The Marketplace for Nutritious Foods

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GAIN’s mission is to reduce global malnutrition through sustainable strategies aimed at improving the health and nutrition of populations at risk, particularly women and children.

Operate four global programs: Large Scale Food Fortification; Maternal, Infant and young child nutrition, Business partnerships for Nutrition and Agriculture for Nutrition.

Motivated by the key themes of innovation, scale and impact.

GAIN aims to create the best and most innovative multi-stakeholder partnerships to carry out its mission.

This means finding self-sustaining and scalable solutions from the ground up — working from farm to fork to add value to and influence the critical links in the food supply chain.

Today our programs have reached over a billion people with improved nutrition by 2016.
Marketplace For Nutritious Foods: Goals

The Marketplace is a convening, innovation business planning, technical assistance and investment platform that works with local enterprises and farmer associations along the agriculture value chain.

**Marketplace goals**

- Create platform for Small and Medium sized Enterprises (SMEs) and stakeholders to network and share knowledge.
- Improve access and availability of nutritious foods for low income consumers, especially women and children.
- Catalyze and fund agricultural innovations that improve or preserve the nutritional content of commodities and foods.
- Promote market-based interventions and innovations along the agricultural value chain, and provide donors, investors and GAIN with investable opportunities to improve nutrition.
Marketplace For Nutritious Foods: Presence

Marketplace For Nutritious Foods: Components

Joint learning and networking:
Stakeholders from business, government, investors, donors, etc. come together for joint learning, networking

Support for businesses to get their ideas to market
Business planning and technical assistance in both specific areas e.g. product formulation, quality control and general management capabilities

Access to finance
Provide grants and introduce businesses to private investors
Community of Practice (CoP)
- Regular meetings — ‘convenings’
- Diverse membership (private sector, NGOs, Academia etc.)
- Business directory
- Facebook, Twitter, Flickr
- Regular newsletters
- Moz: Quarterly events in 5 cities
- Kenya: 700+ members, 12 networking events, 7 multi-day trainings
- Rwanda: 3 meetings so far in Kigali
The Innovation Accelerator supports businesses with grants and TA

Key Objectives

- Catalyze investments in nutritious foods.
- Build business and technical capacity of nutritious food innovations, via business planning, Technical support and linkages for sustainable impact.
- Develop a pipeline of investable nutritious food innovations that lead to more nutritious and diverse foods into low income markets.

Technical Assistance

Grant Funding
The Innovation Accelerator: The process

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<th>Call for Proposals</th>
<th>Screening</th>
<th>Technical Advisory Committee</th>
<th>Business Planning Phase</th>
<th>Marketplace Investment Committee</th>
<th>Grant funding and TA Awards</th>
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**Decisions & Due Diligence**
- Shortlisting
- Selection: Business Planning Awards
- Selection: Investment Awards

**Technical Assistance**
- Business Development Services
- Specialized Technical Assistance
- Business Planning Support

**Grant Funding**
- Disbursements & Follow up

**M&E, Project Management, Grants Management, Contract Management**
The Innovation Accelerator: Partnership Examples
Vegetables “VegMan”

Vertically integrated supply

Grant funding for increased productive capacity (pumps, electricity, greenhouse)

Grant funding for the construction of a new retail location
Chicken “Chicken Choice”

- Private company in operation since 2007. Operates along the entire poultry value chain, enabling it to cut out expensive middlemen;

- Grant funding for increased production and distribution capacity, introduction of new retail outlets to sell chicken and to manage the cold chain;

- Technical support to build capacity in Marketing and financial management;

- Sold 177MTs of chicken in the last 12 months.
Milk “Tarakwo Dairies”

- Full fat pasteurized milk dispensed for as little as US$0.05 (USD$0.65 per litre);
- MNF provided grant funding for increased production and distribution capacity;
- Technical support to build capacity in marketing and financial management.
- Sold close to 350,000 litres of milk through their first dispenser in year 1.
Highlights and Impact across the portfolio

More than 60 companies have received support through the IA.

Close to USD$2.5 million worth of support (financial & technical) given to companies through technical support and Grants

More than USD$1 million of private sector investment leveraged as a result of Marketplace activities

More than 19 million servings of nutritious foods sold by companies in Kenya and Mozambique

Case studies about to commence across the portfolio in order to understand what impact these investments have had on the affordability and availability of nutritious foods among key target groups; and in the process contribute towards the evidence base for the role of private sector models in the fight against malnutrition.
Two key learnings from partnership model

- The vetting process is important
  - Assessing a company’s commitment to delivering nutritious foods
  - Assessing the merits of partnership should be a two-way street

- Need for open and regular dialogue
  - New types of relationships. Learn from one another and understand each other’s needs.
  - Things change! It’s how we react that matters!
  - Knowing when it is time to call it a day!
Thank You!

For more information

https://www.gainmarketplace.com/

http://www.gainhealth.org/

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