



John Ogonowski and Doug Bereuter

Farmer-to-Farmer Program

“Farmer-to-Farmer—building agricultural sector competitiveness”



The Farmer-to-Farmer (F2F) Program promotes sustainable economic growth, food security, and agricultural development worldwide. Volunteer technical assistance from US farmers, agribusinesses, cooperatives, and universities helps developing countries to improve productivity, access new markets, and conserve environmental and natural resources. F2F volunteers work with farmers, producer groups, rural businesses, and service providers to develop local capacity necessary to increase food production and rural incomes, expand economic growth, and address environmental and natural resource management challenges. This people-to-people exchange promotes international goodwill, understanding of US foreign assistance programs, and private involvement in development activities.

What are the Program’s strengths?

- Quality, cost effective technical assistance from practical, experienced specialists
- Capacity development and technology transfer in focused value chain or sector support area
- Citizen diplomacy that establishes long term relations, promotes goodwill, and raises understanding of international development issues
- Easy Mission access through Associate Awards and buy-ins

Who implements the program?

Eight Leader With Associate (LWA) Program are implemented by six organizations. Each LWA is global in nature but implements core country programs in a specific regional or technical area:

<i>Region</i>	<i>Implementing Partner</i>	<i>F2F Program Director Email</i>
Asia	Winrock International	(nfisher@winrock.org)
Caribbean Basin	Partners of the Americas	(pcarlson@partners.net)
East Africa	Catholic Relief Services	(bruce.white@crs.org)
Europe / Caucasus / Central Asia (ECCA)	ACDI/VOCA	(atracy@acdivoca.org)
Middle East / North Africa (MENA)	Land O’Lakes International Development	(dgsmith@landolakes.com)
Southern Africa	CNFA	(sclark@cnfa.org)
West Africa	ACDI/VOCA	(atracy@acdivoca.org)
Agricultural Training and Education (AET)	Winrock International	(dmcgrew@winrock.org)

What is the Special Program Support Project (SPSP)?

The Volunteers in Economic Growth Alliance (VEGA) SPSP Award funds smaller programs with new partners targeted on specific countries or activities.

How can USAID Missions access F2F services?

The centrally-managed F2F Program is funded under the US Farm Bill. USAID Missions or Offices can draw on volunteer services from the core program to support ongoing activities by working directly with implementing organizations to:

- Coordinate core country program focus areas (centrally funded) with Mission strategies.
- Recommend specific host organizations to implementing organizations for "flexible" volunteer assignments.

In addition, Missions or Offices can fund additional F2F programs through:

- Associate Awards (Mission or Office funded) for volunteer and related support (consultant assistance, training, grants, equipment, etc.). Missions work directly with core implementing partners to implement the Associate Awards.
- SPSP buy-ins (Mission or Office funded) for volunteer and related support (consultants, training, grants, equipment, etc.) through fund transfers to BFS. SPSP buy-ins tend to be smaller, more targeted awards with new implementers.

For more information or involvement with this program, please contact F2F Program Directors (listed above) or these USAID/F2F staff:

Gary Alex
Farmer-to-Farmer AOR
galex@usaid.gov
202-712-4086

J. Erin Baize
Farmer-to-Farmer Program Analyst
jbaize@usaid.gov
202-712-5711



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ACDI/VOCA

ACDI/VOCA Capabilities

ACDI/VOCA retains a grassroots orientation from its beginnings in cooperative development. While still working people-to-people to increase household income and food security, it also designs and implements multidisciplinary economic development projects of significant scale and complexity that often benefit from targeted volunteer technical assistance. ACDI/VOCA advises decision makers as they navigate toward a market-based economy, and enables organizations, whether enterprises, financial institutions, cooperatives or associations, to manage and finance themselves. Today it addresses pressing and intractable development problems in five areas:

- **Agribusiness Systems:** ACDI/VOCA increases agribusiness productivity, growth and competitiveness by providing management support to farmer organizations to help them achieve scale, coordination, and business skills.
- **Enterprise Development:** ACDI/VOCA boosts incomes by improving the productivity and competitiveness of industries in which small firms participate & ensuring that firms benefit from that participation.
- **Financial Services:** Using an integrated rural development approach, ACDI/VOCA assesses local market demand to close gaps in the finance value chain.
- **Community Development:** ACDI/VOCA addresses immediate needs for recovery, stability, and generation of economic and social capital with an eye to long-term development resulting in poverty reduction. Our interactive approaches, whether applied to impoverished, fragile and transforming states or complex emergencies, are founded on community-based decision making.
- **Food Security:** Through activities targeted to the most vulnerable, ACDI/VOCA increases the availability and quality of food in local and regional markets and improves consumer access to and utilization of nutritious food. ACDI/VOCA also works to strengthen the resiliency of vulnerable populations and enhance their ability to respond to future shocks.

