Pushing the Limits: Lessons from CARE on Market Systems Approaches, Food Security, and Resilience

Webinar Chat Transcript

March 21, 2013

Sponsor
United States Agency for International Development
WebHost: Good morning Magdaleno! we will start the meeting in about an hour
Magdaleno Bargamento: Good morning! Yes, it is clear sound.
Magdaleno Bargamento: welcome! no problem i'll wait. From the Philippines
WebHost: Good morning Alexa and Rupert. Please let me know if you can hear me speaking
Alexa Roscoe: I can't actually- let me run the audio wizard
WebHost: Hi Alexa, lets check a few things...what browser are you using?
Alexa Roscoe: chrome
Rupert Best: Hello! No sound - the audio wizard worked fine.
WebHost: Hey Alexa and Rupert. Unfortunately Google Chrome does not work well with this platform. Can you access from another browser?
Alexa Roscoe: will do
Rupert Best: Now yes! Great
Rupert Best: Baltimore
Rupert Best: Yes!
Rupert Best: We like Teatro Tapas - not new but good food and atmosphere
Alexa Roscoe: should I be hearing something?
Alexa Roscoe: got it !
Alexa Roscoe: internet explorer
Alexa Roscoe: thanks
Gregory Scarborough: Hi - I can thanks
Alexa Roscoe: London- CARE International UK
Gregory Scarborough: Senior Food Security and Nutrition Advisor Mercy Corps - based in cambridge MA
Alexa Roscoe: I do
Alexa Roscoe: Yes- we both work in the same field
Joy Chen, KDMD: Joining from DC!
Gregory Scarborough: Thanks for holding this on the web as well, much appreciated!
WebHost: Hi Lucas! Welcome. Please let me know if you can hear me speaking
Lucas Shindeldecker: Yes, I can, thanks!
Lucas Shindeldecker: With Food for the Hungry in DC
WebHost: Hello Rebecca and Gianluca, please let me know if you can hear me speaking
Austine Gasnier: Yes, hello everyone from Colombia
Austine Gasnier: I work with Fundación Capital
Austine Gasnier: on graduation strategies
Gianluca Nardi: hi everybody, I can hear!!
Gianluca Nardi: perfect pronunciation
Gianluca Nardi: from Brazil
Gianluca Nardi: CARE
sera Gondwe: hi i can hear you
Ignacio Soler Sánchez: hi
sera Gondwe: from aberystwyth, UK
Emma Proud: Hi, I'm also joining from London! great to join you
Ignacio Soler Sánchez: I'm joining from Brussels
Emma Proud: I'm an economic and market development advisor for Mercy Corps
Ignacio Soler Sánchez: I'm working for CTA http://www.cta.int/
sera Gondwe: iam a PhD student interested in development finance issues but have done some work fror CARE and iam from malawi
WebHost: Hi Suzanne, please let us know if you can hear me speaking
sera Gondwe: Iam in the UK but my work that i have done and doing is for Malawi
Angie Dazé: I can hear you, thanks!
WebHost: ALL, if you have not yet done so, please let me know if you can hear me when I speak
William Grant: Bill Grant
Angie Dazé: I'm an independent consultant, currently working for CARE, and I'm joining from France.
Andrea Mottram: Hi, Andrea here I can hear you
Megan Malone: Can hear you just fine!
Andrea Mottram: London
WebHost: ALL, if you have not yet done so, please let me know if you can hear me when I speak
William Grant: I can hear you. I am with DAI in Bethesda
Sheldon Yoder: Hi all. I am joining from CARE in Atlanta
Molly Mattessich: Morning - I can hear. (From VEGA Alliance in DC)
Sheldon Yoder: I can hear great, thanks.
Sheldon Yoder: I am in Atlanta, working under Christian Pennotti at CARE, thus my interest in listening in :)
Lisa Kearns: I can hear
Lindsey Jones: Hello, I can hear and am joining from Washington DC
Suzanne Ammari: Sound is good from just down the street in DC
Karen Moore: Hi all, I'm from Plan UK, based in London
Rebecca Chestnutt: Joining from LWR in DC
Tamara Moore: Tamara Moore, Dominican Republic
Valerie Artese: I can hear I'm joining from San Francisco California
Meghan Madden: I can hear, joing from Grameen Foundation in DC
Late Lawson-Lartego: Hi there, I am connecting from CARE in Atlanta
Magdaleno Bargamento: Hi Late!
Janet Heisey: Hi there! Janet from Trickle Up in New York!
Gail Motsi: Hi from snowy Ottawa.
Ruth Campbell: Hi from Ruth in Maryland
Marie Mintalucci: Marie Mintalucci from The Hunger Project/
Ruth Campbell: from ACDI/VOCA
Vincent Fautrel: from CTA in Brussels
Marie Mintalucci: New York
Ignacio Soler Sánchez: yes
Chris Wolff: Chris WOlff from Kenya
Marie Mintalucci: although I'm working from home in Philly today!
