Employment and Income Generation in the Fresh Fruits & Vegetables Sector

Producers have increased their export with higher-end products to new markets*

Producers have increased their efficiency in the production of FFV

Pillar 1: Business Export Coaching
- Producers are able to produce a higher quality and quantity with higher efficiency
- Producers have diversified to higher-quality products (crops)
- Producers have each developed business contacts in new markets
- Producers have access to effective extension services (EcoConsult, GIZ, USAID)
- Producers have access to sufficient quality inputs/resources (EcoConsult, GIZ, USAID)
- Producers have participated in at least 1 market entry activity
- Producers have developed an export marketing plan and a business plan

Pillar 2: Institutional Capacity Building
- HUMAN RESOURCES
  - Improved employment situation and a better-equipped work force
  - Producers have access to new and more advanced markets

- FINANCE
  - Producers invest in the scale and quality of their business
  - Approval rate of producers has increased

- MARKETING
  - Producers have developed an upgraded strategy for the sector
  - JEPAs have strengthened the export strategy

- POLICY & GOVERNANCE
  - Government and associations are actively facilitating FFV sector development
  - MoA can deliver extension services in the area of marketing via a market intelligence platform

- LOGISTICS & INFRASTRUCTURE
  - Improved logistical conditions and infrastructure is used by FFV VC actors

Pillar 3: Sector collaboration
- Sector has developed and implemented a sector export marketing strategy (SEMP);
- MoA can deliver extension services in the area of marketing via a market intelligence platform
- Producers have upgraded their production process to international standards
- Producers have increased their efficiency in the production of FFV
- Producers have increased their export with higher-end products to new markets*

*new markets: EU, Russia, the Gulf, Southeast Asia

Outputs & Intermediate Outcomes

- Workforce along VC strengthened (quality and availability) (ILO, GIZ EcoConsult, USAID, WBG)
- Producers have developed and implemented a CSR action plan towards workforce in FFV sector ensured
- Producers have diversified to higher-quality products (crops)
- Producers have access to finance (USAID)
- Producers are Global GAP certified.
- FFV VC actors have access to finance (USAID)
- Producers have developed an export marketing plan and a business plan
- Producers have each developed business contacts in new markets
- Producers have access to effective extension services (EcoConsult, GIZ, USAID)
- MoA can deliver extension services in the area of marketing via a market intelligence platform

Impact

Outcome

Producers have increased their export with higher-end products to new markets*

Producers have increased their efficiency in the production of FFV

Producers have increased their export with higher-end products to new markets*