

Report on Progress
2016-2017



Grow**Asia**

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Australian Government

Canada 



Overview

Grow Asia is a multi-stakeholder partnership platform that aims to reach 10 million smallholder farmers by 2020, helping them access knowledge, technology, finance, and markets to increase their productivity, profitability, and environmental sustainability by 20%. South East Asia is home to 600 million people and experiencing vibrant and fast-paced growth. On average, more than half the population lives in rural areas and primarily depends on the agriculture sector for income. The region is a leading exporter of crops such as palm oil, rubber, coconut and rice, and agriculture contributes significantly to exports in every country. Millions of people have been lifted out of poverty, yet a third of the population still live on under \$2 a day and food security remains high on the agenda throughout the region.

Grow Asia brings together South East Asia's smallholder farmers, governments, global and domestic companies, NGOs, and other stakeholders, to develop inclusive and sustainable value chains that benefit farmers. It launches and

supports locally-driven Country Partnerships, helping them define their strategy, engage new partners and develop innovative solutions.

Grow Asia enables stakeholders from different disciplines to leverage one another's expertise, share insights and learn from regional experiences. Today Grow Asia collaborates with more than 300 partners across five Country Partnerships, reaching more than half a million smallholder farmers.

Grow Asia was established by the World Economic Forum, in collaboration with the Association of Southeast Asian Nations (ASEAN) Secretariat, to convene, facilitate, and help scale action-focused partnerships. Grow Asia builds on the experience and success of the Forum's New Vision for Agriculture (NVA) initiative, which facilitates multi-stakeholder partnerships across the world to achieve food security, environmental sustainability, and economic opportunity through multi-stakeholder partnerships in agriculture.

Impact

Country Partnerships supported	Grow Asia Partners	Working Groups supported	Value chain projects	Smallholder farmers reached
5	304	37	46	523,436

Preface

We have seen tremendous growth in the Country Partnerships that we support over the past twelve months. Thanks to the learning experiences of the past year, we have been able to further build the capacity of the Grow Asia Secretariat to support country-led action.

We have continued to establish a regional network of partners and work together to move toward our mission of improving the livelihoods of smallholder farmers in South East Asia. Working with our partners, we continue to deepen our country-level engagement. By supporting the Partnerships to increase the capacity of their Secretariats and develop governance structures, they are becoming more sustainable and resilient, allowing focus to move towards strengthening the projects themselves. This shift is already starting to bear fruit and partnerships are making a bigger impact and developing greater capacity to measure and demonstrate results. These results offer strong support for a multi-stakeholder approach to sustainable and inclusive business.

What has been interesting to observe, is how new partnerships are becoming increasingly innovative in how they design and implement projects, and are using multiple channels to ensure success. For example, they are leveraging underutilized infrastructure, developing new financial arrangements such as voucher systems, and even working with governments to improve the policy landscape.

Going forward, we will be focused on further cultivating an enabling environment for multi-stakeholder value chain projects to flourish. We aim to do this using various channels such as a digital platform that will allow farmers to better access agronomy and market information, whilst supporting our partners in improving traceability of supply chains. Pathways to scale will be increasingly important and our Knowledge and Innovation team is already working on research that will identify these pathways and leverage them in our work.

We are thankful for the continued support from all our partners from across sectors and remain inspired by their passion and drive to make a difference to smallholders in the region. We are grateful for the strategic guidance that our various committees and Working Groups have provided over the past year and the continued support from the World Economic Forum's New Vision for Agriculture and the ASEAN Ministers of Agriculture. We would also like to recognize that all of this work has been made possible by the Government of Australia and the Government of Canada through their continued financial and strategic support.

The next twelve months are going to be exciting for Grow Asia and agriculture in South East Asia. We must continue to work together, to listen and learn from one another, and identify new opportunities to scale effective approaches to achieve our goal of reaching 10 million smallholder farmers by 2020 to improve their lives and livelihoods.