ROD DUBITSKY: Rod, joining from Munich, representing BRAC USA
Erin Markel: from sunny Colorado!
Muhammad Siddiquee: Siddiquee from Bangladesh
Late Lawson-Lartego: Hi Daleng, good to see that you are connecting from the Philippines!
Mike Bowles: Hi everyone from Geneva
Laura Kuhl: Laura from Boston, a PhD student from the Fletcher School in Boston, but currently in Zurich
WebHost: Hi all, thank you all for joining us this morning.
WebHost: Please let me know here in the chat box if you have any technical challenges
Magdaleno Bargamento: yes, thanks. happy to see you, too you are in connection
WebHost: ALL, you should be hearing Jeanne Downing introducing Christian
Gianluca Nardi: yes, hearing
WebHost: Gianluca, thank you for the confirmation
Jessica Ziegler: Hi everyone...we are also using #MLevents if you’d like to share your thoughts on Twitter
WebHost: ALL, if you would like to tweet, please use #MLevents
WebHost: ALL, if you have any questions, please pose them here. We have a few of Christian’s colleagues online and they can answer your questions during the presentation
Rachel Ajambo: Hello, this is rachel in Kampala
WebHost: Hi Rachel! welcome!
Rachel Ajambo: Thank you.
Bert Phillips: HI Bert Phillips from AUSPF - lost my Audio
WebHost: Hi Bert, lets see what we can do..I will private chat with you. Please look for the blinkinig tab below
Bert Phillips: Hi Again It just came back
WebHost: Bert, are you on wireless?
Mary McVay: Question: have you tried any models in which gender awareness/training is integrated into market-delivered services?
WebHost: Mary, thank you for your question. Would any of the CARE participants like to answer?
Late Lawson-Lartego: Yes this is an integral part our market based approaches
Late Lawson-Lartego: from CARE, partners staff to market actors
Marcus Jenal: Hey, I thought this would only start at 9.30?
sera Gondwe: was there any initiatives done to understand why the men led groups were trailing behind? thw whys are the ones that help uin next future programmes
Melissa Reichwage: Hi, just joined. Melissa Reichwage, CARE USA in Atlanta.
WebHost: Marcus, apologies, we started at 9am. We will have a screencast of this presentation ready early next week so you can catch the part you missed
WebHost: Hi Melissa!
Marcus Jenal: Thanks!
Joy Chen: Hi Mary, thanks for your question. Can you let us know where you're joining us from?
Valerie Artese: Question: In Bangla dairy farmer program what were some of the barriers to getting dairy farmers to join the program / not reaching target?
Late Lawson-Lartego: Good question Sera. Siddiquee do you want to respond to Sera?
Mary McVay: Hi! Mary McVay, independent consultant doing business as Enterprise Development Kiosk. I work internationally an dam based in CHicago, IL - USA.
Muhammad Siddiquee: Mary in livestock health service providers, Artificical insemination service providers and inout service provider development models, also in collectors and small processing
WebHost: ALL, for the late arrivals, we will have the screencast available early next week. So if you missed anything, you can catch it from the screencast.
Liza Vasylenko: Thank you! That is great!
Helen Loftin: thanks!
Tamara Moore: What is teh scalability of the projects to the national level?
Rachel Ajambo: Thanks, i did start late too. will look out for the screen cast nest week.
Muhammad Siddiquee: SERA: For men dairy farmers they often was reluctant to join because of no asset was offered, second inareas where production is in subsistance level, people did not want to put a lot of attention
Muhammad Siddiquee: rich housholds who have more animals , less likelihhod of women to engage in such activity
sera Gondwe: after showing some improvements as stated were there any signs of changes on the mens side?
Late Lawson-Lartego: Oh, scalability? they are many ways we are thinking about scalability. We have multi-prong strategies including working closely with leading private sector who could adopt some of the good practices we are piloting. For instance in bangladesh, we are working closely with BRAC - Dairy with the plan that they could drivce adoption and replication at scale
Mary McVay: So glad to hear acknowledgement of the importance of engaging men and boys - important for economic strengthening and gender change.

