



Horticulture

SNV facilitates the development of commercial and climate smart horticulture value chains to future-proof agri-food systems and realise positive impacts on incomes and access to nutritious foods. We develop market-based services that increase production, link markets with farmers, and professionalise service provision. We work with partners and governments to create an enabling environment and accelerate investments towards improving competitiveness, inclusiveness, and resilience of the food and agriculture systems in low and middle income countries.

The opportunity

The global fruit and vegetable market is estimated to be worth over €2.5 billion and is expected to grow with increased incomes and urban populations. At the same time, two billion people still suffer from malnutrition and would benefit from an improved diet. Professionalising local value chains offers opportunities to meet this demand and contribute to sustainable development, at the same time providing jobs and income opportunities for youth, women, and men from vulnerable groups.

The challenge

Producers in developing countries often have low yields, overuse pesticides (i.e. 200,000 people die annually as a result of over use and inadequate pesticide use), and lack proper post-harvest management skills (i.e. half of the world's fruit

and vegetable production goes to waste). Farmers also suffer from a lack of business connections and financing, climate change impacts, restrictive regulatory environments, and insufficient access to information - all constraining possibilities to grow the sector, increase incomes, and improve healthy diets.

Our approach

SNV applies a food systems lens in which we focus on the multiple benefits of the food and horticulture system, including contributions to healthy diets, incomes and environmental sustainable livelihoods, whilst carefully assessing and balancing potential trade-offs. We offer a proven market-based approach for the horticulture sector to address the problems of smallholders, suppliers, processing companies, retailers as well as consumers.

CAPABILITY STATEMENT

SNV brings together stakeholders and builds capacities of value chain actors to increase the efficiency of horticulture supply chains, improve food safety and reduce food losses, while increasing business opportunities.

We draw on decades of experience as an implementer - using best practices in agriculture production, supply chain management, market-based solutions, and strengthening public institutions and service providers - to develop agriculture markets at scale. SNV's horticulture value chain approach consists of the following elements:

- **Healthy diets for low-income consumers:**

We identify and prioritise different consumer groups, including vulnerable groups such as children and women of reproductive age, in both rural and urban settings, and their specific nutritional needs. Working with the private sector, we identify opportunities to contribute to diverse, nutritious, safe and affordable food supply and availability close to the targeted consumer groups. Social Behaviour Change interventions towards improved dietary diversity are implemented with the private sector (social marketing), government agencies and other actors. SNV also convenes relevant actors towards improving the food environment thereby maximising the intended behaviour change and the positive dietary outcomes.

- **Market system development:** We analyse local challenges and identify opportunities to grow the value chain. We support producers, suppliers, processors and authorities to jointly prioritise bottlenecks in the value chain, agree on interventions and allocate investments. We address these bottlenecks by developing market-based services. We facilitate cooperation between producers, and processors on business opportunities, and on production and pricing. We train trainers and business development providers on production planning, and improved handling of produce so that producers can meet their identified market demands.

- **Public private partnerships:** SNV works in public-private partnerships to address bottlenecks and develop best practices. These partnerships are also vehicles for change by scaling-up innovative solutions and improving value chain governance.

- **Inclusive business:** We work with several value chain partners, stimulating stakeholders to create joint horticulture sector investments and to develop service delivery solutions to

improve value chain effectiveness. We manage funds with matching grants for companies that come up with innovations that stimulate inclusive growth. We transform producer groups to become more entrepreneurial and ensure that they are included in value chain development. In this way they become strong market players, that can negotiate mutually profitable deals.

- **Smart extension services:** Market-based (i.e. paid) extension services help professionalise the value chain. We develop Farmer Field Schools and model farms (i.e. 'seeing is believing') for practical training. We support the provision of mobile phone-based extension services, and promote the use of weather data and market price information that will help farmers to increase their yields and income.
- **Sustainable intensification:** We improve value chain efficiencies, increase productivity and promoting green technologies. This leads to reduced post-harvest losses, and decreased use of pesticides, herbicides, and water. In our training workshops for example, we promote the use of agro-forestry, solar pumps, drip irrigation, mulching, crop diversification, improved varieties, and other regenerative agricultural practices which increase production as well as resilience to climate change at the farm and value chain level.
- **Financing:** Access to finance is crucial to leverage increased production and efficiency, resulting in accelerated sector growth. SNV links producers, producer organisations, service providers and processors, to banks and other financial institutions. We help them create business plans and to be investment ready.
- **Evidence-based advocacy:** SNV facilitates dialogues and supports actors to lobby and advocate to realise positive change. We do this by strengthening the capacities of relevant actors such as CSOs and business associations and by collecting evidence from the field to contribute to these debates.
- **Gender Equality and Social Inclusion:** Our horticulture projects undertake specific activities for women and other disadvantaged groups to overcome the additional challenges they face on access to natural resources, finance, knowledge and networks. Household dialogues promote increased involvement of women in production planning, time allocation, and use of earned incomes, as well as triggering men to take up a fairer share of household duties. a fairer share of household duties.