ACDI/VOCA holds a Leader with Associates Cooperative Agreement to implement USAID's Farmer-to-Farmer Program. Each project is global in scope and can expand beyond their core countries in **West Africa** and **Europe, the Caucasus, and Central Asia**:

- | | |
|--------------------------------|--------------|
| • Democratic Republic of Congo | • Armenia |
| • Ghana | • Georgia |
| • Liberia | • Kyrgyzstan |
| • Senegal | • Tajikistan |

Catholic Relief Services

Catholic Relief Services Capabilities

Catholic Relief Services (CRS) has extensive experience in promoting sustainable economic growth, food security, and agricultural development worldwide with programs that include volunteer technical assistance. CRS' agricultural programs focus on:

- **Resilience** - Promotes prosperous and resilient agricultural livelihoods, market-based recovery, farmer skill sets to improve productivity and diversity, inclusive value chains.
- **Capacity Building** - Promotes strengthening competitiveness in existing commercial value chains for specific commodities and helps protect development advances against the shocks farmers face around the world.
- **Gender** - Promotes the participation of women and supports more just and equitable livelihoods of female farmers.
- **Civil Society** - Cultivates strong relationships across civil society and public and private sectors to "connect the dots" across myriad of stakeholders — from local civil society partners to small-scale farmers and international businesses.

CRS supports rural families in their bid to attain food security, achieve incremental gains in prosperity, and engage more effectively in markets through three stages:

- **Recover:** gender-equitable emergency response, resilience, disaster risk reduction, national resource management and nutrition-sensitive programming.
- **Build:** integrated approach to skills development that enables farmers to engage with markets through a "5 skills set" approach.
- **Grow:** facilitating and brokering the inclusion of organized smallholder farmers in value chains that connect them with markets through finance and investment, regional commodity and trade programs, policy and advocacy.

CRS holds a Leader with Associates Cooperative Agreement to implement USAID's Farmer-to-Farmer Program. Each project is global in scope and can expand beyond their core countries in **East Africa**:

- Ethiopia
- Kenya
- Tanzania
- Uganda

Angelina Tracy
ACDI/VOCA F2F Program Director
atracy@acdivoca.org
202-469-6180

Bruce White
Catholic Relief Services F2F Program Director
bruce.white@crs.org
410-951-7249



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CNFA

CNFA Capabilities

CNFA is a non-profit international development organization dedicated to increasing rural incomes by empowering farmers and rural entrepreneurs. The organization specializes in enterprise-based agricultural development initiatives designed to facilitate market access, enhance agribusiness competitiveness, increase productivity, and improve access to inputs and credit. CNFA implements Farmer-to-Farmer in Southern Africa using a value chain approach in order to focus resources and more effectively build linkages between industry stakeholders. It utilizes expert volunteers and staff to provide technical assistance in pursuit of the following Farmer-to-Farmer objectives:

- **Increase agricultural sector productivity and profitability:** CNFA's strategic approach is founded on increasing smallholder productivity and profitability by targeting high-potential value chains in each target country.
- **Improve conservation and sustainable use of environmental and natural resources:** CNFA balances increased agricultural productivity and production with improved conservation and sustainable resource use. Examples of potential volunteer roles include: water management including water retention and water multi usage, integrated pest management (IPM) and integrated soil fertility management.
- **Expand agricultural sector access to financial services:** CNFA links smallholder farmer organizations and SMEs with credit via appropriate channels, including microfinance institutions, banks, supplier credit, leasing, equity investment, and blended capital from an increasing number of impact investors.
- **Strengthen agricultural sector institutions:** CNFA strengthens farmer organizations, including cooperatives and associations, local NGOs, industry associations that support improved input supply, and agricultural universities.