Tamara Moore: Thx

Late Lawson-Lartego: we are also look into working with government agencies and looking into policies issues that could unlock changes in the system at scale. Peru is one good example. Ethiopia is another one

Rachel Ajambo: Are there examples of the push-pull model working in sub-saharan africa for staple crops?

Late Lawson-Lartego: another example of scalability is working with multi-stakeholders platforms to promote adoption of learning at scale. This event is one good demonstration!

Late Lawson-Lartego: Rachel, yes to your question and we are using it right now with the Gates Foundation funded program called Pathways. Please check [www.carepathwaystoempowerment.org](http://www.carepathwaystoempowerment.org)

Mica McCurdy: What were the behaviour change incentives to move to a group learning model?

Late Lawson-Lartego: the Pathways program is implemented accross 5 countries in Africa Ghana, Mali, Malawi, Tanzania, Ethiopia and 2 in Asia, India and bangladesh

Rachel Ajambo: Thanks Lawson. Will definately check it out. We are implementing M4P programs in the EAC and would like to pick lessons from the field and learn from them

WebHost: ALL, we will have this presentation available for you to download during the q and a period

Rachel Ajambo: Thanks

WebHost: Sera, do you pronounce your name GONDway?

sera Gondwe: yes

WebHost: thank you

sera Gondwe: has there been any detailed studies done on effectiveness of farmer business schools because one of the major issues that are contributing to enterprises not doing well especially small ones is access to financial resources and record keeping which i think the business schools try to tackle among other things

WebHost: ALL, please type your questions here and we will read them out for Christian.

Rachel Ajambo: Are there any expereinces in working with medium scale to large scale private enterprizes?

Sarah Ward: so, we know that an "integrated model" is really critical for poverty reduction, but this "being all things to all people" is so hard, expensive, and necessary...as practitioners, how can we make this "easier" or even possbile to do...

Tamara Moore: could you share your experience in transitioning producer groups to SMEs?

WebHost: ALL, we see your questions and will present a group from online in the next round
William Grant: Question: in the bangladesh model, I was wondering what the level of sustainability of the healthworkers, agrovet dealers, and AI suppliers. How much support is CARE still providing to them or have you been able to exit from the support, leaving behind commerically viable services?
Rachel Ajambo: When is the next round on this particularly interesting series?
Chris Wolff: Can u share more of how you managed risks inherent w/ perishable commodity in order to build resilience?
Chris Wolff: Can u reupload presentation since slide w 1st lesson on adaptation got merged w/ another one?
WebHost: Rachel, when Christian finishes answering the few questions from the room
Muhammad Siddiquee: Hi Rachel: we do have experiences in the inputs sector working with very small mikcroenterprise development to large scale input sservice provider connecting a number of smaller ones throughg a microfranchise network
Chris Wolff: Have you ever considered linking w/ MFI group from start?
Late Lawson-Lartego: Chris, no to your question. as Christian just said, we are very careful about this and do link them after the second cycle - and until we are sure they are ready for it
Late Lawson-Lartego: we just published a report on group linkages which we could share with you
Rachel Ajambo: Hi Siddiquee could you share how that was like, how to get buy in from these large cooperatives and get them to sustain the VC after CARE exists
Chris Wolff: Late- thanks, would love to see report
WebHost: ALL, I am going to bring the polls back up so we can gather info from the participants who joined a little late
Late Lawson-Lartego: sure Chris. Please email me at llawson@care.org
Sarah Ward: can CARE address the amount these types of project cost and how that related to Value for Money for these types of interventions?
WebHost: ALL, Please take a moment and fill out the polls. I will bring the downloads back up in a few minutes
Jessica Ziegler: Late...it would be great to be able to share the groups linkages report with all of the seminar participants
Muhammad Siddiquee: William: the model is close to sustainability, our support is mostly now with capacity building, no clear cash support, the moment we have a few institutions and policies support the development of this bottom level service provider throughg a formal recognition, this would be very viable. We have LHWs and AI workers now willing to pay all the cost related to training, FAO and the government and private sectors are working to strengthen the institutes
Chris Wolff: how are the economics #s for microfranchise shops looking? sustainability?

