

Purchase for Progress (P4P)



***TWO
YEARS
ON***
September 2010

Connecting Farmers to Markets

Quick Facts about P4P



Beneficiaries: 500,000 farmers

Duration: 5 years (Sept 2008 - Sept 2013)

Total funding: US\$137 million for technical capacity for 5 years (food not included), including sub-grants to partners.

Key donors: Bill & Melinda Gates Foundation, Howard G. Buffett Foundation, European Commission, Governments of Belgium, Canada, Ireland, Luxembourg and the United States of America and the Kingdom of Saudi Arabia

Quick Facts about P4P



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

Three Fundamental Components

Connecting Smallholder Farmers to Markets through Market and Agricultural Development

Innovative Procurement Modalities

- Pro-smallholder competitive tendering
- Direct contracting
- Forward contracting

Supply-side Partners

- Providing technical expertise in agriculture & market development
- Building capacity
- Empowering Women

Learning and Sharing

- Monitoring & Evaluation
- Lessons Learned/Best Practices
- Informing policy

By end of the pilot, will have identified approaches that can be scaled-up and become national programmes,

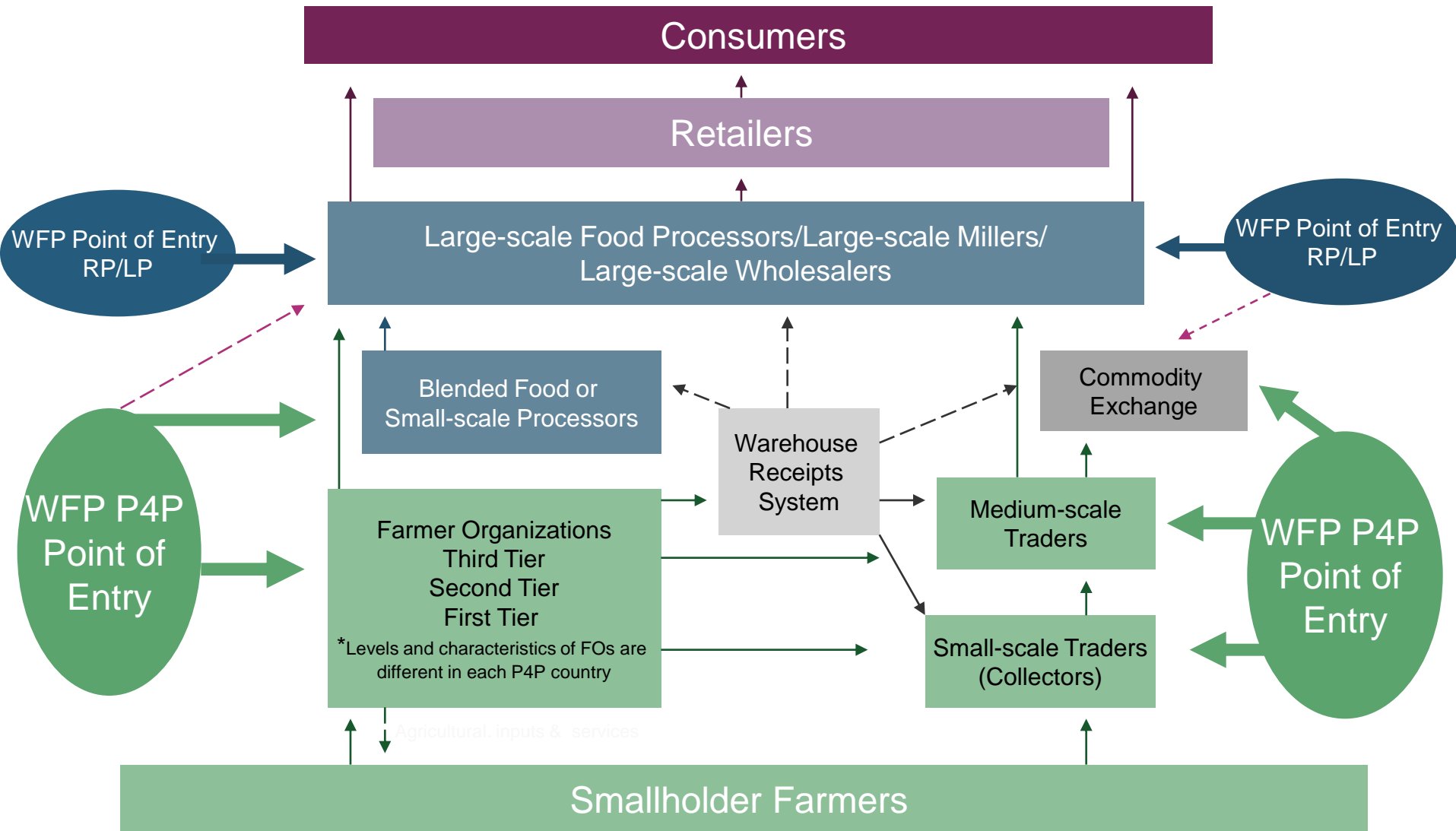
By end of the pilot, best practices will be mainstreamed into local procurement procedures.