Sincerely,
Grahame Dixie
Executive Director, Grow Asia



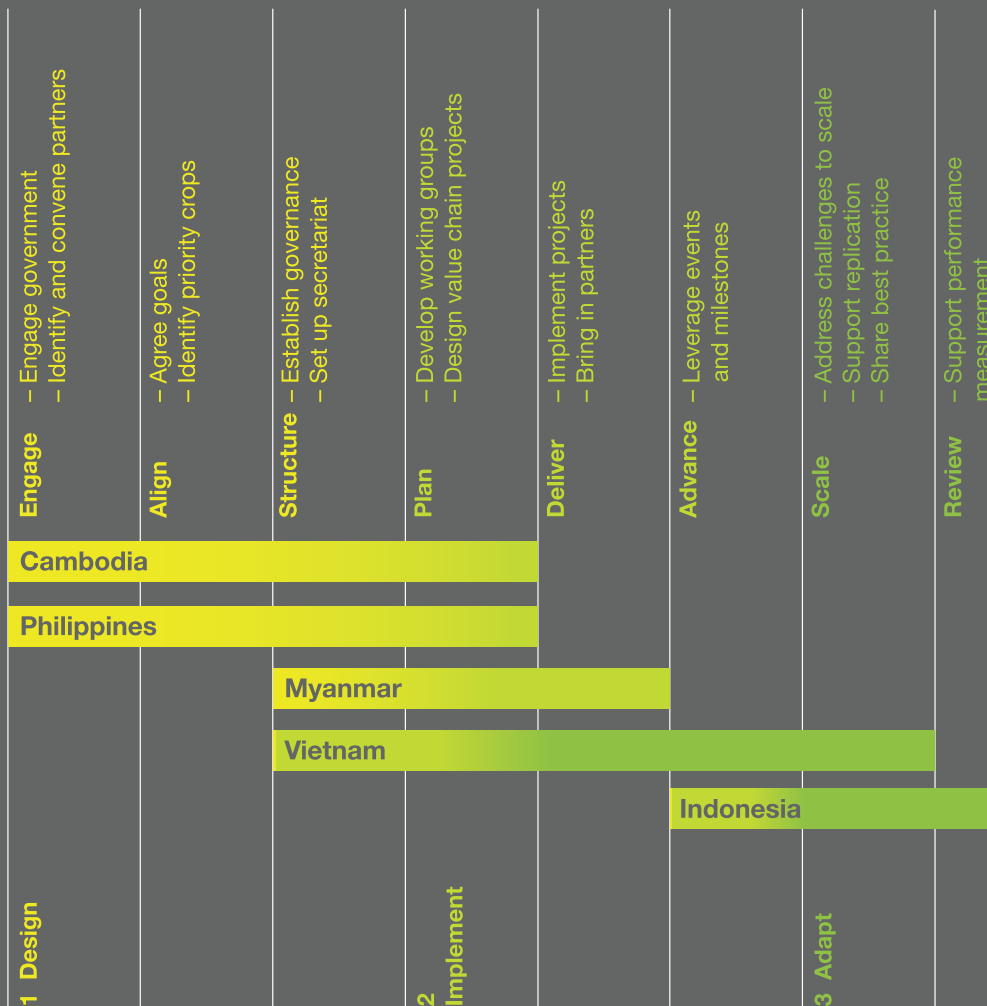
“We must continue to work together, to listen and learn from one another, and identify new opportunities to scale effective approaches to achieve our goal”

Grahame Dixie
Executive Director,
Grow Asia

Country Partnerships

The Country Partnerships supported by Grow Asia are at different stages of development due to the different local contexts, input of private sector partners, and the unique economic and cultural environment in each country. These stages are not a measure of success but help the partnerships to identify areas of focus.