Janet Heisey: I think someone mentioned the powerpoint download has slides that aren't clear--is this the same download or has that problem been fixed? Thanks!

Muhammad Siddiquee: SaraH; we have reached nearly 36400 producers, 350 collectors, 170 input shops, 56 ai workers, 201 livestock healthworkers with a 5.8 million USD grant and value for money is quite evident

WebHost: ALL, Late's link is also available in the LINKS area to the left

Muhammad Siddiquee: As far as the individual franchisees are concerned they are available and making a 10 percent groos sales growth, the franchisor is a growing businesss model will brak even in three years or son with 350 shops

Chris Wolff: thanks, Muhammad

Liza Vasylenko: Do you measure household’ resilience in your programming?

William Grant: Muhammad, how much is CARE involved in managing the franchise for the AgroVet dealers? It sounds like you are still providing quite a bit of high level but operational support (monitoring, QA/QC, licensing). Or is this being run by a private company now?

WebHost: ALL, if anyone would like to keep a copy of this chat, you can copy and paste the text to any application on your computer

WebHost: ALL, we will continue until 1030 EDT. If you need to leave, please take a moment and fill out our survey. http://sgiz.mobi/s3/6329e63570fe

WebHost: Janet, let me take a look at the presentation

Chris Wolff: Christian- can you please share w/ everyone those resources or contacts w/ Access Africa in Tanzania related to your mobile wallet work fw/ ag.?

Late Lawson-Lartego: Liza, it is very complex and difficult, but we do. In the baseline that Christian just mentionned for the Pathways - Women in Agriculture Program, in collaboration with Tango, we came up with a number of indicators including coping strategy index, gender equality, income and other economic indicators, etc.

holly christofferson: Late would it be possible for you to share those indicators used in the baseline?

Muhammad Siddiquee: William: The franchise management is now just over an year and you are right and the most contributions we are making agin is on the capacity building of the franchisees, the first franchise that care had already succefully spinned off took slightly over five years to become a viable business model

Late Lawson-Lartego: we will publish the baseline results, and please check out website at www.carepathwaystoempowerment.org
WebHost: ALL, the presentation we offer for download is a .pdf. Christian had a LOT of animation that does not translate well to pdf. If you reach out to Christian, he can provide you with his original ppt.
Late Lawson-Lartego: William, we are increasingly adopting a social enterprise approach to promote sustainable business with triple bottomline and this franchise pilot is part of our overall vision and social enterprise work
Liza Vasylenko: Late, thank you for your insight.
WebHost: ALL, Christian's email is cpennotti@care.org
Sarah Ward: CARE - would you categorize this as a "learning project"? how much foucs was put on data collection and learning...
WebHost: ALL, we will continue until 1030 EDT. If you need to leave, please take a moment and fill out our survey. http://sgiz.mobi/s3/6329e63570fe
Late Lawson-Lartego: Sarah, which one? If Pathways, yes this is how we view it. A pilot to better understand how to empower women in equitable agriculture system
Sarah Ward: both I think...simply because there seems to be subtantial data that you are able to stand behind from both projects
Late Lawson-Lartego: yes!
Sarah Ward: and that is often hard to achieve if not a primary goal
Chris Wolff: thanks!
Mary McVay: Thanks! Very insightful analysis of CARE's valueable work.
Ignacio Soler Sánchez: Thank you
Liza Vasylenko: Thank you!
Late Lawson-Lartego: i would completely agree with you Sarah. We are now very deliberate about including learning and research questions in the design
Late Lawson-Lartego: thanks all!
Gianluca Nardi: thank you very much, great presentation!
WebHost: Thank you all for joining today and to Late and Siddiquee for their wonderful support online
Lindsey Jones: Thank you, great presentation
Muhammad Siddiquee: Sarah: More than anyhting on fous and investment i think it was more on the learning culture at Care
Late Lawson-Lartego: sure happy to
Muhammad Siddiquee: Sarah; And Gates foundation shall be given a lot of credit too how reflective and learning oriented they are in partnershiop with their grantees
Muhammad Siddiquee: Thanks all
Sarah Ward: thanks so much for all the help from the CARE staff!
Sarah Ward: I would very much like to share the full presentation with the IRC technical staff. when will this recording be available?