



Join the
GrEEn Webinar series

No.3: Presentation and Validation of Findings from the 2020 Agriculture Market Scan

📅 Thurs, 2 July 2020 ⌚ 11:00AM - 12:30PM GMT

📋 **Register here:** <https://bit.ly/greenagricwebinar>

☎ +233 20 876 4990 / +233 59 605 1434 ✉ greenghana@snv.org

Find out more about the GrEEn project here: <https://bit.ly/SNV-GrEEn>

 **Agriculture**

 **MYCB**
my future

 [@snvghana](https://www.facebook.com/snvghana)



GrEEn

Market Scan: Agriculture Sector

Frank Brobbey, Agricultural Advisor, GrEEn Project

2 July, 2020

- 1. Project objectives**
- 2. Global outlook**
- 3. National outlook**
- 4. Market outlook**
- 5. Prioritised value chain sub-sectors**
- 6. Skills gaps within the sub-sector**
- 7. Nexus among agriculture, energy and WASH**
- 8. The GrEEEn offer**



Boosting Green Employment and Enterprise Opportunities in Ghana

Sustainable and climate resilient local economies,
green jobs and development

Green and climate
resilient local economic
development

Improved employability
and entrepreneurship
capabilities

Local ecosystem that
supports youth
employment & MSMEs

Result 1: Local economies are stimulated and short-term job opportunities for **youth, women and returnees** are created through green and climate resilient investments



Result 2: Employability and entrepreneurship capabilities of **youth, women and returnees** are improved in sectors of economic opportunities, for the benefit of green and climate resilient local economies



Result 3: Increased access and usage of financial services, leveraging remittances, adapted to the needs of (i) **youth, women and returnees** benefiting from cash for work schemes and (ii) local communities and MSMEs



Result 4: SMEs, offering decent and sustainable jobs to **youth, women and returnees**, are incubated and/or accelerated and contribute to green and climate resilient local economies



Project duration: 11/2019 – 11/2023

Target regions: Ashanti & Western

Target sectors:



GrEEn
Going GrEEn for a sustainable future

Objectives of the webinar

- **Validate findings** of GrEEEn's Agriculture Market scan
- **Introduce and receive feedback** on GrEEEn's **planned interventions** in the Agricultural sector

Key questions to note:

1. Have the right sub-sectors been focused on for job creation and business growth in the sector?
2. Which of the sub-sectors can offer more internship and job placement in the next 2 to 3 years?
3. What are the other emerging skills needs at the sub-national level?
4. How can we promote green agri-businesses in the agricultural sector?
5. How can dialogue and collaboration be established at the regional level?



Global Outlook

An important outcome of the Rio Conventions and the 2030 Agenda was the establishment of the UN Framework Convention on Climate Change (UNFCCC) which entered into force on 21 March 1994. The ultimate aim of the convention is preventing “dangerous” human interferences with the climate system

The Fifth Assessment Report of the UN Intergovernmental Panel on Climate Change (IPCC) has shown that global climate change is already damaging crops and undermining food production capacity in much of the world, particularly in developing countries (IPCC 2014)



End hunger, achieve food security and improved nutrition and promote sustainable agriculture



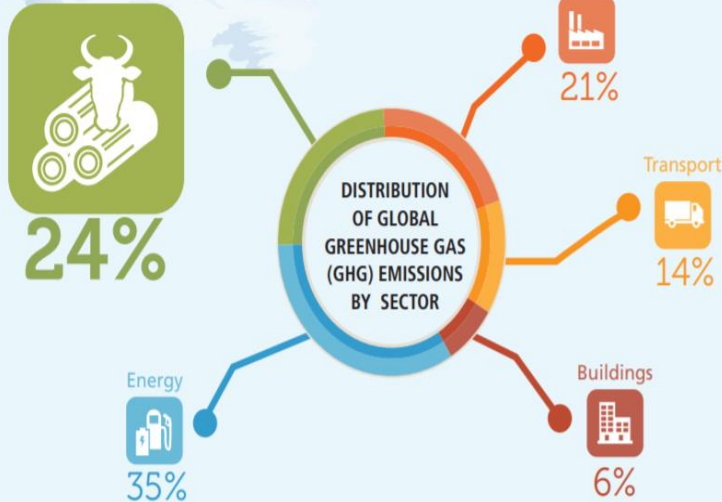
Make cities and human settlements inclusive, safe, resilient and sustainable



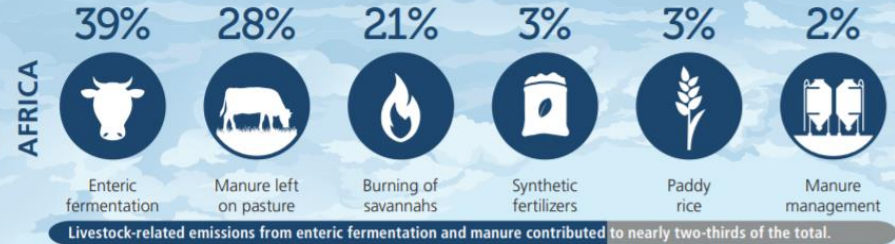
Ensure sustainable consumption and production patterns

Agriculture, forestry and other land use sector contributions to climate change

Agriculture, Forestry and Other Land Use (AFOLU)

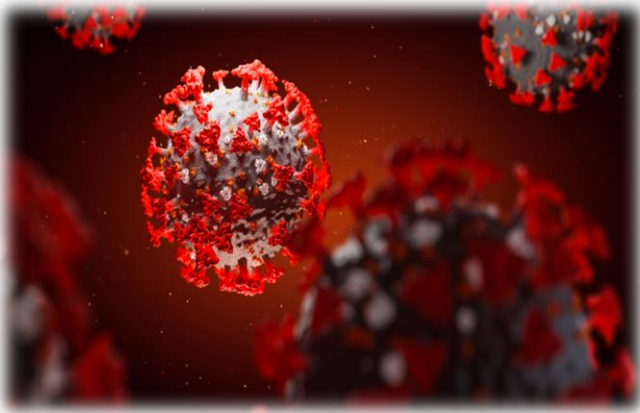


To avoid serious impacts of climate change, major reductions in greenhouse gas emissions are required.



The relationship between agriculture and climate change is a two-way street. The effect of these GHG broadly affect agricultural productions, consequently impacting food security.

COVID-19 and agriculture



Source: SNV and Coronavirus

- ❑ Secure accessible/affordable supply of input provisions (including seed & fertilizer) for farmers to avoid disruption of food production.
- ❑ Develop/roll out new models of resilient food supply chains; focus on shorter supply chains, smart transport & market solutions in the age of social distancing, including apps that connect suppliers & consumers.
- ❑ Support public sector food & nutrition programmes to target vulnerable groups including the school feeding programme, pregnant women and lactating mothers.
- ❑ Increase youth employment programmes in relevance in economic downturns.
- ❑ Develop young entrepreneurs within the agri-food chain to enable them clearly define market and customer-focused product for the Ghanaian market.
- ❑ Tailor BDSs to businesses allowing them to continue operations, e.g. revised marketing strategies, financial restructuring etc.
- ❑ Ensure access to affordable finance for essential SMEs at less strict conditions to overcome liquidity problems. Develop and roll out digitalizing of distribution and payment channels as well as mobile money initiatives.

National Outlook



National Policies (Ministry of Food and Agriculture, MoFA)

National Climate Change Policy

This policy targets the protection of vital sectors that are vulnerable to climate change such as agriculture, forestry and energy.