The diagram below demonstrates each Country Partnership and the level of its activities compared to the previous year. This model is based on the 8-Step Framework for Action in the New Vision for Agriculture Report, *Building Partnerships for Sustainable Agriculture and Food Security: A Guide to Country-Level Action of Country Partnerships*.



Cambodia Partnership for Sustainable Agriculture (CPSA)



Working Groups developing projects:

6

Partners:

57

At the 2015 Grow Asia Forum, Cambodia's Minister of Commerce and the Secretary of State from the Ministry of Agriculture, Forestry and Fisheries, invited Grow Asia to support the launch of a Country Partnership for agriculture development, with the aim of increasing production and enabling access to markets. Based on a six-month consultation process with multiple stakeholders, six crops were identified as priorities for the government and aligned with the interests of offtaker companies, which are considered to benefit most from a multi-stakeholder, value chain approach.

The Cambodia Partnership for Sustainable Agriculture (CPSA) was formally launched in May 2016. Since then, work has been underway to develop value chain projects across the six focus crops. Multiple discussions and scoping exercises have been carried out at provincial, national and regional levels to identify opportunities for sustainable collaboration between partners.

Governance
Structure

CPSA Co-chairs

- › Ministry of Agriculture, Forestry and Fisheries
- › Private Sector Co-chair
- › Farmer Co-chair

Core Committee

Working Group Leads

Crop Working Groups

Six crop Working Groups¹

Coordinator

Part-time Coordinator



Partnership for Indonesia's Sustainable Agriculture (PISAgro)



Working Groups:

12

Value chain projects:

19

Partners:

68



The Partnership for Indonesia's Sustainable Agriculture (PISAgro) was first announced by the Vice Minister of Agriculture and Vice Minister of Trade during the World Economic Forum on East Asia in Jakarta, in June 2011. Officially established in April 2012, PISAgro is a public-private partnership that was created in response to challenges and opportunities facing the agriculture sector in Indonesia. Through its 'Vision 20-20-20' which aims to increase farm yields by 20%, reduce poverty by 20% and reduce greenhouse gas emissions by 20%, the Partnership seeks to provide an innovative, multi-stakeholder model for addressing the nation's agricultural challenges in a sustainable manner while improving the livelihoods of smallholder farmers.

PISAgro now has close to 70 partners, consisting of national and multinational companies, NGOs, donors and other institutions across its 12 Working Groups focused on 11 crops and commodities.

Governance Structure

Founders Committee

- > Sinar Mas
- > Nestlé Indonesia
- > Indofood
- > Unilever Indonesia
- > Bayer Indonesia
- > Syngenta Indonesia
- > McKinsey & Company Indonesia

Advisors

- > Ministry of Agriculture
- > Ministry of Trade
- > Ministry of Finance
- > Tempo Inti Media

Board

- > Sinar Mas
- > Nestlé Indonesia
- > Indofood
- > Unilever Indonesia
- > Bayer Indonesia
- > Syngenta Indonesia
- > McKinsey & Company Indonesia
- > IDH
- > Tiga Pilar Sejahtera Food
- > Triputra Agro Persada

Secretariat

Executive Director

Working Groups

- > Agri-Finace
- > Rice
- > Soy
- > Corn
- > Palm Oil
- > Cocoa
- > Potato
- > Dairy
- > Coffee
- > Rubber
- > Horticulture
- > Beef

Myanmar Agriculture Network (MAN)



Working Groups:

7

Value chain projects:

6

Partners:

40



The Myanmar Agriculture Network (MAN) was established in 2013 under the leadership of the Ministry of Agriculture, Livestock and Irrigation along with local and global businesses and other stakeholders. The Network serves as a multi-stakeholder platform to accelerate partnership opportunities and investment in food security. It works to ensure environmentally sustainable and inclusive agricultural growth in Myanmar.

Over the past twelve months, MAN has been establishing and scaling crop-focused value chain projects and supporting capacity building through Working Groups focused on cross-cutting issues.