CNFA holds a Leader with Associates Cooperative Agreement to implement USAID's Farmer-to-Farmer Program. Each project is global in scope and can expand beyond their core countries in the **Southern Africa** region:

- Angola
- Malawi
- Mozambique

Land O'Lakes International Development

Land O'Lakes International Development Capabilities

Since 1981, Land O'Lakes International Development has applied an integrated approach to international economic development that capitalizes on practical experience, volunteer technical assistance, and in-depth knowledge to facilitate market-driven business solutions. Land O'Lakes' practices include:

- **Agricultural Productivity and Competitiveness:** Through our demand-driven, value-chain approach to agricultural development, Land O'Lakes helps farmers access markets and boost productivity, thereby enhancing their incomes and improving household food security.
- **Food Systems and Safety:** We help customers apply both world-class and appropriate technologies to improve food systems and increase production of safe, affordable, and high-quality food products.
- **Enterprise and Cooperative Development:** As a commercial agribusiness, Land O'Lakes uniquely understands how to assist agro-enterprises in developing and emerging markets to increase their productivity, profitability and market share.
- **Food Security and Livelihoods:** As we reach out to vulnerable, food insecure groups, Land O'Lakes uses business-oriented market and value chain approaches to leverage private sector investment, build public-private alliances, and enable sustainable livelihoods that are not tied to development assistance.
- **Nutrition and Health:** Land O'Lakes promotes nutrition and health by increasing the availability and quality of nutritionally enhanced food products, integrating health services into agricultural value chains, and strengthening knowledge and practices that improve household nutrition, health and hygiene.

Land O'Lakes International Development holds a leader with Associates Cooperative Agreement to implement USAID's Farmer-to-Farmer Program in the **Middle East and North Africa (MENA) region**. In partnership with the International Executive Service Corps (IESC), Land O'Lakes will provide targeted technical assistance to improve food safety and quality assurance and expand access to agricultural finance. Each project is global in scope and can expand beyond their core countries of:

- Egypt
- Lebanon

Scott Clark
CNFA F2F Program Director
sclark@cnfa.org
202.296-3920

Dean Smith
Land O'Lakes F2F Program Director
DGSmith@landolakes.com
651-375-5126



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Partners of the Americas

Partners of the Americas Capabilities

Partners of the Americas, founded in 1964, is an international grassroots organization that connects individuals and organizations to serve and to change lives. Partners' Agriculture and Food Security Programs contribute to global nutrition security and livelihood development by strengthening organizational and individual capacity and leveraging Partners' extensive network to build productive and sustainable partnerships. Partners is joined in implementing Farmer-to-Farmer by a consortia of collaborating organizations, including Florida A&M University, the University of Wisconsin Extension Service, CUSO International, and FAVACA. Partners brings many strengths, including:

- **A Market-led Approach:** Agricultural programs focus on sectors and commodities that have comparative advantages and high market demand.
- **Capacity Building and Business Skills Development:** Improves the ability of organizations, cooperatives, and businesses to plan, manage, and market their new enterprises.
- **Expansive Network of Specialized Volunteers:** Recruits volunteers from its network of volunteers, chapters and institutions, including universities and land grant colleges, extension services, businesses, federations, national and regional associations, and community groups.
- **Focus on Small and Medium Producers and Enterprises:** Promotes broad-based participation in economic growth.
- **Build Productive Partnerships:** Convenes public and private sector organizations to provide access to information, technology, marketing know-how and new opportunities.

Partners of the Americas holds a Leader with Associates Cooperative Agreement to implement USAID's Farmer-to-Farmer Program. Each project is global in scope and can expand beyond its core countries in the **Caribbean Basin** region:

- Dominican Republic
- Guatemala
- Haiti
- Nicaragua

Winrock International

Winrock International Capabilities

Winrock International – created with the merger of the Agricultural Development Council, Winrock International Livestock Research and Training Center and International Agricultural Development Service – has supported agricultural development since the 1970s. Today, Winrock projects can include volunteer technical assistance and focus on areas such as:

- **Food Security:** Winrock works with local partners to develop market-based solutions, such as value chain development, and micro-irrigation and multiple-use water services, which increase agricultural productivity and incomes.
- **Agriculture Education and Training (AET):** Winrock's 25-year legacy of supporting AET includes institution building, curriculum development, research, and mentoring.
- **Economic Growth in Post-Conflict Countries:** Winrock builds the capacity of local governments, producer groups, and NGOs to jump start growth in fragile, conflict-prone environments.
- **Natural Resource Management and Climate Change:** Winrock provides strategies that enable rural populations to sustainably manage natural resources (including forests, water, and renewable energy) and prepare for and adapt to climate change, natural disasters, and pandemics such as avian influenza.
- **Gender:** Women are essential to food security. Winrock promotes equity and opportunity for women and men to ensure equal participation and benefits from development initiatives. Winrock also addresses child labor and improves opportunities for youth through education.