National Climate-Smart Agriculture and Food Security Action Plan

The plan provides an implementation framework for effective development of climate-smart agriculture.



The Food and Agricultural Sector Development Policy (FASDEP II)

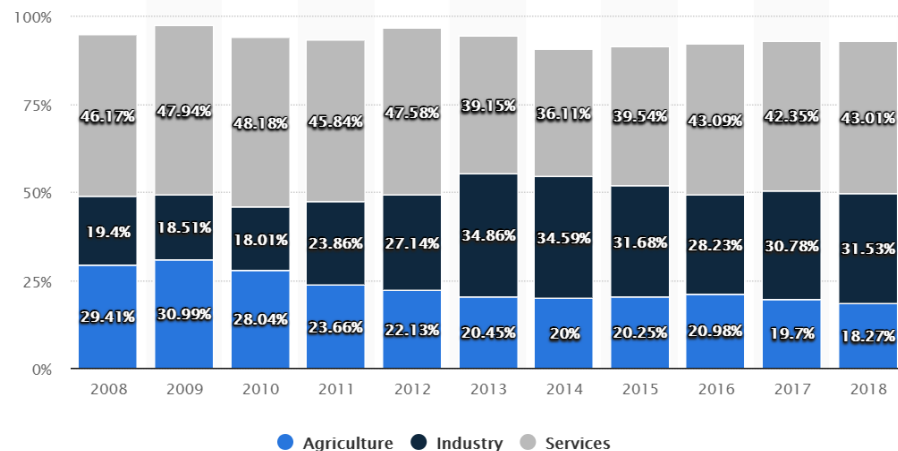
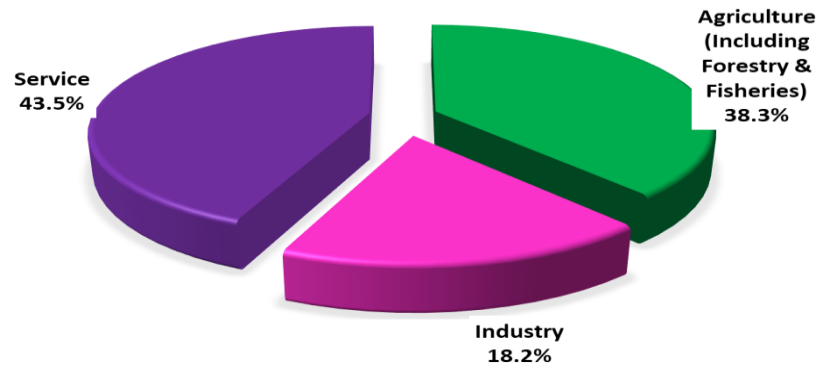
The policy emphasises the sustainable utilisation of all resources and commercialisation of activities in the sector with market-driven growth in mind.





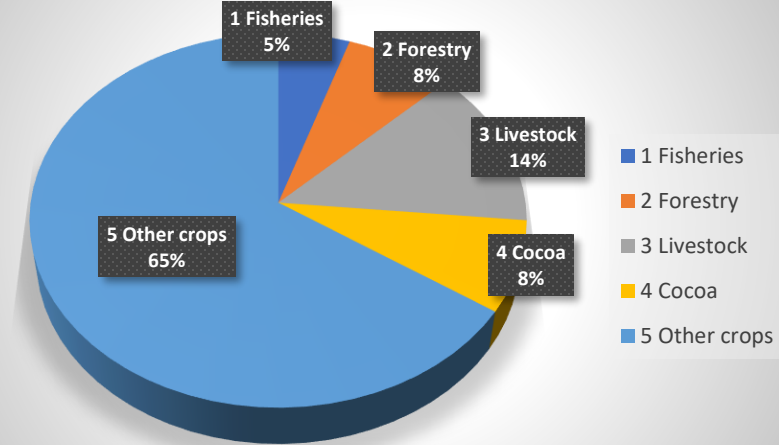
Market Outlook

Share of Total Labour Force by Sector



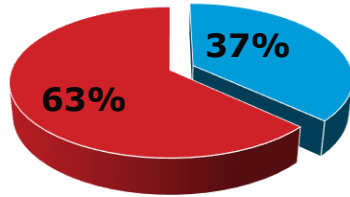
Statista 2020

Agricultural GDP by Subsector



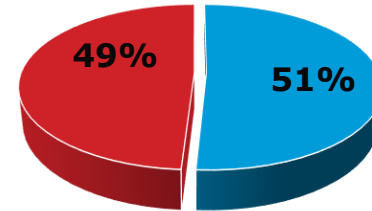
Year	Sub-sector					National Agric. Real GDP Growth Rate
	Crops	Livestock	Cocoa	Fisheries	Forestry/Logging	
2013	5.9	5.3	2.6	5.7	4.6	5.7
2014	2.8	5.1	4.3	-23.3	-1.5	0.9
2015	1.7	5.2	-8.0	8.5	-3.9	2.3
2016	2.2	5.4	-7.0	3.1	2.9	2.9
2017	7.2	5.7	9.2	-1.4	3.4	6.1
2018	5.8	5.4	3.7	-6.8	2.4	4.8

Ashanti Region (Total = 1,126,205)



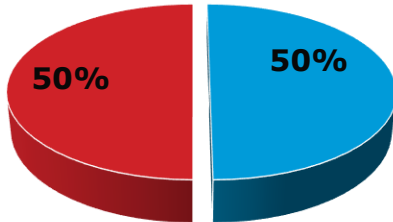
■ Agriculture ■ Non-Agriculture

Ashanti Region (Total = 767,942)



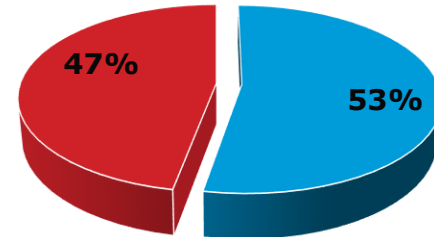
■ Male ■ Female

Western Region (Total = 553,634)



■ Agriculture ■ Non-Agriculture

Western Region (Total = 548,104)



■ Male ■ Female

Prioritised Value Chains



Target Sub-Sectors



Tree Crops:

Cocoa, Coconut and Oil Palm



Fruits and Vegetables:

Tomatoes, Chili, Okro, Egg Plant, Cabbage, Lettuce, Cucumber and Onion



Aquaculture:

Fisheries

SELECTION CRITERIA

- Green business solution to address climate change
- Potential to create jobs/internship placement for beneficiaries
- Ecological dominance of the sub-sectors