**Governance
Structure**

**MAN
Board**

**Company
Co-chairs**

- > Awba
- > Heineken

**Advisory
Council**

- > Awba
- > Heineken
- > Yoma Strategic Holdings
- > Livelihoods and Food Security Trust Fund (LIFT)
- > United States Agency for International Development (USAID)

**Core
Committee**

Advisory Council plus working Group Leads

Coordinator

Hired full-time coordinator

Philippines Partnership for Sustainable Agriculture (PPSA)



Working Groups:

5

Value chain projects:

6

Partners:

72



The Philippines Partnership for Sustainable Agriculture (PPSA) was formally launched in 2015 by the Philippines' Department of Agriculture in partnership with local and global companies. To date, PPSA has brought together more than 70 organizations and is developing projects based on detailed analysis of value chains aligned with the national government's Philippine Rural Development Project (PRDP).

In early 2017, Grow Asia launched a new collaboration with the Philippine Business for Social Progress (PBSP), a business-led social development foundation committed to poverty reduction. The collaboration will establish a PPSA Secretariat which will serve as an in-country coordinating body. The Secretariat will provide on-the-ground support to Working Groups in the areas of performance measurement, resource mobilization, research and technical assistance as well as communications. Four Working Groups organized around coffee, corn, coconut and fisheries are currently in place and are developing their value chain projects. Grow Asia will continue to provide overall strategic direction and support to PPSA locally and regionally.

Governance Structure

Co-Chairs

- > Department of Agriculture
- > Unilever Philippines

Core Committee

- > Co-Chairs
- > Leaders of Working Groups
- > Grow Asia
- > Philippine Business for Social Progress

Secretariat

- > Grow Asia
- > Philippine Business for Social Progress

Working Groups

- > Coconut
- > Coffee
- > Corn
- > Fisheries
- > Cross Cutting Issues / Pool of Experts

Partnership for Sustainable Agriculture in Vietnam (PSAV)



Working Groups:

7

Value chain projects:

6

Partners:

67

The Public Private Task Force on Sustainable Agricultural Growth in Vietnam was first formed in May 2010 before being re-named the Partnership for Sustainable Agriculture in Vietnam (PSAV) in 2015.

The partnership is comprised of over 60 partners from global and local companies, provincial governments, the National Research Institute, international organizations and NGOs. The PSAV Task Forces (Working Groups) focus on six crops and the cross-cutting issue of agrochemicals. A full-time Secretariat Coordinator has been employed to support the activities of the PSAV Task Forces. Over the coming months, PSAV will be focused on strengthening existing projects, reviewing the Task Force activities and identifying areas for improved collaboration. Cross-cutting challenges such as agri-finance will be reviewed and new opportunities identified.



Ministry of Agriculture and Rural Development (MARD)

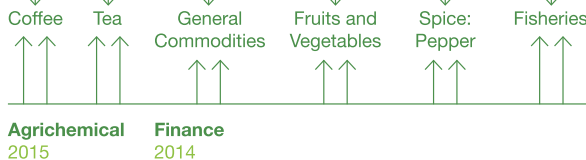
New Vision for Agriculture Cooperation for Sustainable Agriculture
PSAV Co-Chairs

Private Sector

National Level

7 Private-Public Partnership Task Forces
60 Partners
Private, Public, NGOs

Secretariat



Implementation at field level

Cooperation:

Department of Agriculture and Rural Development, extension services, association and technical group to implement public-private partnership models/projects to base on value chain

Farmer groups

> Cooperative-Agri-Forestry companies

Government Engagement

Grow Asia actively engages government officials at all levels of seniority and works with them to ensure that the Country Partnerships are aligned with national strategic agendas. However, as political landscapes are ever-changing, Grow Asia will be taking additional steps to ensure that governments remain actively engaged in projects and that agendas are aligned. As value chains become increasingly complex, we will be working to support government and private sector partners to develop an enabling environment for smallholder-inclusive projects. Over the coming 12 months, we plan to facilitate better dialogue between policy makers and agriculture practitioners, where appropriate, to support the development of inclusive and sustainable policy.