Winrock has been awarded two Leader with Associate (LWA) Cooperative Agreements to implement the Farmer-to-Farmer Program in **Asia** and for Agriculture Education and Training in **West Africa**. Each project is global in scope and can expand beyond their core countries:

- | | |
|-------------------|-----------|
| • Bangladesh | • Guinea |
| • Burma (Myanmar) | • Nigeria |
| • Nepal | • Senegal |

Peggy Carlson
Partners of the Americas F2F Program Director
p Carlson@partners.net
202-637-6230

Asia: Nona Fisher (nfisher@winrock.org)
AET: DeAnn McGrew (dmcgrew@winrock.org)
Winrock International F2F Program Directors
808-348-5729

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Special Program Support Project

Special Program Support Project Capabilities

What does it do?

The Farmer-to-Farmer Special Program Support Project (SPSP) provides opportunities for new institutional partners to participate in the Farmer-to-Farmer program while offering USAID Missions another mechanism for integrating volunteer technical assistance into their activities.

Who manages the SPSP program?

The Volunteers for Economic Growth Alliance (VEGA), with support from The QED Group, LLC, Cultural Practice, and Collaborative Development Network, implement the SPSP under a cooperative agreement with USAID. VEGA provides program-wide support to help ensure that Farmer-to-Farmer partner programs are efficient and effective as the agricultural sector evolves and new issues and goals emerge.

VEGA is an alliance of twenty-three leading nonprofit international development organizations that implement economic growth programs and capitalize on the unique contributions and capabilities of volunteers who offer technical assistance.

What makes the SPSP program unique?

VEGA builds the capacity of and encourages participation from minority serving institutions, small NGOs, cooperatives, diaspora organizations, specialized technical networks, and universities to implement successful Farmer-to-Farmer programs that meet USAID objectives. To accomplish this, VEGA mentors new organizations through every step of their journey with the Farmer-to-Farmer program, beginning with support during the grant-writing to help organizations meet USAID proposal, activity, and reporting requirements. VEGA also manages knowledge sharing among Farmer-to-Farmer core implementing partners, volunteers, beneficiaries, and USAID to disseminate success stories and lessons learned.

What are SPSP PDP and Small Grants?

The SPSP Project will fund Program Development Projects (PDP) or small grants for targeted development activities. Typically, PDPs will be multi-year activities similar to the core Farmer-to-Farmer programs. The small grants will generally be one year activities (though this may be flexible) to address Farmer-to-Farmer country specific or thematic areas, specific volunteer target groups, and/or innovative ways of programming volunteers. Both small grants and PDPs will involve new organizations not currently implementing core Farmer-to-Farmer cooperative agreements. Program oversight, mentoring, training, and program visits will help ensure sub-grant implementer success and program impact. Such activities are likely to be especially useful for local capacity development or introduction of specific technologies. The SPSP program will procure PDPs and small grants through central funding but also offers the opportunity for USAID Missions to buy into PDPs or small grants with their own funds.

How can a USAID Mission or Office buy-in to fund an activity?

If a Mission is interested in funding or co-funding a PDP or small grant for a targeted agricultural activity, they may contact the VEGA Farmer-to-Farmer Program Director for more information. The Mission can be a part of the PDP program design and sub-award procurement process. Buy-ins simply require a transfer of Mission funds to BFS. PDPs and small grants solicitations will be open to organizations outside of VEGA's membership.

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Contact us for more information about your PDP or small grant award

Gary Alex
Farmer-to-Farmer AOR
galex@usaid.gov
202-712-4086

Eric Wallace
Farmer-to-Farmer SPSP Program Director
ewallace@vegaalliance.org
202-367-9986