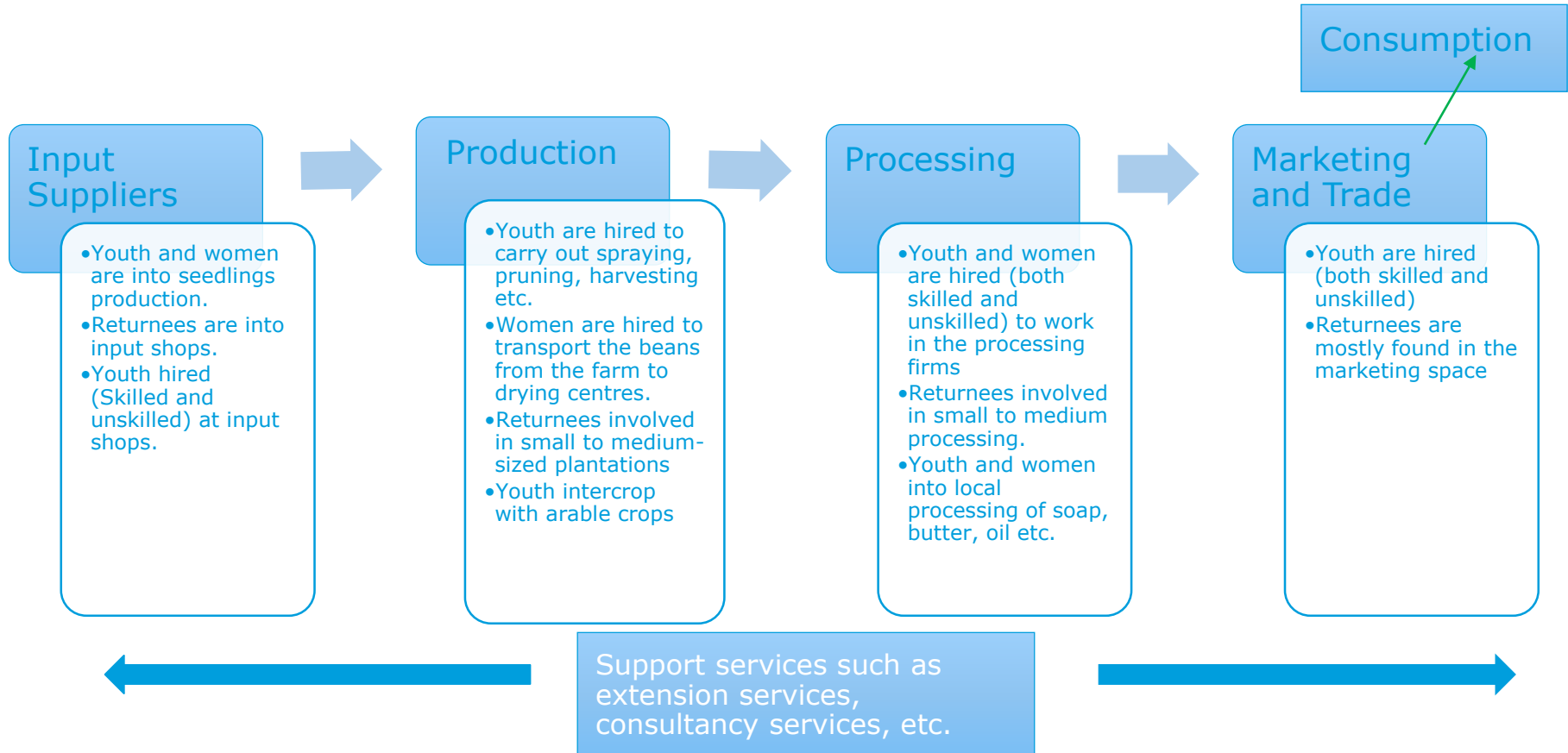
Starchy staples, Cereals and Legumes: Cassava, Yam, Rice and Maize



Farm Animals: Poultry and Piggery



Simplified Cocoa Value Chain (Opportunities for Youth, Women and Returning Migrants)

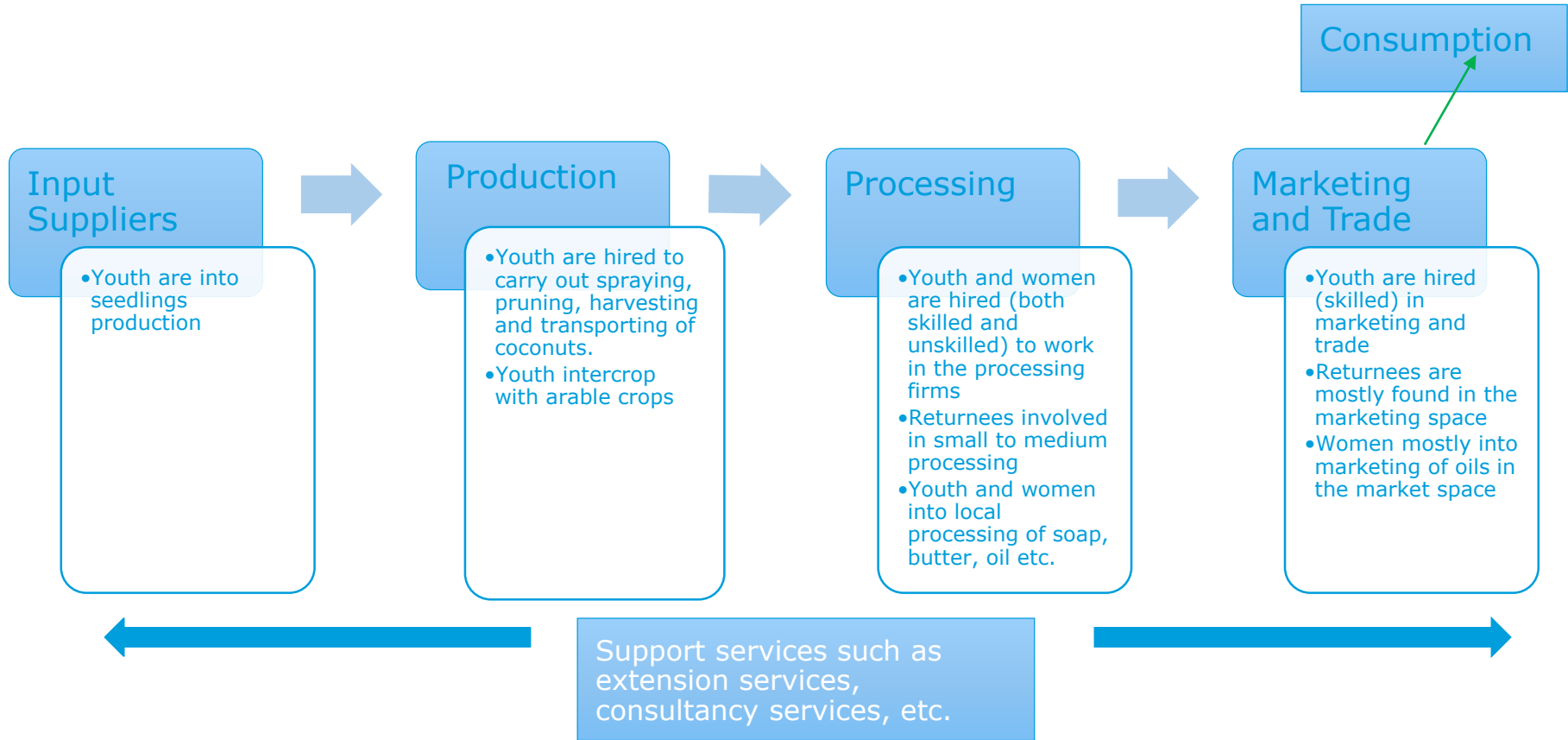


Green Business Opportunities in the Cocoa Value Chain

- Organic fertilizer and chemicals for cocoa production and disease control.
- Cocoa beans shells used as organic mulch and soil conditioner for gardens.
- Cocoa pod husks used as a source of renewable energy.
- Pelletised animal feed from cocoa pod husk.
- Cocoa pod husk ash is mainly used for soft soap manufacturing.
- Cocoa agroforestry is increasing and is viewed as a sustainable land use practice.
- Solar energy for drying of cocoa beans.