Women in Agriculture

Highlights from the 2017 Grow Asia roundtable at the Responsible Business Forum



Through various discussions and growing interest at regional events, it is apparent that the sector is increasingly focused on the importance of gender equality in agriculture. In response, Grow Asia has identified an opportunity to convene the industry around this topic and drive a solutions-focused dialogue aimed at addressing the unique challenges being faced by female smallholders to develop more inclusive ways of working.

At the sidelines of the 2017 Responsible Business Forum in Jakarta, Grow Asia convened a roundtable discussion which brought together more than 30 partners with a specific interest in women in agriculture to identify opportunities for action. Key insights from the roundtable were captured in a white paper which can be downloaded from the Grow Asia Exchange.

Over the coming year, Grow Asia will continue to drive this topic as a focus of discussion with our partners and empower them to identify opportunities for change.

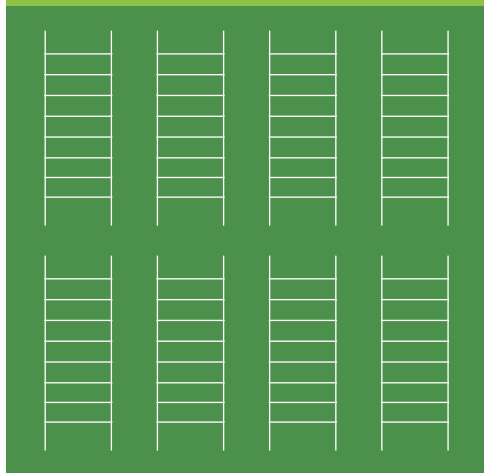
convened
30
partners with a specific interest in women in agriculture to identify opportunities for action



Scaling Solutions

Grow Asia is committed to supporting partners in expanding the reach and impact of their projects. Through thought leadership, innovative tools and collaboration on the ground with in-country partners, Grow Asia aims to provide the support needed to scale value chain projects and further our progress toward our 10-20-20 goals.

Pathways to Scale



Grow Asia commissioned a study that examines pathways to scale for multi-stakeholder value chain projects which uncovered four main pathways: government institutionalization, business mainstreaming, partner replication, and donor linkages. To contextualize this framework, the paper features case studies of successful scaling efforts from Grow Asia Working Group projects. We do not believe that there is a singular pathway to scale, and we recognize that each of these pathways are not mutually exclusive. Our goal in presenting this framework is to help partners understand how scaling can occur, and for the framework to serve as a guide for partners to identify pathways to scale that may be incorporated into their projects.

Digital Solutions



Based on ongoing consultation with our partners and through collaboration with Unilever and Facebook Free Basics, Grow Asia will be developing digital solutions, including an open-source mobile platform targeted at smallholder farmers. The platform will provide smallholder farmers with free online access to information such as, agriculture data, market information and more. This information will be sourced from Grow Asia partners and in its most sophisticated form, the platform will even act as an online market place for farmers to buy and sell their products.

Inclusive Finance

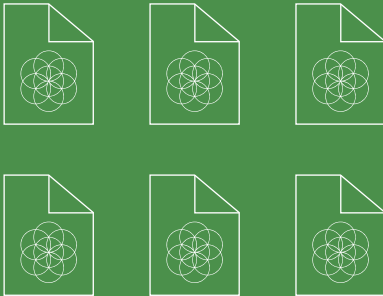


Access to finance is a key enabler for smallholder farmers. Grow Asia supports its partners to design, share and exchange financial solutions for smallholder farmers, and coordinates the development of innovations such as a Replanting Bond, which seeks to replant ageing palm oil trees in Indonesia over an area of approximately 9,000 hectares. Through a combination of technical assistance, capacity building and blended financing, Grow Asia seeks to help existing palm oil smallholders to intensify their land use through replanting. In doing so, farmers would benefit from up to 100% improvement in their yields leading to reduced economic distress. Participating smallholders would also receive support to certify their crop, contributing to improved land management. This project is intended to serve as a model which, if successful, can be replicated for other plantation crops such as rubber, coffee and cocoa in Indonesia and other South East Asian countries.

