

Purchase for Progress (P4P) Connecting Farmers to Markets



World Food
Programme

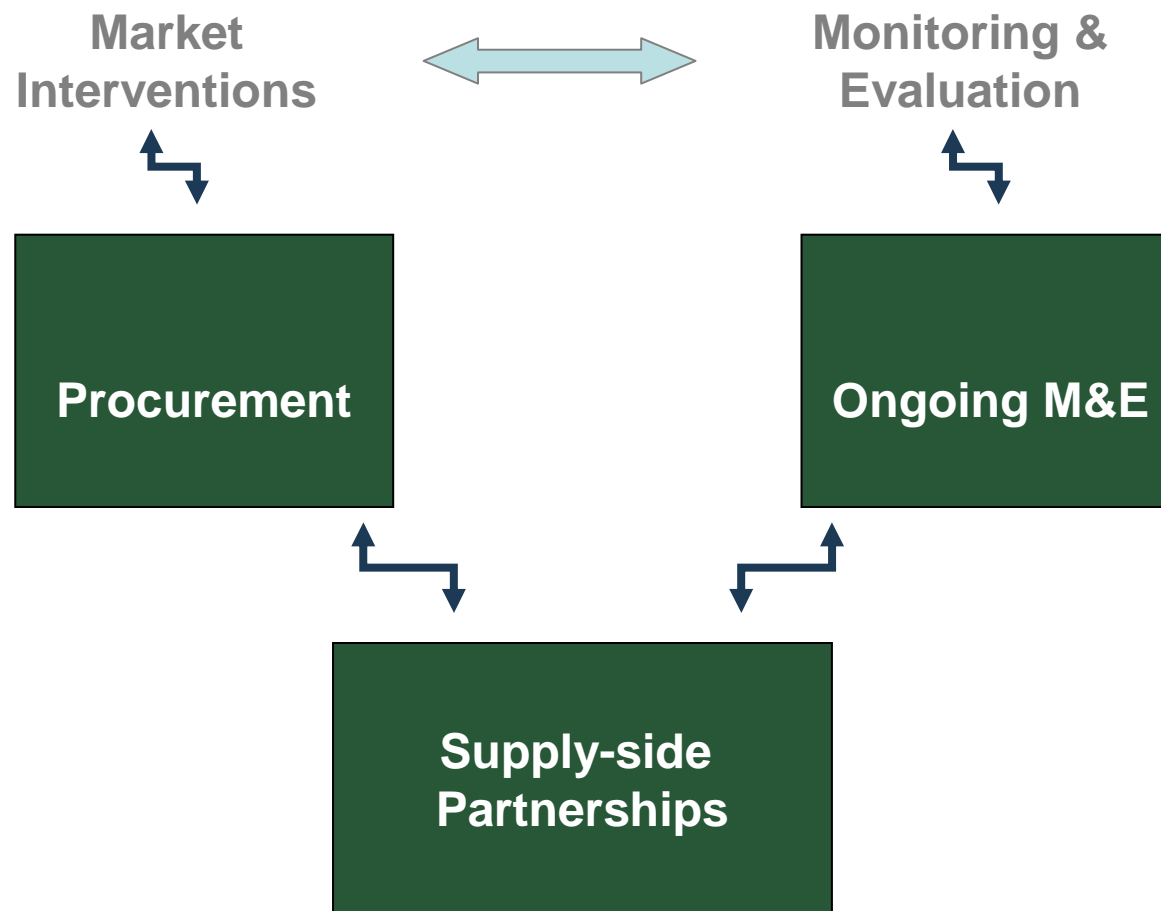
P4P Context

- Changing global environment
- Part of a range of tools to enable hunger solutions
- Focus on low-income farmers and communities
- Concept widely supported



Building Blocks

Three Fundamental Components



What is P4P?