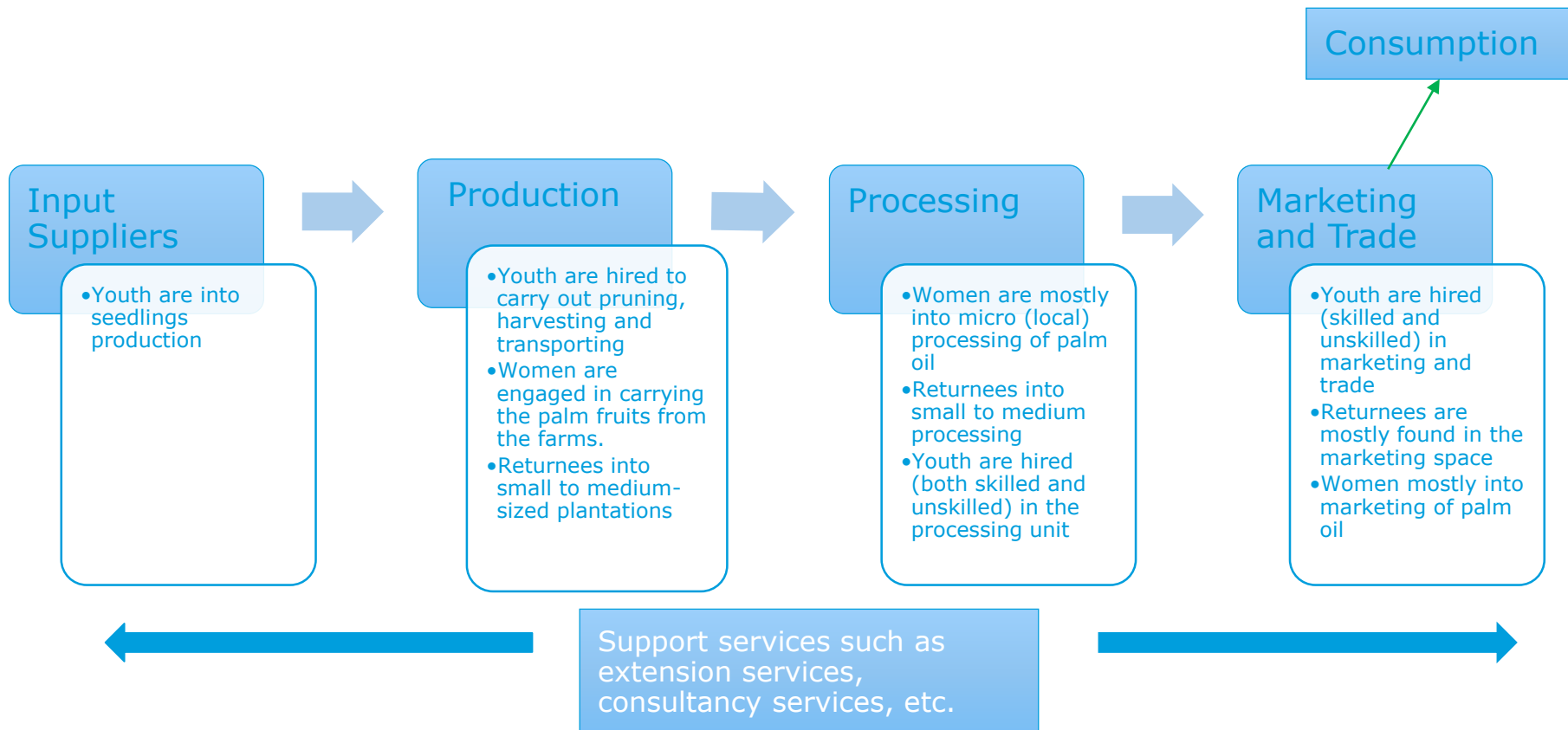
Simplified Coconut Value Chain (Opportunities for Youth, Women and Returning Migrants)



Green Business Opportunities in the Coconut Value Chain

- Copra as a by-product from processing coconut oil used as feed for livestock.
- The coir is used as a planting medium for vegetables (Greenhouse farming).
- Solar energy for drying, milling and grinding.
- Coconut husk recycled to produce sacks for storage of agricultural produce.
- Coconut leaves are used for brooms and brushes for cleaning.
- Biomass briquetting made from coconut husk and shells.

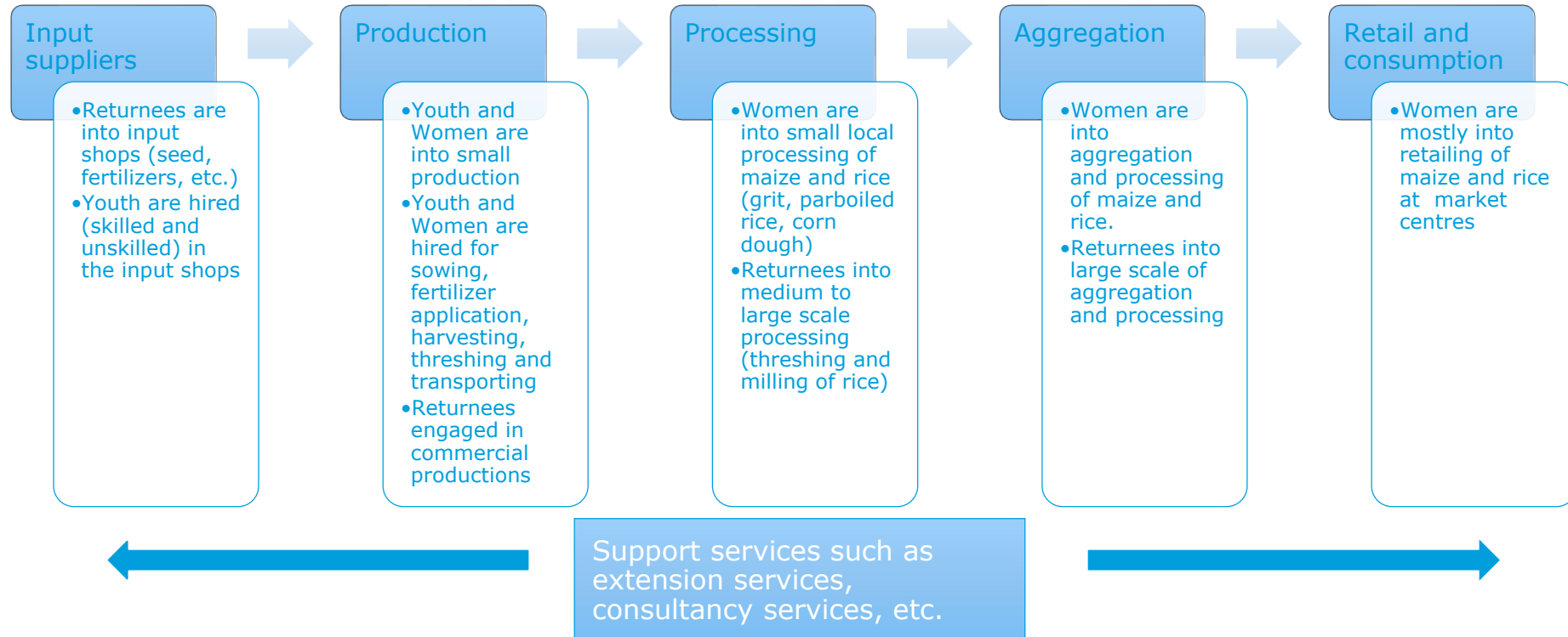
Simplified Oil Palm Value Chain (Opportunities for Youth, Women and Returning Migrants)



Green Business Opportunities in the Oil Palm Value Chain

- The waste bunch and palm fronds are used for mulch as well as soil conditioners.
- Kernel shells used for biofuel and energy source for boiling and roasting.
- By-product from processing is used as animal feed.
- Solar energy for grinding and pressing.
- Oil palm trunks produce ethanol for local and industrial use.
- Production of larvae from the trunk are used as protein meals for both human and animals consumption.