WFP Local Procurement – the Foundation of P4P

Principles of acceptable, timely and cost efficient food procurement remain the same for P4P purchases

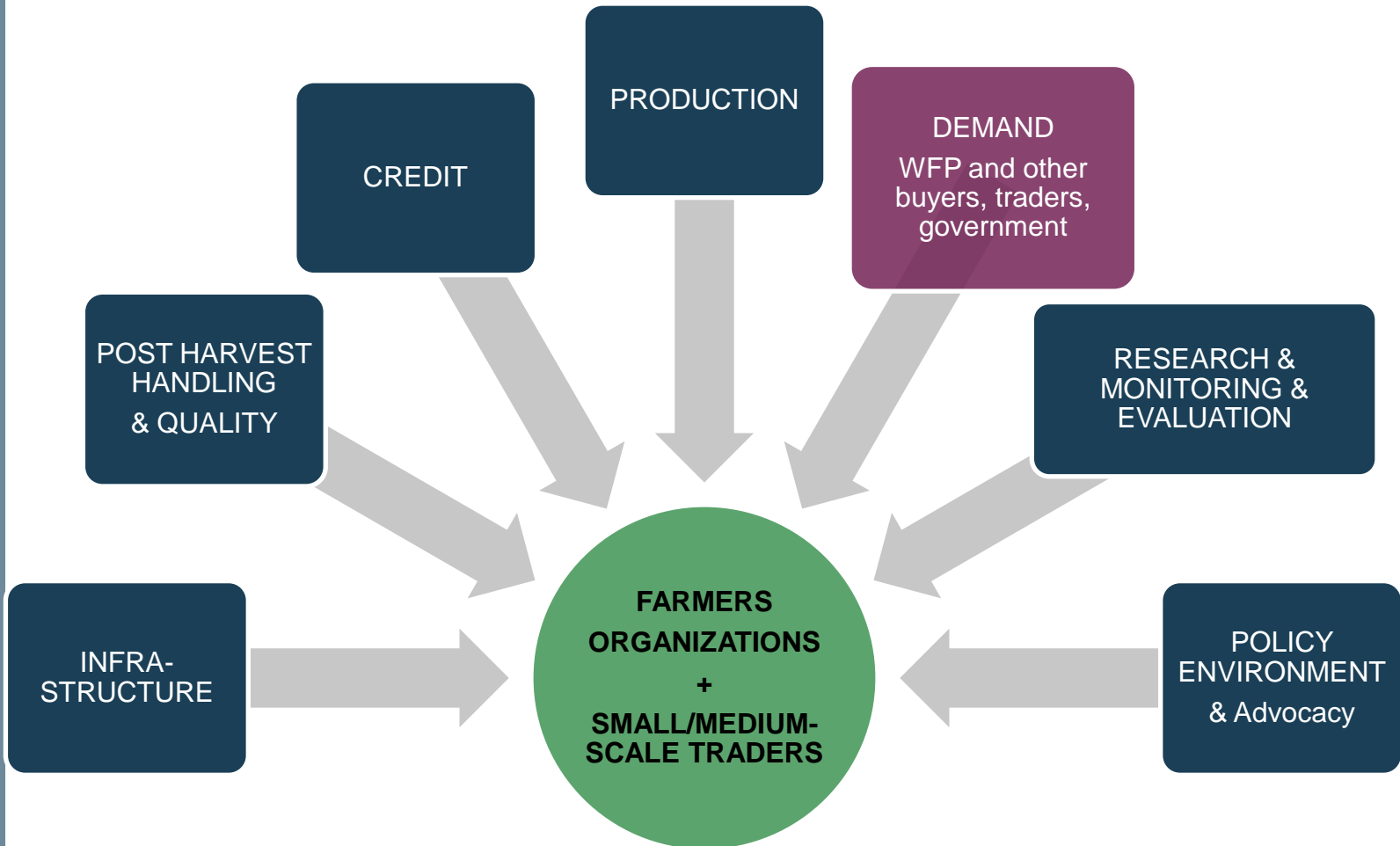


Targeted P4P Market Entry Points



Reliance on Partnerships across the value chain

Capacity Development




Capacity Development


Improving Quality and Reducing Post-harvest losses



M&E Key Questions

	Assessment Criteria			
OBJECTIVES 1 & 2 What procurement modalities/platforms* best support capacity building and create an enabling environment for procurement from smallholder farmers?		Group marketing capacity	Production / productivity response	Livelihood improvement

**Modalities include direct and forward contracts, soft tendering, warehouse receipt systems, commodity exchanges*

OBJECTIVES 3 & 4 What is the best way for WFP to balance the risks and costs associated with pro-smallholder procurement in order to optimise and transform it's local procurement practices?		Scale of procurement, timeliness, cost, efficiency and quality/safety of procured food	Market development impact	Impact on livelihoods of smallholder farmers
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Main Achievements

Farmers Involved

- Over **700** farmers' organizations representing **1 million farmers** have been targeted , of which, **140** groups have sold food commodities to WFP to date

Capacity Building

- **37,000** farmers, warehouse operators and traders trained in skills (organization management, farming techniques, quality control & post harvest handling)
- **820** WFP and partner staff members trained

Partnerships

- Working with approximately **160** different partners including, Government (ministries & other agencies), UN agencies, financial institutions, local and international NGOs

Food Purchases

- **90,000 metric tons** of food contracted in **17 countries**

Learning and Sharing

- Monthly newsletter
- A comprehensive M & E system
- Technical Review Panel of independent experts
- Stakeholder Meetings in pilot countries, region and global Annual Review

