality produce, they'll be able to improve their lives, while contributing to meeting the increasing global demand for food.

Yet barriers exist to achieving this goal, including production and post-harvest losses, disconnect between participants within supply chains, produce that fails to comply with quality standards and inefficient implementation of trade policies and food safety measures in exporting countries.

By acting now to improve efficiency, quality and profitability we can avoid shortfalls in supply, while improving incomes, revenues and livelihoods.

CABI works in collaboration to identify specific constraints and develop appropriate action plans.

We diagnose the problems and seek best solutions.

We introduce best agricultural practices and provide information on the needs and expectations of markets. We build capacity so knowledge can be translated into sustainable, practical action, through skills training and improving links between farmers, processors, manufacturers and retailers.

The work we do connects supply with demand, bringing benefits along the whole supply chain.

Smallholder farmers and producer groups increase their incomes by growing and selling better quality crops and are better integrated into supply chains.

Processors, manufacturers and retailers benefit from a reliable supply of quality assured, cost-effective produce. They protect their brand by providing safe, nutritious and affordable food that customers value and trust.

Governments are able to meet objectives in economic performance, employment and livelihoods.

Consumers have access to better quality food.

“An ounce
of trade
can be
worth
a pound
of aid.”

*Ban Ki-moon,
Secretary-General of the UN*

Barriers to trade...

Access to microcredit

Farmers are unable to obtain loans they need to buy seed and other inputs or processing equipment, which limits their ability to grow, process and trade crops.

Microbial contamination

Stored crops are at risk from fungal contamination which can destroy the whole crop as well as posing a threat to consumers through the production of mycotoxins.

Misuse of pesticides and other pest management methods

Current, independent information on how to use and handle pesticides is often limited. This means farmers often don't use them as they were intended or to best effect.

Losses to pests and diseases

Pests and diseases cause huge losses to crops and are one of the main reasons they don't make it to market.

Post-harvest losses

Between harvest and market, produce is lost due to inadequate knowledge of processing techniques, transportation issues or from pest loss.

Supply of quality agro-inputs

Limited access to quality inputs such as seed and fertiliser-seeds have often been inadequately stored which leads to poor germination.

Access to markets

Farmers have limited access to information to allow them to interact with the market effectively and lack knowledge and skills to take advantage of opportunities.

Traceability

Producing and providing records of farm businesses is a challenge. This reduces traceability along the supply chain.

support

along the supply chain

Input suppliers

Farmers

Processors

Regulators

Manufacturers and retailers

Consumers



Solutions from CABI

By building expertise and capacity we increase food security and safety and improve prosperity

Improving crop yield and quality


- Providing farmers with best practice agricultural techniques and sustainable ways of managing pests, such as biological control
- Creating high quality information products such as factsheets, training manuals, videos and multimedia extension materials
- Developing mobile agri-advisory services for farmers
- Providing training and capacity building for in-country extension workers
- Training in new growing and processing techniques that result in a higher quality crop which can be sold at a better price

Opening the doors to more lucrative markets

- Improving governments' and institutions' knowledge and capacity to enforce compliance
- Training farmers in techniques for efficient, compliant and safe production, including ecologically-sound agronomic methods and better ways of using pesticides
- Raising awareness of consumers' expectations, and the legislation and safety regulation (sanitary and phytosanitary) laid down to protect them
- Facilitating communication between participants in the supply chain
- Aligning the strategic objectives of producers, manufacturers and traders

Becoming more entrepreneurial and increasing trade potential

- Training farmers in developing business plans, facilitating collective action and negotiating better prices
- Providing reliable, objective information and data on pricing for traders of commodity crops
- Helping farmers to access credit so they can buy the tools, quality seeds and inputs needed to put their knowledge into practice
- Helping farmers in better record keeping to improve traceability



