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Linking family farms to markets

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PRESENTATION

Innovative business models to connect farmers to markets

By

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# **Innovative business models to connect farmers to markets**

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# Introduction

## Research question

- What are suitable innovative business models to connect smallholder farmers to markets?
- How can these efforts be classified, and who can initiate action?
  
- Grassroots level



# Methodology

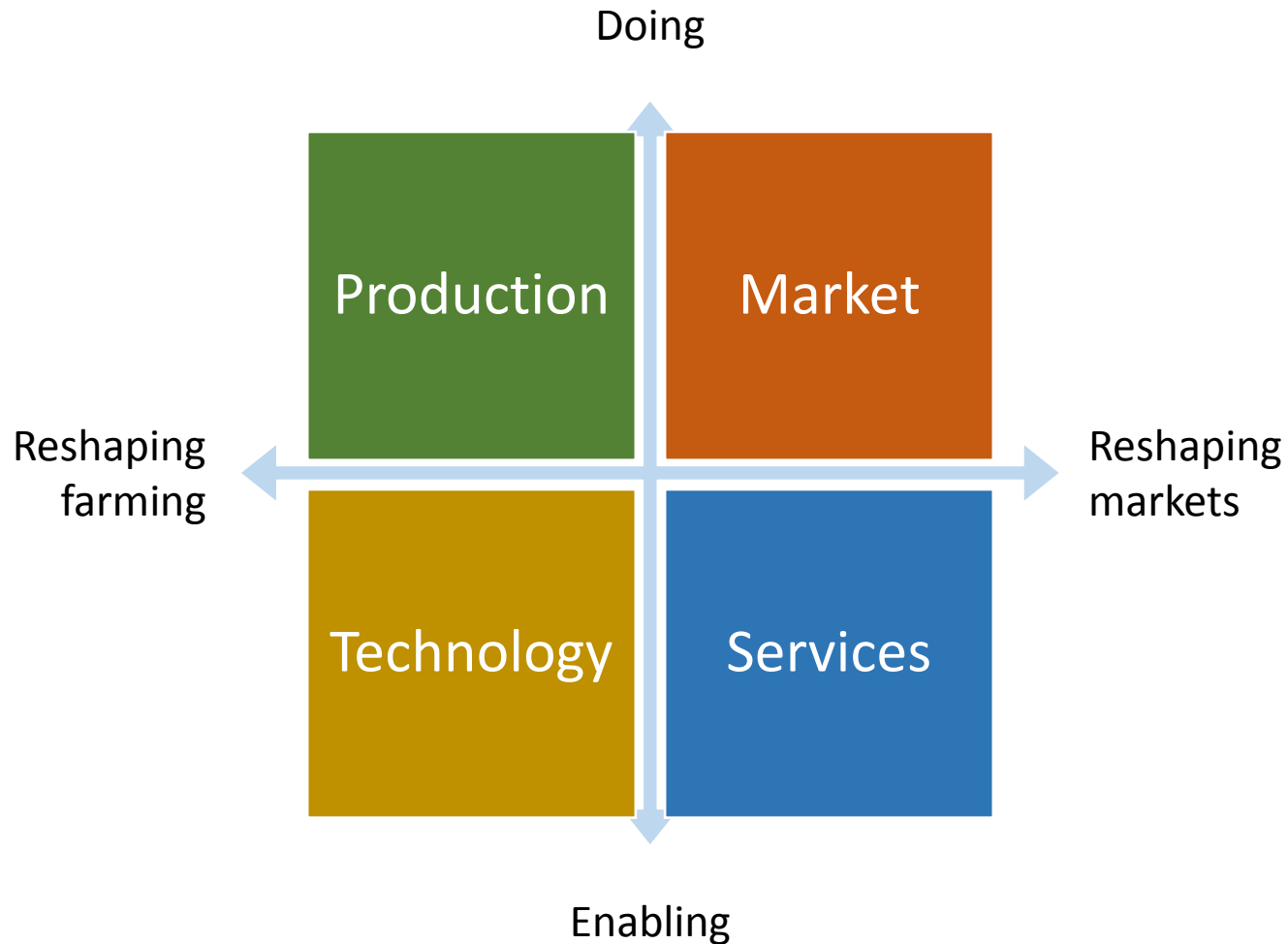
## Unilever Sustainable Living Young Entrepreneur Awards

- Unilever
- University of Cambridge Institute for Sustainability Leadership
- Ashoka

## Sample

- Over 2200 entries from 3 years
- Business model, impact and scale – emerging innovations
- Selected on farming, top 20% scores
- Analysis of 236 entries

# Framework





# Production

## Diversifying farm income

### UNFIRE

- Hybrid (2012)
- \$10,000 - \$50,000 (2013)
- Nigeria
  
- Novel low cost poultry/livestock feeds from readily-available but unexploited environmental resources & agricultural waste
- Building community-based value chains with youths and women

### PEAS

- Non-profit (2012)
- \$100,000 - \$250,000 (2013)
- Guatemala
  
- Introduction of pigeonpea as additional leguminous crop after successes in Africa
- Grows without fertilisers in dry season without irrigation, and allows seed saving
- Used as staple and for growing international market, doubling income



## Increasing yields

### MyRain

- For profit (2012)
- \$100,000 - \$250,000 (2013)
- India
  
- Retail and distribution network for drip irrigation technology
- Enables local entrepreneurs to quickly design and sell drip irrigation systems

### Safi Organics

- For profit (2014)
- \$50,000 - \$100,000 (2015)
- Kenya
  
- Low cost carbon-negative soil conditioner blend from organic waste
- Can improve long-term crop yields by 30% and increase farm income by 50% by reversing soil acidification

## Changing trade arrangements

### Uncommon Cacao

- For profit (2010)
- \$1 million - \$5 million (2015)
- Belize, Guatemala
  
- Vertically integrated specialty cacao supply chain
- Through training and logistical support to access high-value market, farmer income almost double

### Science for Society Techno Services

- For profit (2011)
- \$50,000 - \$100,000 (2014)
- India
  
- The solar conduction dryer is a food dehydrator for rural farmers
- Reduces food spoilage and generates additional income through markets for preserved food





## Empowering smallholders

### Farmerline

- For profit (2012)
- \$250,000 - \$500,000 (2014)
- Ghana
- Automated voice alerts to help illiterate smallholders to receive the latest agricultural and market information
- Enables 10% increase in crop yields and 20% higher farm incomes

### Ensibuuko

- For profit (2012)
- \$100,000 - \$250,000 (2014)
- Uganda
- Mobile microfinance scheme for farmers in Saving and Cooperative Societies
- Includes a network of extension workers who are local model farmers to provide mentoring and increase access to markets

## Context-specific action

|            | Farmers | Entrepreneurs | NGOs | Corporates | Policy/gov't |
|------------|---------|---------------|------|------------|--------------|
| Production | ✓       |               | ✓    |            |              |
| Technology | ✓       | ✓             | ✓    |            |              |
| Market     | ✓       | ✓             |      | ✓          | ✓            |
| Services   |         | ✓             | ✓    | ✓          | ✓            |



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