Simplified Maize & Rice Value Chains (Opportunities for Youth, Women and Returning Migrants)

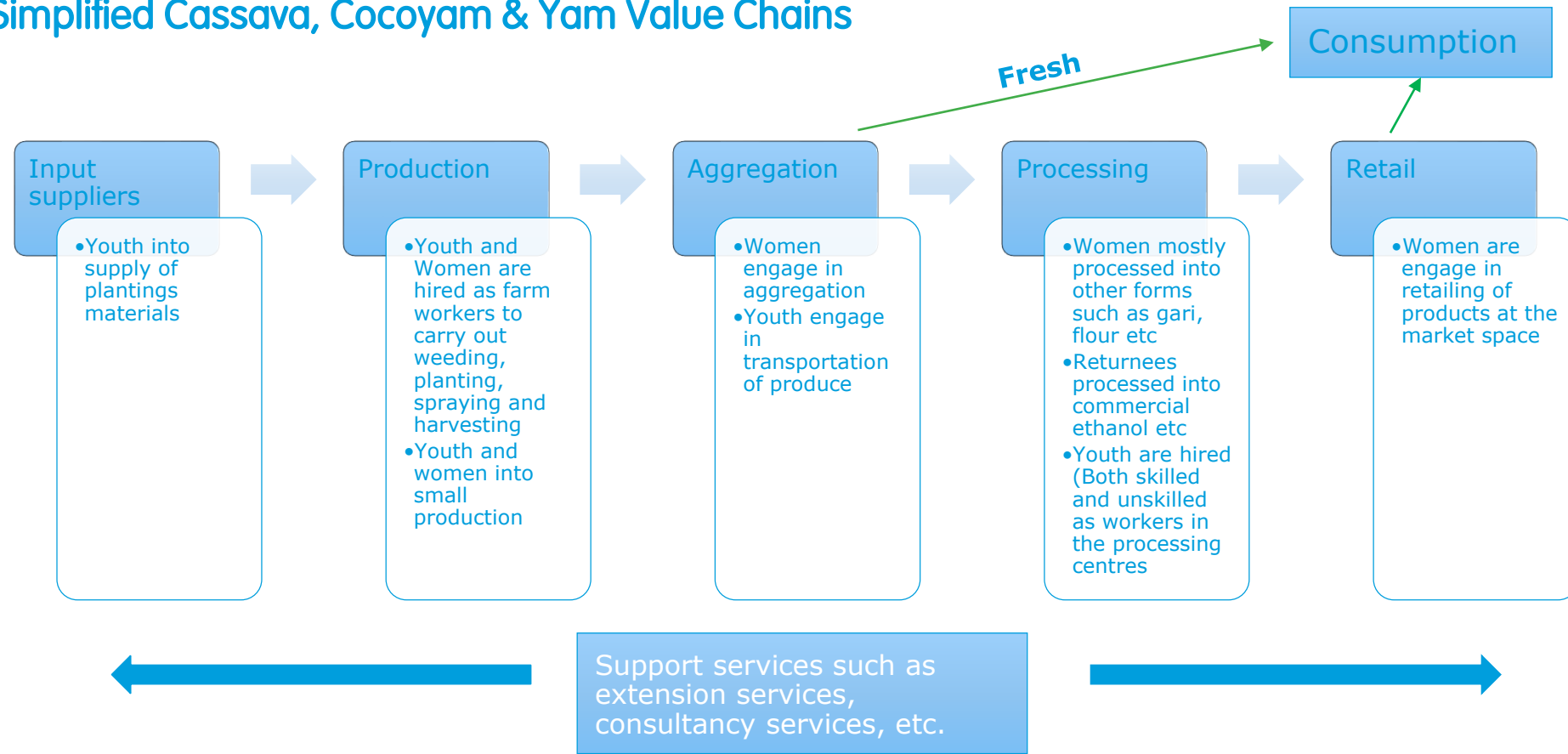


Green Business Opportunities in the Rice and Maize Value Chains

- Waste from maize and rice used as animal feed.
- Biomass briquetting from rice husk and straw.
- Solar energy used for drying, threshing and milling of rice and maize.
- Rice and maize waste used as organic mulch and soil conditioner.
- Use of organic fertilizer and chemicals for maize and rice production.
- Improved storage technology to reduce waste.



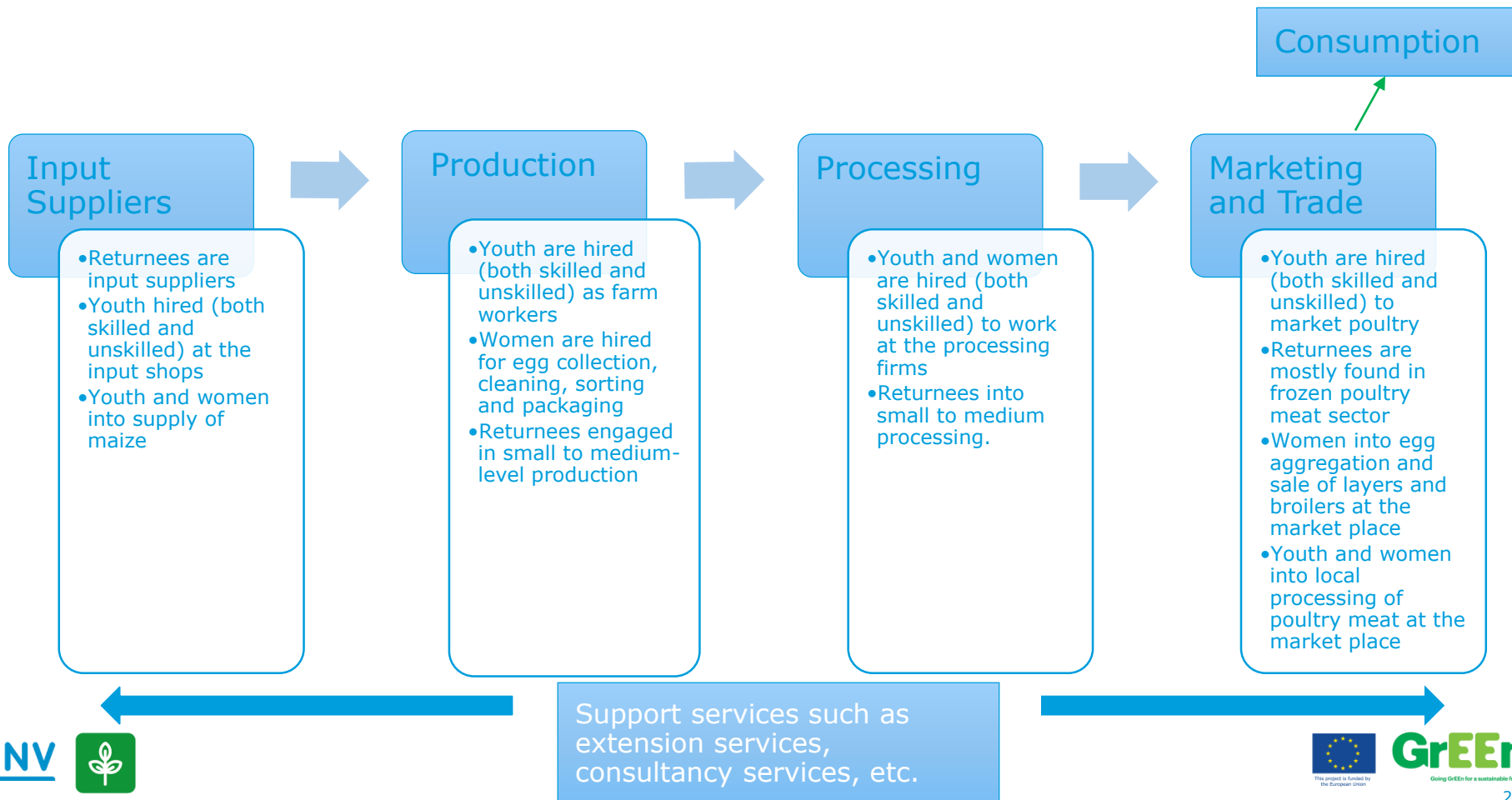
Simplified Cassava, Cocoyam & Yam Value Chains



Green Business Opportunities in the Cassava, Cocoyam and Yam Value Chains

- Waste from cassava, cocoyam and yam used as feed for livestock.
- Waste used as raw materials for compost production.
- Solar energy used for grinding, drying, and milling.
- Clean cookstoves used for frying processed cassava into gari.
- Organic production of cassava and yam.
- Improved storage technology to reduce waste.

