

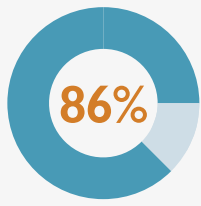
**Partnering for Innovation**

**COVID-19 PARTNER SURVEY RESULTS: SALES**

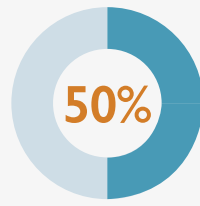
Achieving strong sales is a challenge in any business climate. For agribusinesses in emerging markets, COVID-19 has intensified these challenges by disrupting supply chains, production, and the movement of people and products.

To gain a deeper understanding of the pandemic's impact on sales and how businesses are responding, Feed the Future Partnering for Innovation surveyed 44 of its private sector partners in 19 countries across four sectors: Improved Inputs and Production, Postharvest Processing and Storage, Information and Communications Technology, and Access to Finance.

**SIGNIFICANT IMPACT ON SALES**



of all businesses experienced a **decrease** in sales.



saw sales **fall by half**.

**BLEAK OUTLOOK**



**6 months**

is the expected time nearly half of businesses with decreased sales need to **fully recover**.



**68%**

of all businesses expect **lower revenue** in 2020 compared to 2019.

**WHAT'S DRIVING FALLING SALES?**

*Top 3 reasons identified by business owners:*



**32%**

Movement restrictions



**29%**

Lower consumer demand

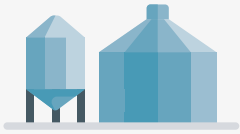
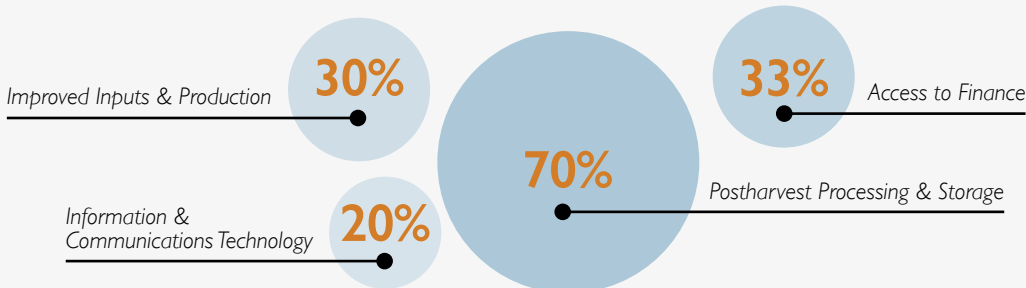


**21%**

Supply chain disruptions

**WHO'S MOST AFFECTED?**

*Of the four sectors surveyed, **postharvest processing and storage** businesses fared the worst with **70%** of these businesses experiencing a **50%** drop in sales.*



Three-quarters of postharvest processing and storage businesses expect revenue to fall by **at least 25%** in 2020 compared to 2019.



76% of postharvest processing and storage businesses have **3 months or less of cash flow and cash holdings** to maintain operations.

**HOW ARE BUSINESSES RESPONDING?**

*Business owners reported taking strategic and oftentimes creative approaches to turn around declining sales:*

- Cutting prices
- Running special sales promotions
- Offering delayed payment plans
- Shifting delivery and/or marketing approach
- Changing product(s)

**ABOUT FEED THE FUTURE PARTNERING FOR INNOVATION**

Feed the Future Partnering for Innovation is a program funded by USAID's Bureau for Resilience and Food Security and implemented by Fintrac Inc. that builds partnerships with agribusinesses to help them sell new products and services to smallholder farmers, who represent a potential market of more than 500 million customers worldwide.