Our experience

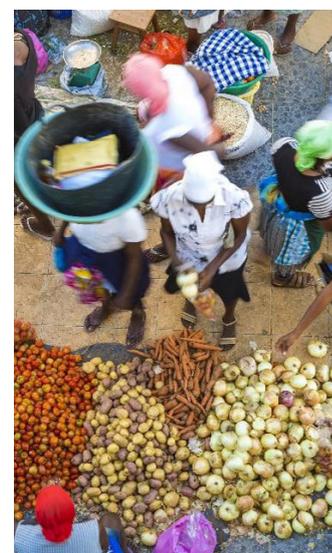
HortiFRESH in West-Africa | 2018 – 2022 | €6.6 million | Dutch MFA

SNV partners with WUR (lead) and three other partners in the HortiFRESH programme in Ghana and Ivory Coast with the overarching goal of 'a sustainable and internationally competitive fruit and vegetable sector that contributes to inclusive economic growth, food and nutrition security'. The programme includes enhancing the enabling environment, stakeholder business meetings, B2B events, trade promotion activities, technical assistance in agronomy and business management as well as financial support services. It currently works with five companies under the cluster development fund; 15 companies under the innovation fund; 11 companies under the youth employment fund and seven companies under the access to finance instruments. 8,689 family farms have realised increasing productivity and/or income; 8,809 farmers adopted new technology; 8,433 farmers have improved access to inputs/or outputs markets; 5,065 women and 666 youth have gained career development opportunities; 666 youth have gained training and career development opportunities; 465 farmers were certified under Good Agronomic Practices (GAP) or related certification schemes; and 11 organisations with certified Green Label Market outlets and 27 businesses/SME with GAP certification.



Investing in Horticultural Development in Rwanda (HortINVEST) | Rwanda | 2017 – 2022 | €16.5 million | Dutch MFA

An estimated one million households in rural Rwanda are growing vegetables and fruits. The harvests are mainly used for household consumption. In line with governmental priorities, HortINVEST works to increase farmers' incomes, grow the relative contribution of the horticultural sector to the local economy, and improve the food and nutrition security status of the targeted households. We do so by increasing their productivity and stimulating the commercial sales of their harvests. The project is also addressing gender inequalities, youth employment, climate change resilience and is supporting the growth of value chains for export markets. Recently, it has started implementing Social and Behaviour Change Communication in district towns to increase consumption of fruits and vegetable for increased dietary diversity. The project has already reached 82% of the targeted 44,000 farmer households, organised in 246 cooperatives, and 100,000 consumers through its current ongoing campaigns. 22 companies are partnering with HortINVEST and are expected to contribute at least €5 million of co-funding to agreed joint activities. HortINVEST is implemented by SNV (lead) in partnership with Agriterra, Holland Greentech, IDH Sustainable Trade Initiative and Wageningen University & Research.



Cambodian Horticulture for Accelerating Income and Nutrition (CHAIN I, II & III) | Cambodia | 2014 – 2022 | €8.3 million | SDC

CHAIN III supports the development of the horticultural sub-sector in four provinces in Cambodia with improvements in production and trade of safe local vegetables for the domestic markets. The project has improved incomes, nutrition and resilience to climate change of 6,000 smallholders, mostly women. The project uses a results-driven Market Systems Development approach and is implemented in close collaboration with the Ministry of Agriculture (MAFF) and the private sector. The first phase used an extension push approach to modernise production techniques and move farmers from subsistence to semi-commercial and commercial levels. Phase Two strengthened market linkages, business-to-business relationships, and created a network of SMEs who supply inputs and buy produce. Phase Three rolls out investments in Smart Water solutions for drip-irrigation, water resource enhancement for year-round production and resilience in the light of climate change and the increased occurrence of droughts and floods. The CHAIN's methodology and learning approaches are captured in practical how-to guides in market systems development for Cambodian actors to use. CHAIN has created a thriving subsector where none existed before, increased availability of local produce for the local markets, improved incomes of over 4,000 households, contributed to women's economic empowerment, and provincial and national horticulture policy development, food safety & standards.