Knowledge Sharing

Grow Asia facilitates cross-border, cross-sectoral knowledge exchange to improve understanding of our partners' various strengths and perspectives. There is immense value in doing so as our multi-stakeholder value chain approach is increasingly demonstrating significant progress. By highlighting successes and sharing learnings, Grow Asia hopes to catalyze greater impact to improve smallholder livelihoods.

Case Studies



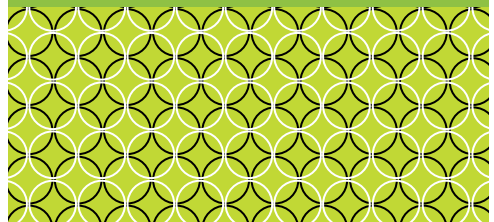
Case studies offer invaluable opportunities for new and existing Working Groups to learn from successful projects. Each case study has two components: a business model, that provides an overview of stakeholders involved, key activities, project milestones and initial results; and a journey document, that charts the Working Group's journey in project design and implementation. Together, the case studies showcase the benefits of working in partnership and facilitate the design and implementation of successful multi-stakeholder projects. To date, Grow Asia has commissioned five case studies - coffee in Vietnam, corn in the Philippines, and coffee, rice and corn in Indonesia. These are available on the Grow Asia Exchange.

Grow Asia Exchange exchange.growasia.org



The Grow Asia Exchange is an online knowledge repository and learning hub that bridges expertise across a variety of disciplines. It enables partners to learn from one another's experiences, share best practices, and gain access to practical knowledge on inclusive value chain projects. The Exchange hosts information such as case studies, research papers, and value chain analyses. The Exchange also features online communities that allow Grow Asia partners to engage and share resources virtually.

Learning Partners' Network



The Learning Partners' Network aims to convene partners on a regular basis, virtually and in person, to share sustainable agriculture research priorities, identify opportunities to support value chains and act as a resource for Grow Asia partners. The Learning Partners' Network will include representatives from academia, think tanks, NGOs and donor programs and will link them to other Grow Asia partners who are participating in value chain projects at a country level. This will help to ensure that the agriculture research agenda is relevant to the market, solutions-focused, and aligned with the needs of smallholder farmers.

Performance Measurement

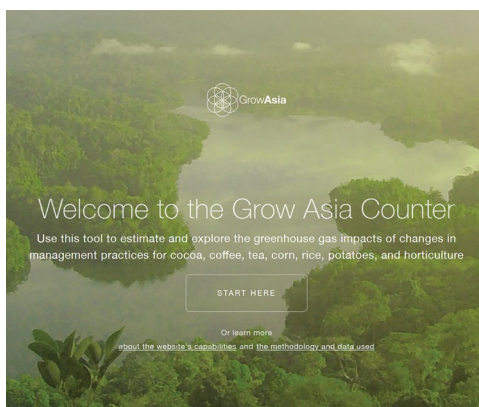
Grow Asia partners recognize the importance of performance measurement and are committed to reporting results against core indicators around productivity, profitability and environmental sustainability. Grow Asia supports Working Groups to strengthen performance measurement processes.

Working Group Support

In 2016, Grow Asia took on a more proactive approach toward performance measurement by working directly with Working Group leaders to collect and analyze data, while simultaneously strengthening the capacity of the Country Partnership Secretariats to support the process going forward. As a result, Grow Asia and Working Group leaders were able to develop customized measurement templates for each of the activities of the Working Groups, significantly improving the quality of reported numbers. Partners have also taken additional measures to conduct end-line result studies, with one Working Group committing to an impact assessment.

