AGRI-ASENSO PACKAGE [Phillipines]

In problem Statement, must mention Typhoon Haiyan.

**BACKGROUND INFO**: The Agri-asenso package initiative is currently implemented as one of the interventions under the Typhoon Haiyan Reconstruction Assistance Project (THRA) funded by the Global Affairs Canada (GAC). Thus, the documents we are sharing are not all very specific to the initiative but more on the THRA project in which vegetable is one of the focus commodity.

**Problem Statement: [SEE THE APPLICATION PDF IN LOCAL AGRI-ASENSO FOLDER FOR A BETTER PROBLEM STATEMENT]**

Smallholder farmers in the Philippines, estimated at 10.3 million, are considered one of the biggest and marginalized sectors. They have limited capacities to adopt agricultural technologies and lack access appropriate financial services. With the objective of increasing smallholder women- and men-farmers’ productivity and profitability, the Agri-Asenso package provides a needs-based, tested package of solutions and distribution model. The package includes agricultural inputs, farm tools and equipment, agricultural and market information, and financial services.

**Our Solution:**

The social enterprise, “Agri-Asenso,” offers a range of solutions tailored to women and men farmers’ needs. The basic package contains agricultural inputs such as seeds and fertilizers, farm tools, agricultural technologies and market information, and micro insurance. Optional top-up items include loan and farm equipment. The social enterprise is a one-stop shop: it is easily accessible, items are cheaper or offered at discounted prices and has less transaction costs (at least 200% compared to sourcing it from multiple suppliers). It will explore other intermediaries like agro-dealers, micro-financing institutions or MFIs, and agronomists. The key to scaling this initiative is through distribution. Thus, the social enterprise will adopt the business-to-business (B2B) marketing model. It will facilitate distribution of the package through sub-distributors such as multi-purpose cooperatives and farmers’ associations. CARE’s Community-Based Development Facilitators (CBDFs) can be tapped to serve as micro-distributors. The social enterprise will capitalize on the strong customer base and extensive local knowledge of these intermediaries and distributors. It will initially focus on at least five types of vegetables in the municipality of Lemery, Iloilo province, and will diversify to other crops and expand geographical outreach.

**Progress:**

1. 938 farmers (645 females, 293 males) attended the season-long training on vegetable production
2. 59 farmers (39 females, 20 males) received an agricultural support package and now in its first cycle of production
3. Agricultural inputs such as 3 kilos of seeds, 24 metric tons of organic fertilizers and 10 metric tons of chemical fertilizers provided
4. Agricultural technologies like 28 rolls mulching sheets, 55 sets drip irrigation and 9 greenhouses provided
5. Market information and market linkages facilitated through Lemery People’s Agriculture Cooperative (LePACo) which CARE helped establish
6. 3.4 tons of vegetables produced and marketed through LePACO and other local market integrators.
7. 24 Community-Based Development Facilitators (CBDFs) (13 females, 11 males) mobilized to provide training, technical assistance and to facilitate access to micro insurance.
8. Resources leveraged from the Department of Agriculture (DA). Aside from the conduct of Good Agricultural Practices (GAP), the DA has assigned agricultural technician specifically for vegetables.
9. Production loan for vegetables revived by financial service provider, Taytay sa Kauswagan, Inc. (TSKI), through CARE’s facilitation.

**Looking Forward:**

In order to reach 200,000 smallholder farmer-households or one million men, women, boys and girls by 2020, the social enterprise will establish five provincial dealerships (i.e. micro finance institutions or MFIs and agro dealers) that cater to at least 50 municipal-level sub-dealers (i.e. cooperatives and farmers’ associations) with 1,000 trained women and men community agents to promote and demonstrate the Agri-Asenso package. Aside from vegetables, the social enterprise will diversify to and scale up in other agricultural value chains- with strong market demand and in which the most number of smallholder farmers can participate - and replicate this model nationwide.

Five years from now, the team anticipates that the initiative would have improved the income and resiliency of at least 200,000 smallholder farmer-households (or one million men, women, boys and girls) through access to Agri-asenso package.  To achieve this outcome, our initiative should have progressed as follows:

* five provincial dealerships (i.e. cooperatives, micro finance institutions or MFIs and agro dealers) established to cater to municipal level sub-dealers;
* at least 50 municipal-level sub-dealers (i.e. cooperatives and farmers’ associations) to manage the last mile distribution through community-agents;
* at least 1,000 trained women and men community agents promote, demonstrate and sell the Agri-Asenso package, with each agent handling an average portfolio of at least 200 household-farmers..
* has diversified to other agricultural value chains- with strong market demand and in which the most number of smallholder farmers can participate
* with efficiently functioning IT-supported supply chain