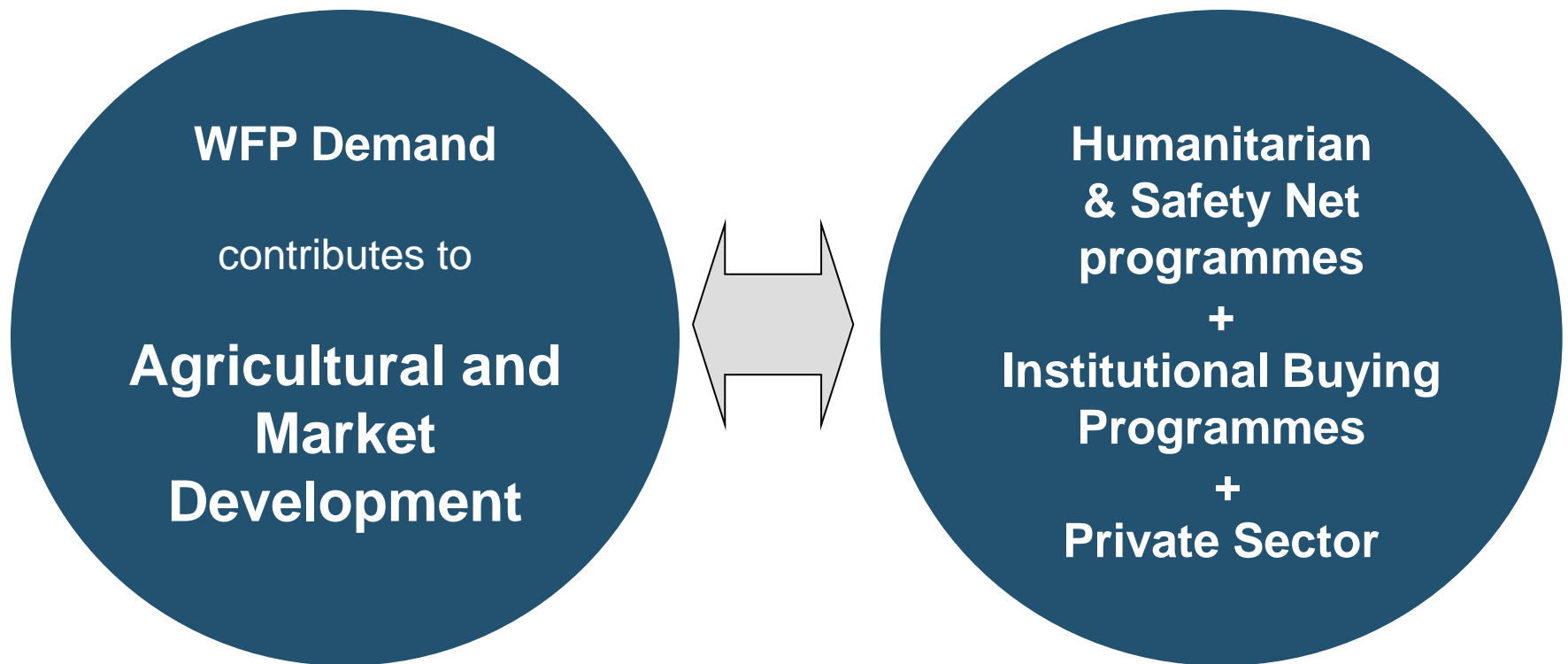
Challenges

- Smallholder access to credit for staple crops
- Changing mindsets – farming as a business for staple crops and developing capacity
- Reaching women farmers