Farmer Engagement Funnel

Grow Asia introduced the Farmer Engagement Funnel as a framework to communicate results. The Funnel highlights the different levels of engagement that projects have with smallholder farmers, such as reach, engagement, adoption and sustained activity. At the broadest end, projects generally reach larger numbers of farmers but with minimal engagement, such as visits to demonstration plots and general awareness about the project. As the funnel narrows, projects reach a smaller number of farmers but create deeper levels of engagement with those farmers through provision of training, inputs and offtake agreements. The Funnel has been well received by Working Groups as a framework that adds more context and detail to their reported results.



Grow Asia Counter counter.growasia.org

The Grow Asia Counter was developed in response to our partners' calls for greater support to measure environmental sustainability and greenhouse gas (GHG) emissions. Launched in November 2016, the Counter is an online tool that enables users to easily calculate and report the environmental impact of their farm management practices. Designed with project managers in mind, the Counter balances simplicity and ease-of-use with scientific rigor. These principles ensure that users will be able to estimate their environmental impact and make appropriate decisions based on their project evaluations. The Counter is currently tailored for specific crops – cocoa, coffee, corn, rice, potatoes, tea, vegetables and horticulture – in Grow Asia's five countries of operations. There are plans to expand the tool to further meet the needs of our partners in the future.

Farmer Engagement Funnel

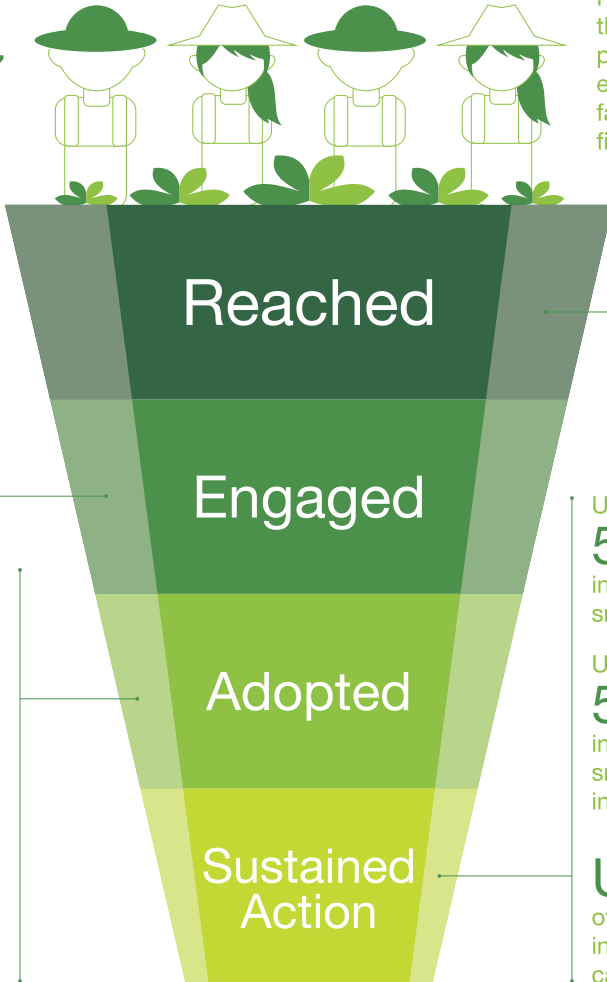
159,772
farmers engaged
directly in Working
Group projects

131,057
hectares of land

53,567
farmers adopting
new technology
and practices

30,618
with access to
credit

47,002
obtained
certification



523,436
farmers reached

Raised awareness
through demo
plots, government
extension services,
farmer trainers and
field staff outreach