“Smallholder farmers
feed over two thirds of
the world’s population”

trade

CABI in action around the world



South East Asia: Safer cocoa that's ready for market

New food safety legislation introduced in cocoa consuming markets means supply chain participants need to change how they grow, process and handle cocoa. To support adaptation to these new rules, CABI and our in-country partners are raising awareness of food safety concerns and supporting compliance with standards through best practice training.

www.cabi.org/cocoasps



East Africa: Better profits for higher quality coffee

To help farmers get a better return for their coffee, we helped introduce new processing techniques. By training farmers to write business plans and engaging with national and international banks we have helped improve farmer access to microcredit. In Ethiopia, higher quality coffees produced with the new approach earn 30% above the usual prices.

www.cabi.org/creditguarantee



India: Putting advice at farmers' fingertips

To get information and advice to coffee farmers CABI has developed Café Movel which is a mobile based extension service. The service includes an interactive Frequently Asked Question section, a private discussion thread between planters and experts, functionality to broadcast voice casts of the discussion threads to a community, plus market and weather information voice feeds.

www.cabi.org/direct2farm



East Africa: Quality seed to grow high value vegetables

In response to the growing demand for nutritious indigenous African vegetables, CABI's Good Seed Initiative is securing a sustainable supply of quality seed by training growers in best practice techniques, developing farmer-led seed enterprises and establishing a market for their product. Trained growers produce seed with above 90% germination, compared to less than 50% for untrained growers.

www.cabi.org/gsiisrishaidd



Pakistan: Changing perceptions of 'quality' in cotton

To enhance farmers' ability to comply with market demands for high quality cotton, CABI is working with the Better Cotton Initiative to raise awareness and train farmers and ginneries (cotton processors) in better practices. Previously, inefficient storage and poor picking methods meant that farmers were losing 10-15% of their crops' value.

www.cabi.org/pkcotton



Northern Tanzania: Group marketing gets quality tomatoes to market

To enable farmers to fully benefit from sustainable production methods, CABI worked with them to establish a system for marketing their produce, helping them form producer groups and provided training in business skills. Producers are able to sell their tomatoes for 20% more than previously.

www.cabi.org/ipmtomatoes



Pakistan: skills to meet sanitary and phytosanitary regulations

Pakistan recognised a need to strengthen its plant and animal health systems to enable them to trade more effectively. CABI and its partners developed training courses to build capacity of health officials, exporters and port inspectors to meet sanitary and phytosanitary requirements. The training is being delivered through a number of channels including workshops and DVDs for distance learning.

www.cabi.org/sps



Uganda: Pest free flowers for European markets

To ensure flowers from Uganda aren't rejected on arrival in Europe because of quarantine pests, we have been working with flower growers and the national plant protection organisation to establish field surveillance systems to detect the presence of pests, train plant growers and plant inspectors on European import requirements for flowers and enhance the capacity for inspecting and certifying flower assignments.

www.cabi.org/flowers



Work with CABI to improve trade

Who are we?

CABI is a not-for-profit, intergovernmental organisation with the mission to improve lives by solving problems in agriculture and the environment.

Together with our partners across the world, we innovate and champion farmer-oriented techniques and services to address agricultural issues.

Our global reach and local focus

We're an international organisation with 48 member countries, staff based in 21 countries and projects in more than 70.

CABI's Member countries are increasingly highlighting their need to improve their ability to trade and have consistently asked for our support to help them. Working in close partnership with national institutions gives us the insight we need to understand the local context and respond to each individual country's priority development objectives.

Collaborative partnerships with many different types of public and private organisations put us in a unique position to meet the needs of all stakeholders in the supply chain – including the corporate sector, farmers, research institutes, traders, governments and policymakers.

Our people

The CABI team possesses a unique combination of subject expertise in agriculture, together with experience in practical technical delivery, providing information and project management. This enables us to produce world class products, information services and scientific outputs.

Our approach

Turning our knowledge into practical action, we train supply chain stakeholders, engage with entrepreneurs and use new technologies to deliver development impact on the ground.

Find out more at
www.cabi.org/trade



Who to contact

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