

Enabling Environment for Agricultural Market Systems Month

Results By the Numbers

In July, Agrilinks focused on the Enabling Environment for Agricultural Market Systems, giving partners an opportunity to share learning and results from their work to improve the enabling environment for agricultural market systems. The month's resounding success, both in terms of pageviews and cross-sector contribution and participation, is a direct reflection of the important role the enabling environment plays across the industry at large. This collaborative effort between Agrilinks and the Office of Market and Partnership Innovations (MPI), with support from the Feed the Future Enabling Environment for Food Security (FTF-EEFS) project, achieved the following results.

Compelling Content & Diverse Partners

30 new, high-quality technical posts covered a range of key #EE4AgMarkets topics including:

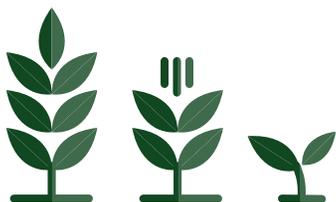


- Private sector engagement
- Trade
- Standards
- Analytical tools
- Plant protection
- Market systems
- Finance
- ICT
- Climate-smart ag
- De-risking
- Resilience
- Benchmarking and metrics

7 of which were contributed by USAID BFS, MPI, and across the agency.

23 of which were contributed by a range of individuals and partners, some new to Agrilinks, including:

- Global Communities
- Agri Experience, Ltd.
- EcoVentures International
- Cultural Practice
- Fintrac
- Climate Focus
- Helvetas
- Winrock
- RTI
- World Bank
- Corteva
- Cardno
- DAI
- Dalberg
- American Seed Trade Association



Record-Breaking Audiences

- 4,633** pageviews
- 154** average pageviews per post
- 840** pageviews recorded for top post
- 45** #EE4AgMarkets hashtag uses



Expanded Networks & New Media

Leveraged professional networks across FTF-EEFS, Agrilinks, implementing partners, and MPI using multiple outreach channels. Strategies included capitalizing on existing newsletters, events, and social media.