Up to
52%
increase in
smallholder yields

Up to
51%
increase in
smallholder
incomes

US\$31m
of additional
investment
catalyzed

Events

Grow Asia Forum



On 31 May 2016, the Grow Asia Forum was held in Kuala Lumpur, Malaysia and convened more than 150 leaders from across South East Asia, including representatives from government, farmer organizations, business and civil society. The delegates came together to share and evaluate experiences and discuss what is needed for agriculture to ensure a food-secure future and to make the sector more resilient. Leaders also discussed future plans for scaling projects managed by Grow Asia's five Country Partnerships. Identified priority areas for future development include the need to scale innovative financing approaches for smallholder farmers and piloting an open-source digital platform to link farmers with partners and service providers directly. A full report of the outcomes and highlights is available on the Grow Asia website.

Grow Asia Practitioners' Workshop



On 12 to 13 October 2016, Grow Asia hosted the first Grow Asia Practitioners' Workshop in Singapore, bringing together more than 100 partners from government, private sector, civil society and the farming community to share their experiences relating to crops, the differences and similarities between countries and co-developed solutions. The event was an immersive, two-day program featuring a range of interactive panel discussions and in-depth breakout sessions designed to showcase successes, facilitate peer-to-peer learning exchange, explore scaling solutions and support the development of country-level plans. A full report of the outcomes and highlights is available on the Grow Asia website.

Secretariat Workshop



On 27 February to 1 March, 2017, Grow Asia hosted a Country Partnership Secretariat Workshop in Singapore. The Workshop brought together Secretariats from Cambodia, Indonesia, the Philippines and Vietnam who were joined by the Grow Asia team and invited delegates to exchange knowledge and experiences to help develop Country Partnership plans and projects. The Workshop's agenda was designed to discuss in detail the Country Partnerships' structure, Working Groups, partners and government support and engagement to facilitate better understanding amongst the Secretariats.

Governance

Grow Asia's multi-stakeholder governance structure was formalized in the first year of operation. This structure is designed to provide the Grow Asia partnership with strategic leadership across its various channels of operation.

Grow Asia Steering Committee

The multi-stakeholder Steering Committee acts as the main oversight body for the Grow Asia Secretariat. The Committee's diverse representation, including a farmer representative, is invaluable in defining Grow Asia's plans and addressing differing views and approaches while identifying priority areas that help Grow Asia meet its ambitious targets. The Grow Asia Steering Committee comprises representatives from:

- ASEAN Secretariat
- ASEAN Ministries of Agriculture and Forestry
- Grow Asia Business Council
- Grow Asia Civil Society Council
- Farmers' Associations
- Donor Governments
- World Economic Forum

Grow Asia Civil Society Council

Local and global NGOs make up the Grow Asia Civil Society Council. The members provide active guidance, including the development of a project design checklist, reviewing the Grow Asia performance measurement metrics, commissioning specific research in support of Grow Asia's projects, and partnering directly with projects on the ground.

Members

AsiaDHRRA
Conservation International
Landesa
Mercy Corps
Rainforest Alliance
Sustainable Trade Initiative (IDH)
Swisscontact
The Nature Conservancy
World Vision Australia

Grow Asia Business Council

The Grow Asia Business Council includes the CEOs and regional heads of 26 local and global companies that are partners of the World Economic Forum. Member companies lead Country Partnerships, invest in value chains, and support the development of innovative solutions.

Co-chairs

Nestlé SA
Sinar Mas Agribusiness & Food

Members

Bayer Cropscience AG
Bunge Ltd.
Cargill Inc.
Dow
DuPont
Royal DSM
Heineken
International Finance Corporation
Jain Irrigation Systems Ltd.
Lawson Inc.
Louis Dreyfus Company
Monsanto Company
PepsiCo Inc.
Rabobank
RGE Pte. Ltd.
Swiss Reinsurance Company Ltd.
Syngenta International AG
Unilever
UPL Ltd.
Wal-Mart Stores Inc.
Wilmar International Ltd.
Yara International ASA
Zonoco Group



Engage

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