Simplified Poultry Value Chain (Opportunities for Youth, Women and Returning Migrants)

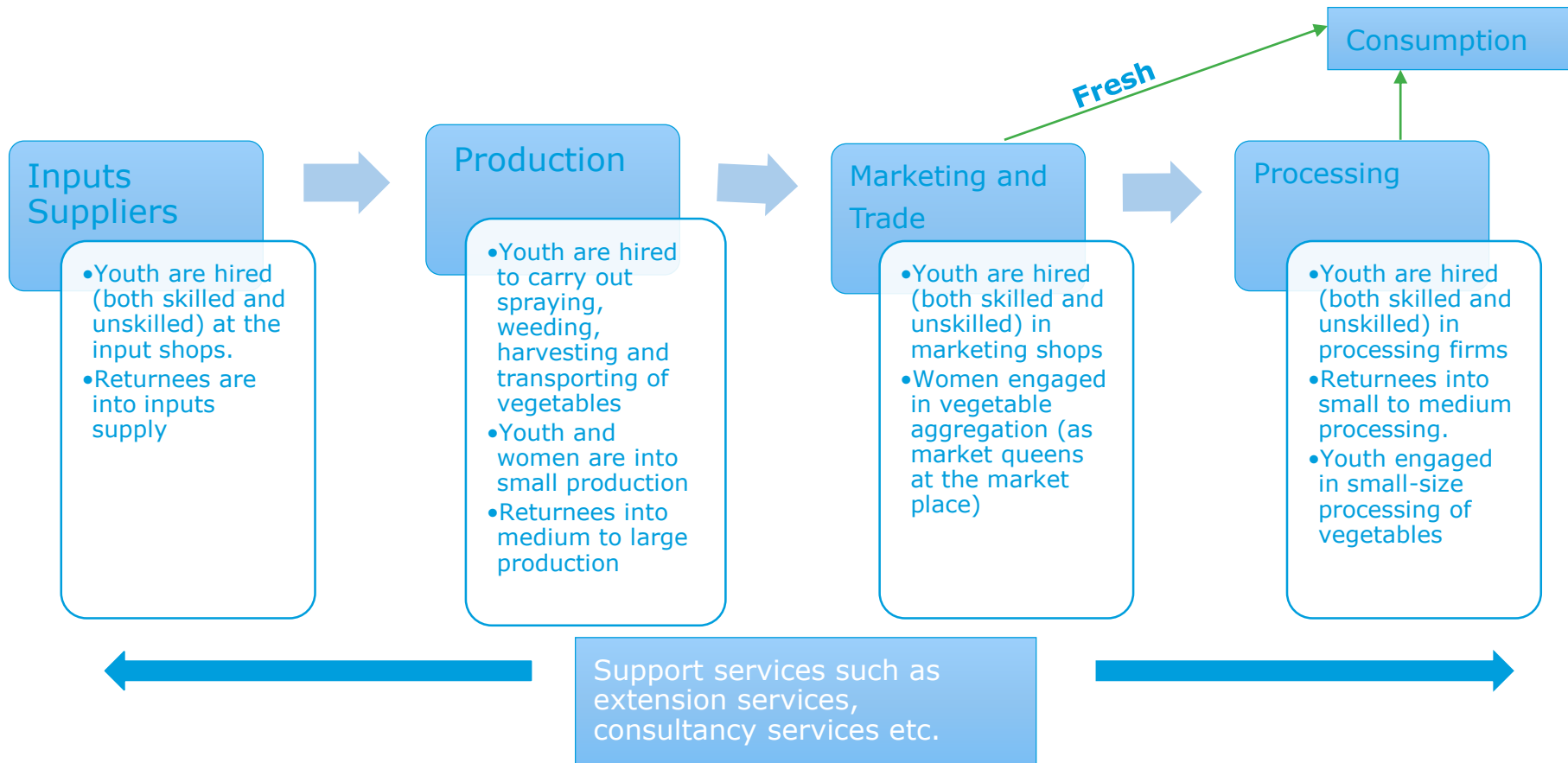


Green Business Opportunities in the Poultry Value Chain

- Compost production from the poultry litter used as manure for organic production of vegetables and other crops.
- Poultry droppings used to generate bio-gas to provide heating for day old chicks and cooking at the farms.
- Renewable energy used for milling and mixing of poultry feed.
- Renewable energy used for cold storage facilities at processing plant as well as chilling of processed poultry meat.
- Renewable energy used at hatcheries to produce heat to hatch chicks.
- Solar pump and boreholes used to access to clean water for both birds and farm workers.



Simplified Vegetable Value Chain (Opportunities for Youth, Women and Returning Migrants)