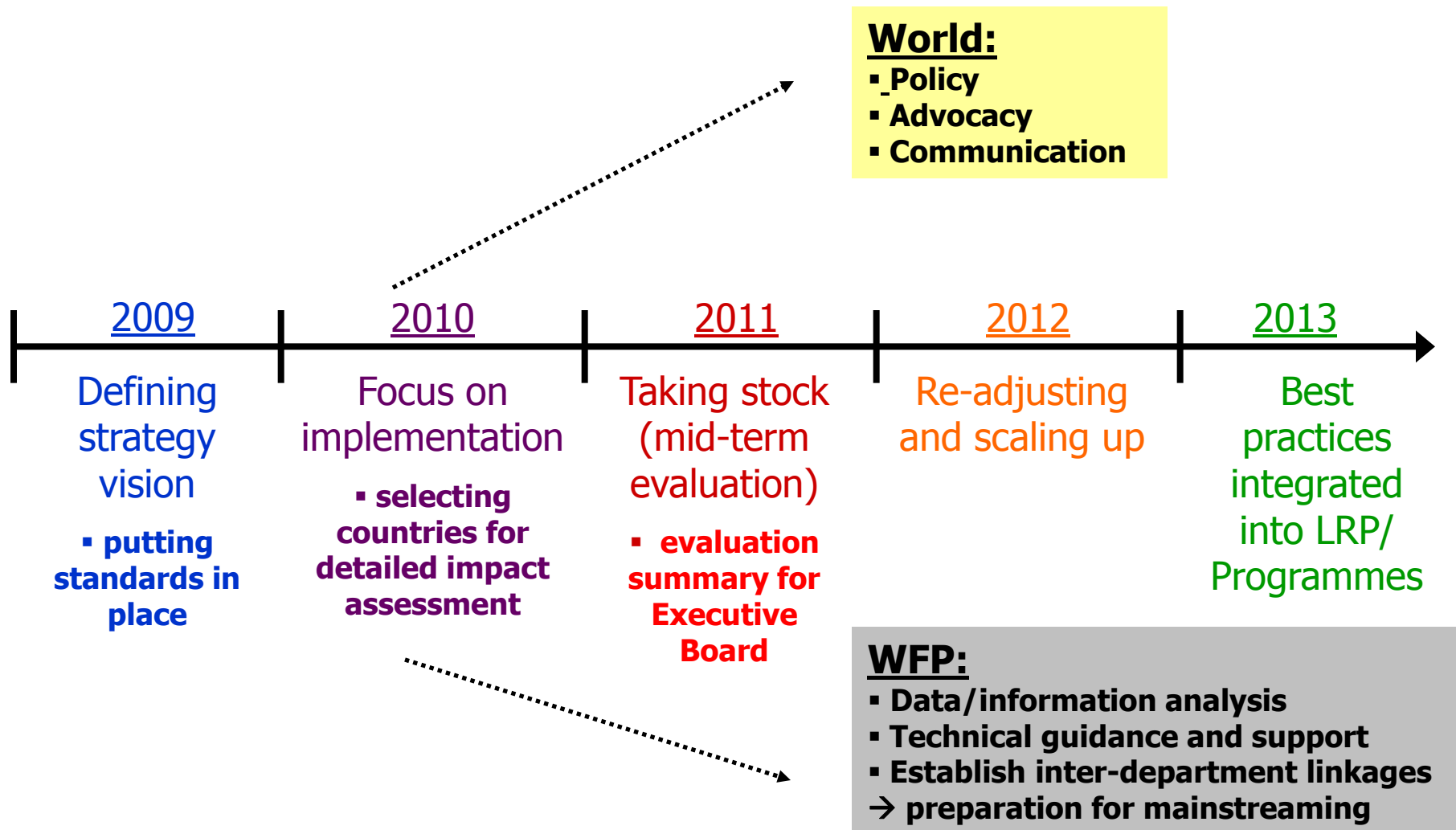


WFP demand base is a catalyst



Looking to the future ...beyond WFP

P4P – a five year pilot



<http://www.wfp.org/purchase-progress/>

<http://foodquality.wfp.org>

Navigation bar with links: About, Policy / Publications, Photos, Videos, Contact, Donors, Languages, SEARCH, DONATE. WFP logo and text: World Food Programme, Fighting Hunger Worldwide. Menu items: COUNTRIES, OUR WORK, HUNGER, HOW TO HELP, NEWS.

Our Work

- Overview
- Responding to Emergencies
- Preventing Hunger
- Our Competences
- Current Operations

Purchase for Progress



"We are going to get a bigger profit because we will have access to a bigger market. Our children will be able to finish school and to dress and

PURCHASE FOR PROGRESS

- ▶ [P4P Overview](#)
- ▶ [P4P News](#)
- ▶ [Stories from the field](#)
- ▶ [P4P Blog](#)
- ▶ [Where we work](#)
- ▶ [Publications](#)
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- ▶ [Meet the team](#)

TALK OF THE MONTH

This month's issue features examples of collaboration with the Rome-based agencies (FAO and IFAD) and AGRA around P4P, as well as some highlights from