CAPABILITY STATEMENT

Smart Water for Agriculture | Kenya | 2016 – 2019 | €6 million | Dutch MFA

The Smart Water for Agriculture project aims to reduce the sustainable use of water and energy by farmers, by promoting farmer-led and market-based smart water products and services. These solutions will help to reduce the need for labour and other inputs, mitigate weather related risks, and promote off-season production opportunities. By bringing stakeholders together in 'Irrigation Acceleration Platforms' the programme is facilitating smart water innovations services (SWS) across selected counties in Kenya. 22,000 farmers have been reached and acquainted with varied SWS, out of which 7,500 farmers have actually used (adopted) at least one of the promoted SWS.



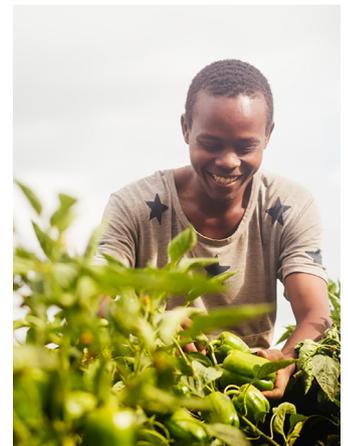
Horticultural Livelihoods, Innovation and Food Safety in Ethiopia (HortiLIFE I & II) | 2016 – 2023 | €26.3 million | Dutch MFA

Horti-LIFE aims to improve the efficiency of the smallholder production system, in order to make fruits and vegetables affordable for the poor. Farming Field Schools (FFS) are the core of the programme. In the first phase it worked in 27 districts - an independent survey found a 43% increase in income of FFS members and 90% higher yields. This gave an impact of 5.2 million USD and 45,000 MT of vegetables. In the second phase the project scaled up to 1,000 FFS per year in 80+ districts while the institutionalisation of FFSs was initiated. In 2021, the government contributed 50% of the costs in 40% of the districts. The project supports nine Agricultural Technical Vocational Education and Trainings and four universities to make their course delivery more practical. Student plots enable 1,500 students practice what they learn. Through a small grants scheme, 85 inputs suppliers and nurseries are supported. Sustainable seed supply systems for onions and potatoes are established and three MFIs are supported to pilot horticultural loans to FFS members. Food safety is improved by training farmers as Spray Service Providers. MoA is assisting in formulating an adequate legal framework for this. Nutritional awareness campaigns are planned for improved consumption of fruits and vegetables among 120,000 residents of district towns.



Value Chain Development and Youth Employment | Mali | 2017 - 2022 | €22.4 million | EU & Dutch MFA

The Value Chain Development and Youth Employment project (OYEM) stimulates economic development and stability by creating (self)-employment opportunities in the horticulture, waste management, agribusiness and handicraft sectors in the regions of Koulikoro, Kayes, Gao and Bamako, in Mali. SNV has currently developed 20 horticulture farms with all the required facilities on which 600-youth (39% women), who formed cooperatives, are producing vegetables for the market. Altogether, more than 4,570 youth (61% of the youth participating in the project) have been trained in life and business skills as well as good horticultural practices to increase their employability and capacities to set up their own micro businesses. Additionally, 146 SMEs relevant to the horticulture sector have received business planning and are coached to take on youth employees. These SMEs have created 457 full-time youth jobs thanks to OYEM support.



SNV is a not-for-profit international development organisation that makes a lasting difference in the lives of people living in poverty by helping them raise incomes and access basic services. We focus on three sectors – agriculture, energy, and water – and have a long-term, local presence in 24 countries in Asia, Africa, and Latin America. Our team of approximately 1,300 people is the backbone of SNV.

For more information, contact:
Rik van Keulen, Global Coordinator Horticulture
Rvankeulen@snv.org