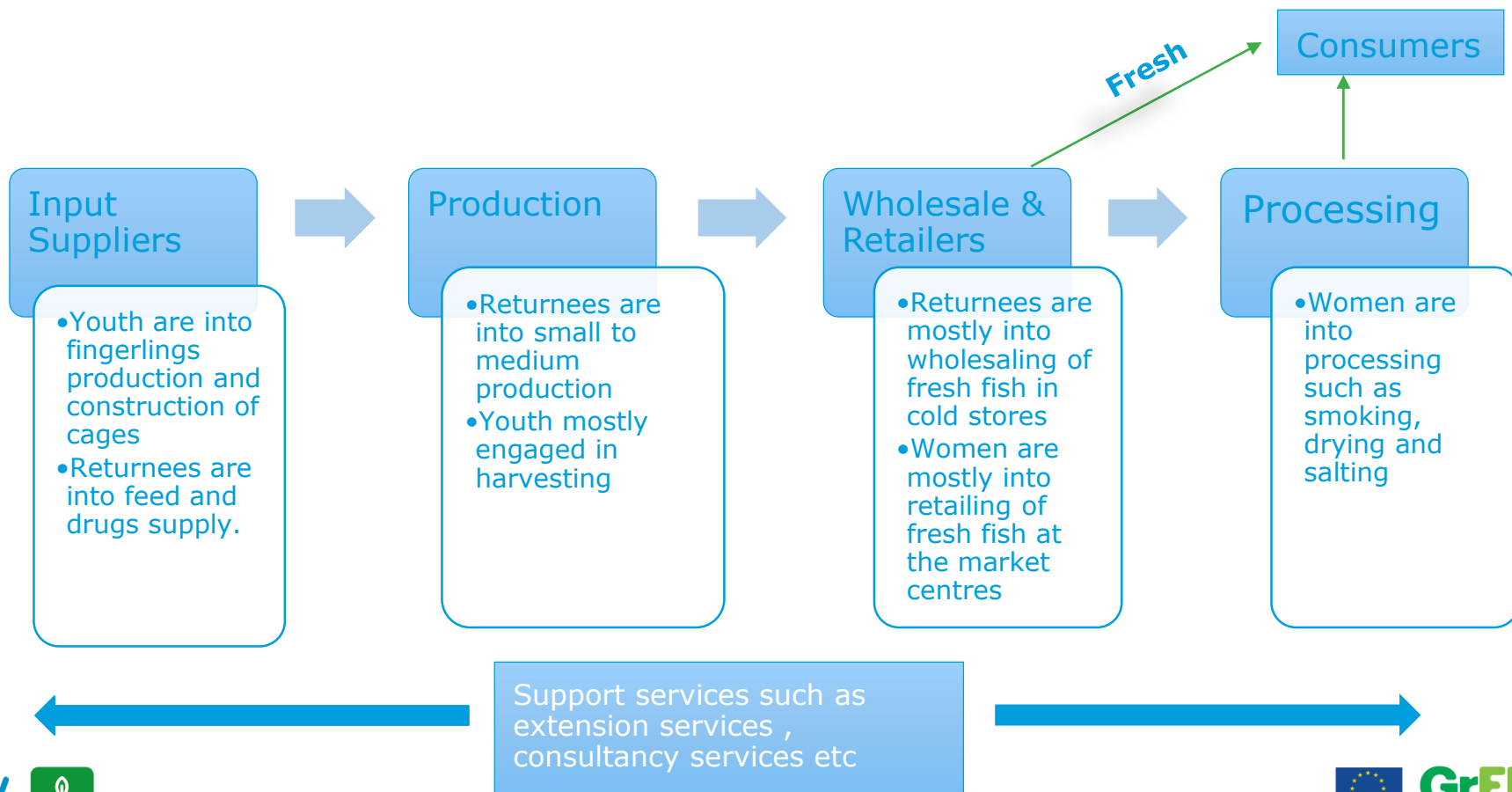


GrEEEn Business Opportunities in the Vegetable Value Chain

- Organic vegetable production through organic fertilizer application.
- Green house vegetable production.
- Solar and pedal irrigation systems for vegetable production.
- Recycle plastics for vegetable production.
- Renewable energy used in processing, drying and cold storage of vegetables.
- Waste used for composting for crops production and maintenance of soil fertility.



Simplified Aquaculture Value Chain (Opportunities for Youth, Women and Returning Migrants)



Green Business Opportunities in the Aquaculture Value Chain

- Solar Energy used for cold storage of fresh fish for wholesale and retailing.
- Solar Energy used for drying of fresh fish.
- Promotion of improved and clean stoves for smoking fish.
- Recycling of fresh water (pond farming)



The Nexus among Agriculture, Renewable Energy and WASH

- Water shortages put a lot of stress on crops and animals, making them unproductive. Most smallholders farmers suffer losses due to poor yields and unproductive animals.
- The sector is currently regarded as a renewable energy source (such as biofuel or biomass), but can also provide an important contribution towards the mitigation of environmental impacts from energy use, by consuming sustainable energies.

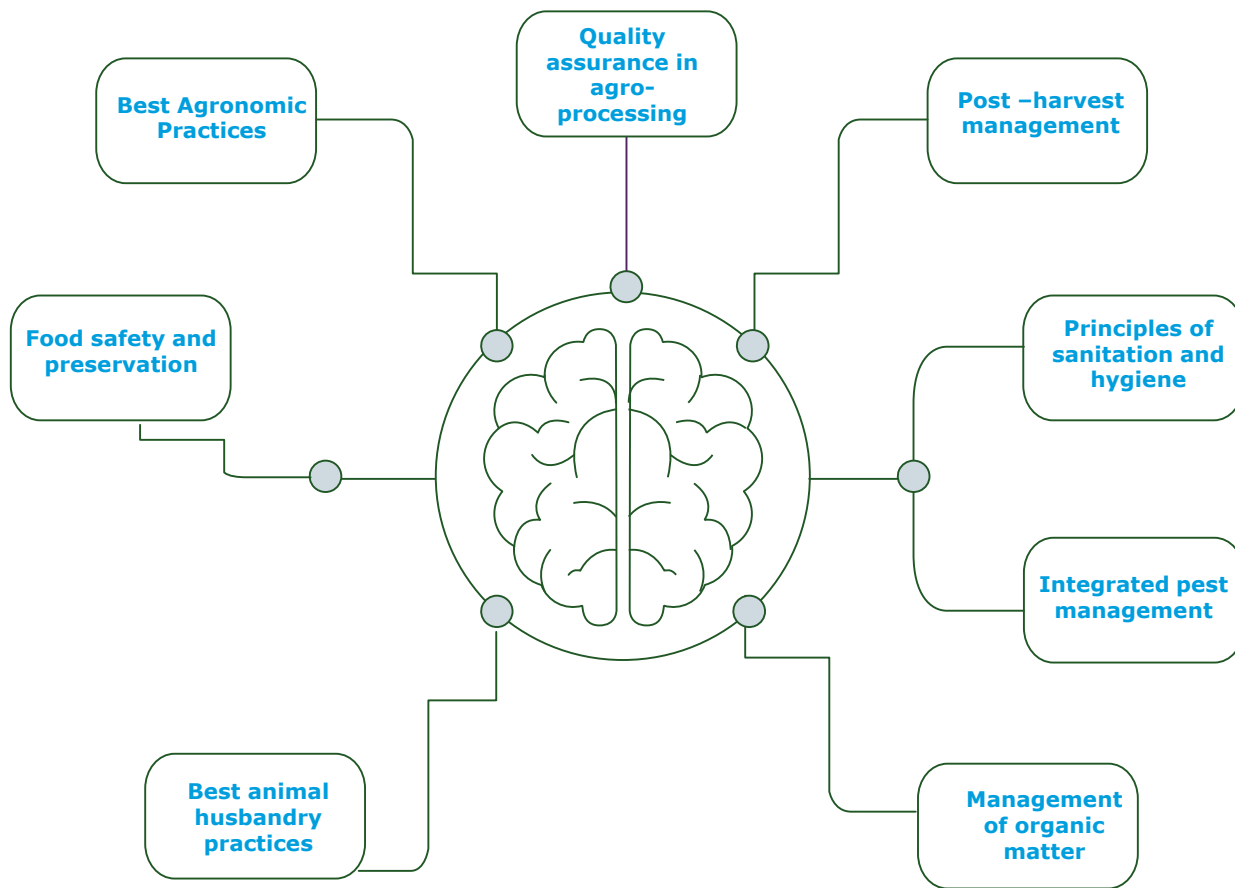


Increasing Productivity by using Renewable Energy Technologies

Energy Source	Most Applied Technology
Solar	Photovoltaic (PV) driven pumps for irrigation Crops, drying of fruits/spices, ice making and cold storage (through absorption or heat driven refrigeration)
Biomass	Dryer (fruits, herbs, spices) Fish Smoking, Fermenter (tea) Combustion motor or electric motor (fuels like ethanol and biodiesel for transportation) Anaerobic digester: biogas for lighting, cooking and heating and industrial biogas for decentralized electricity



