Scaling up technologies through value chains

Scaling Up Adoption and Use of Agricultural Technologies
GLEE, Bangkok, Thailand, January 7-9, 2014

Michael Phillips
Outline

- Fish value chain
- Engagement with actors
- Important drivers
- Obstacles and actions
Wealth and population growth are major drivers for animal source food consumption, including fish.
Fish demand is growing along with other animal sources foods.

- Source: Hall et al. (2011)
Aquaculture is growing to meet demand

source: FAO - Cai (2011)
Growth in demand and need

Stunting in children < 5 yrs

Fig. 2 Latest country estimates of stunting in children aged 0–5 years (☐, no data; ⫸, <20%; ⫹, 20–29·9%; ⫺, 30–39·9%; ⫺, ≥40%)
Small-scale, wild, fisheries will remain important for the poor, food and nutrition.
Aquaculture growth is necessary to “feed the future”
Farmed fish compares well with other animal source foods.
Fish value chains
Bangladesh – Feed the Future Aquaculture

Income and Jobs at SME

Income, Job and Nutrition at farmers’ level

Synergy with GOB, PNGOs and Private sector

Brood farm & suppliers

Hatchery farms

Nursery farms

Farmers

High-value markets for farm products Re-investments

Brood Sources/Bank
Quality of seeds
Finance
Extension services
Transportation
Policy and GOB support

Farming model
Species selection
Production calendar
Training and supports
Farming management
Links to markets
Promotion and linkage

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Farming model
Farm management
Link to Quality fingerling
Market access
Transport
Market information

Storage
Processing
Packaging
Market access
Transport
Market information

BCCP Communication for promotion and Branding FtF (Mass media and Knowledge Management, Business Info)

FtF Aqua facilitates to build capacities of and linkages among seed suppliers, processors and farmers

Enterprises and organizations that provide the goods, services, information, and credit required for smallholder production

Enterprises & organizations that provide the goods, services and information, required to move small farm production from field to consumer at economically rewarding prices

Household production unit that consumes inputs to cultivate crops for self-consumption and for sale to output markets
<table>
<thead>
<tr>
<th>Components</th>
<th>Objectives</th>
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<tbody>
<tr>
<td>1. Fish and shrimp seed</td>
<td>Dissemination of improved quality lines of fish and shrimp seed</td>
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<tr>
<td>2. Household aquaculture</td>
<td>Improving the nutrition and income status of farm households</td>
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<td>3. Commercial aquaculture</td>
<td>Increasing investment, employment and fish production through commercial</td>
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<td></td>
<td>aquaculture</td>
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<td>4. Institution and policy</td>
<td>Support to regulatory reform and institutional capacity building for</td>
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<td>sustainable aquaculture growth</td>
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The AAS Approach: Programmatic Theory of Change

Effective partnerships
- Commitment to people and place
- Participatory action research
- Gender transformative approach
- Learning and networking

Strengthened capacities

IDOs
Engaging with development partners essential to success and scaling

Save the Children:  
ACDI/VOCA:  
SPRING:  
HKI:  
BSFF: Association  
Private sector:  
Hatcheries, traders, feed companies, farmers  
Public sector:
Important drivers

- Markets and demand in Bangladesh
- Community demand
- Income generation
- Technology options
- Farmer motivation (and “ownership”)
- Funding
The spaces...

- Policies
- Finance
- Environment
- People and innovation
- Organizations

- RinD Process and Partnerships
Obstacles and actions for coordinated value chain development (and scaling)

- Organizations
  - “team” > sustainable organizations
- Small holders/equity
- Business models
- Whole “package” approach
- Pro-poor (urban) markets
- Learning and networks
- Partnerships
Thankyou

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WorldFish and CGIAR Research Program on Aquatic Agricultural Systems (AAS)