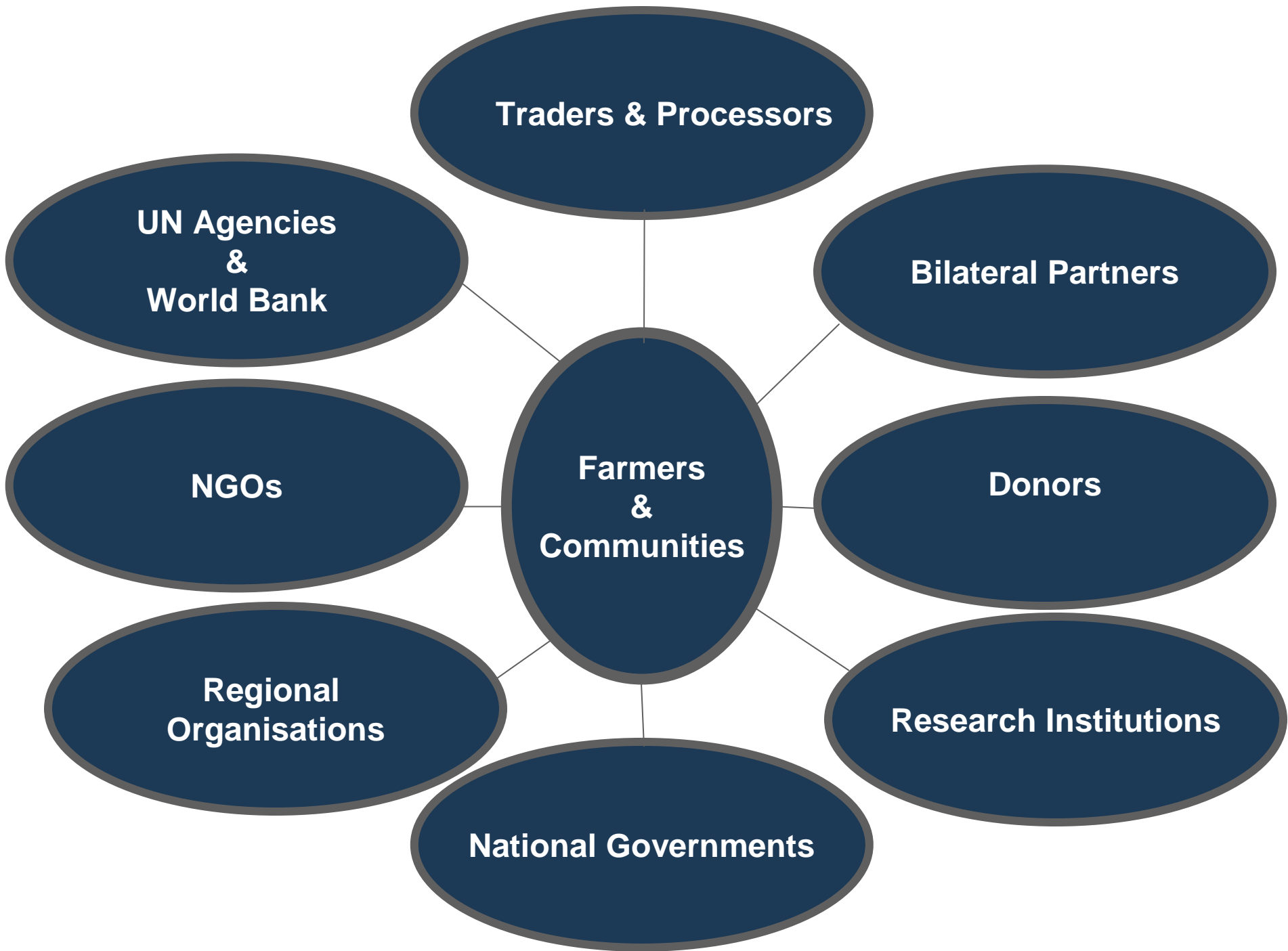
Objectives

- Identify and share best practices for agriculture markets stakeholders to increase profitable engagement in markets
- Improve capacities in order to raise income from agriculture markets
- Increase farmers' sales to WFP
- Transform WFP food purchase programmes

Activities

- Competitive tendering practices
- Purchasing directly
- Contracting for risk reduction
- Processing options

***Cross-cutting activities:
Partnerships & Training; Monitoring and Evaluation; Policy Advice & Advocacy***



Traders & Processors

**UN Agencies
&
World Bank**

Bilateral Partners

NGOs

**Farmers
&
Communities**

Donors

**Regional
Organisations**

Research Institutions

National Governments

Why WFP?



- Relatively stable demand
- Experience
- Operational capacity

Monitoring and Evaluation



- Baseline studies
- Monitoring impact
- Partnerships with national M+E and market information systems

Challenges and Solutions



- Inputs and finance
- Infrastructure
- Quality
- Prices
- Contract defaults
- Role of private sector

21 Pilot Countries



- **Africa:** Burkina Faso, Democratic Republic of Congo, Ethiopia, Ghana, Kenya, Liberia, Malawi, Mali, Mozambique, Rwanda, Sierra Leone, Sudan, Tanzania, Uganda, Zambia
- **Asia:** Afghanistan and Laos
- **Latin America:** El Salvador, Guatemala, Honduras, Nicaragua

www.wfp.org/p4p



**World Food
Programme**

wfp.p4p@wfp.org