Technical Skills Gaps in the prioritised sub-sectors



Entrepreneurial Skills Gaps in the prioritised sub-sectors

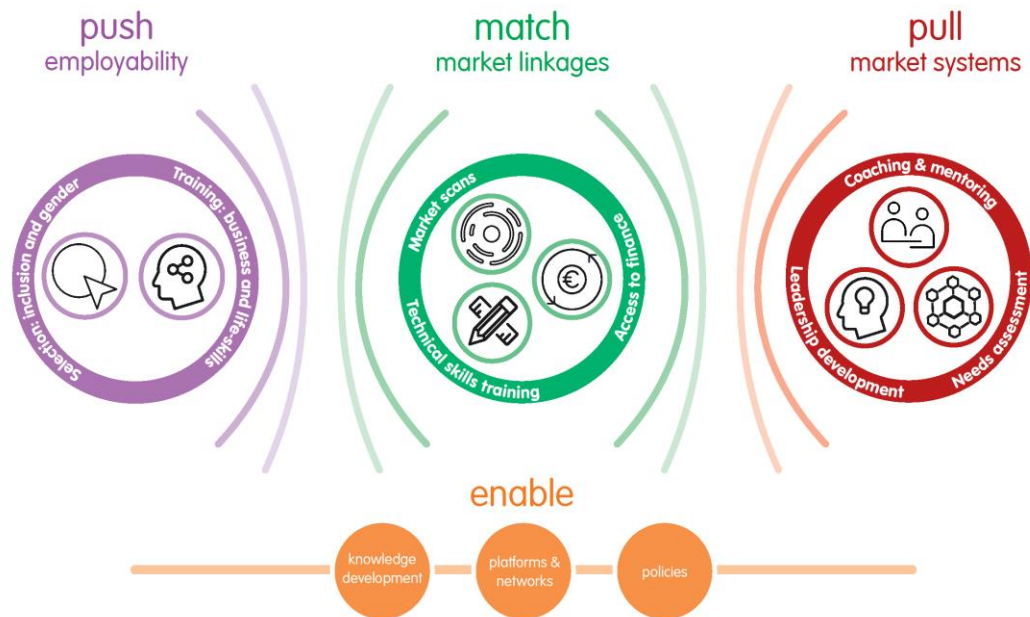
- Strategic planning/organisational skills
- Market research
- Marketing skills
 - pricing
 - promotion
 - packaging for the market
- Accounting and finance management
- Human resource management

- Client relations/customer retention
- Contract and conflict management
- Principles of competition
- Sourcing: for funding and raw materials
- Knowledge in business registration and taxation



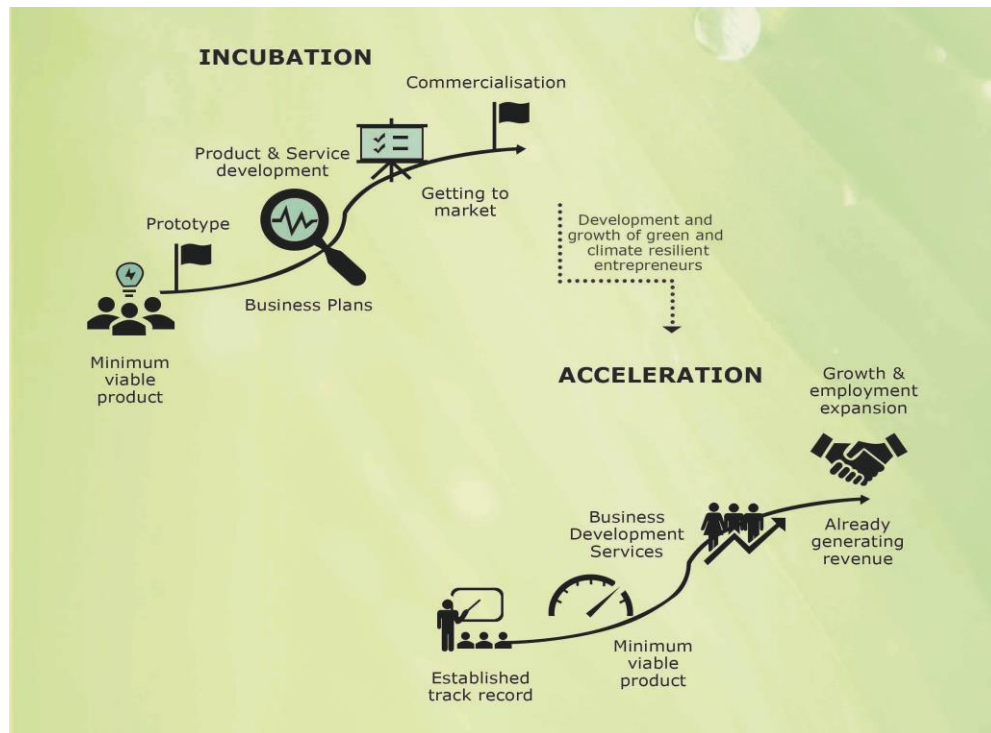
GrEEEn Offer

Opportunities for Youth Employment



Employability and entrepreneurship capabilities of Youth, Women and Returnees

- GrEEen will use **industry skills gaps as an entry point** in training service recipients; the agriculture sector will see the most growth as such skills and trainings will be targeted in those sub-sectors
- Trainings in **technologies** that will sustainably improve productivity
- Trainings for youth and women not only in **soft skills** (marketing, sales, organizational management and administration) but also **technical skills** (GAPs, IPM, zero tillage, quality assurance, food Safety etc.)
- GrEEen will encourage **peer to peer learning** to increase knowledge building and experience sharing in the Agriculture sector
- **Digitalisation of services and web-based platforms** for connecting service recipients to **jobs and internship placements** within the Agriculture sector
- **Value chain fora** and public-private engagement for creation of an enabling environment



Incubation and acceleration of SMEs led by Youth, Women and Returnees

Strengthen business hubs to incubate and accelerate inclusive MSME

- Introduce modules with reference to climate smart agriculture (focused business model, financing options)
- Support and build network of coaches and advisors for climate smart and green agric businesses

Business Incubation and Acceleration services

- Providing incubation and acceleration support for SMEs looking at innovative climate-smart agriculture solutions that affect multi-sectors

Semi-annual International Green Investment forum with diaspora

- Organising investment forum for RE businesses (Collaborating with gov't led programmes (RE Fair))
- Assessing financing options available to improve investment

Market Research information needed for upscaling of businesses

Blended Finance: increasing financing from FI's for Green businesses

"Green biz" Web based platform: linking climate-smart and green agric businesses with market players

Challenge Fund: access to finance for climate-smart and green agric businesses to overcome high cost of technologies

Greening MSME's and Project Activities: ensuring zero emission from project activities and advice to supported SMEs and partners

Questions for discussion



1. Have the right sub-sectors been focused on for job creation and business growth in the sector?
2. Which of the sub-sectors can offer more internship and job placement in the next 2 to 3 years?
3. What are the other emerging skills needs at the sub-national level?
4. How can we promote green agri-businesses in the agricultural sector?
5. How can dialogue and collaboration be established at the regional level?

Upcoming events:

Tuesday, **14th July 2020** – Water, Sanitation and Hygiene (WASH) webinar. Kindly register [here](#).

Friday, **3rd July – Deadline** for the GrEEn Project Opportunities for Youth Employment (OYE) Training in partnership with MDF West Africa and Ghana Innovation Hub.

Kindly register here: <https://bit.ly/GrEEn-OYE>

Note* Link is case sensitive

Thank you!

Be updated, follow us



[@SNVGhana](https://twitter.com/SNVGhana)



[@SNVGhana](https://facebook.com/SNVGhana)



[@SNV](https://in.linkedin.com/company/snv)



<https://SNV-GrEEn>

Email: greenghana@snv.org

