

Opportunities for companies in Horticulture value chains



Horticulture projects with a Dutch private sector interest

The approach

We stimulate and support solid and fair markets with the objective to increase small and medium scale farmers' (SME) incomes and make safe and nutritious foods available to all consumers. We increase the production of safe food, link farmers to markets, strengthen input supplies, professionalise service provision, work with governments to create enabling environments, and accelerate investments in the sector.

Our horticulture projects are specifically focused on professionalising horticulture value chains in developing countries by cooperating with the (Dutch) private sector and utilising their technologies, expertise, and knowledge. We use on a market-led approach that focuses on strengthening the role of farmers in horticulture value chains, which allows them to become serious partners in supply chains, and thereby also create business opportunities for companies, traders and retailers. These opportunities can lie on the side of supplying inputs, service provision, supply chain development, export, financial services, and innovations.

Companies interested in collaborating with these projects

If your company is interested to start or expand its operations in a country where our projects are active, and your business can include local SME fruit and/or vegetable farmers as input providers, suppliers, or customers working with us could be of great interest to you.

The business cases allow for a large variety of activities: promotion of hybrid seeds with resistance to certain diseases cold storage, new potato varieties, use of biological control, mechanization, out-grower schemes, export opportunities to Europe, climate change mitigation and adaptation, contract farming by processors, and local retail chains, innovative pumps, etc. You can benefit from co-investment, knowledge of the local context, advice, and networks of the project. And others can take up certain activities that are not part of your core business.

Business case need to be financially viable and utilise a market-based approach: activities should be independent and viable beyond the project's duration. Only this can lead to sustainable development where local (smallholder) farmers can play a role and earn a decent income. We also expect that our business cases will contribute to important goals: promoting the participation of youth and women in horticulture value chains; the improvement of nutrition and food safety; reducing food losses; promoting climate change adaptation and mitigation; and more efficient water usage. The project will see to the task of measuring some of these results.

From idea to implementation

Business cases

We ask Dutch companies to create business proposals. If an idea fits the criteria of the project, the project team can work with the company to elaborate the idea into a business case, including a detailed work plan and budget. The company implements the activities that are part of its core business. Other tasks, which do not fit with the company's objectives and expertise, can be undertaken by project staff, consultants or other companies.

This approach is detailed in the business case work plan. For example, if a Dutch seed company proposes to target SME farmers as a new customer group, training them in using their varieties from seedbed to harvest, this is mostly done by the seed company. Other tasks like organising the farmers in cooperatives, arranging access to finance, access to markets, etc., will be implemented by others. Sometimes a Dutch company takes the lead in a business case, sometimes it is a local company which wants to utilise Dutch technology and expertise.

We also scale-up successful business cases with the aim to achieve sector transformation. That often means that lessons learnt from a business case are shared with others. We will agree beforehand which information can be shared and which not.

Financing

If a selection committee approves the business case, the project can fund up to max 50% of the necessary budget of the case. There can be differences between projects, for example some projects work through a call-for-proposals.

Often there is a separate fund to support innovations, e.g. testing whether a technology can be accepted by farmers, a market study, etc.

Projects open to business ideas

The Dutch Ministry of Foreign Affairs and Dutch Embassies are funding several projects in the horticulture sector (vegetables and fruits) in which Dutch technologies, inputs, markets, and knowledge are expected to contribute to solving local problems and strengthening growth in the domestic and export horticulture markets. This creates business opportunities for Dutch companies who wish to engage long-term in these countries.

If you are interested in initiating or expanding business related to horticulture in any of these four countries, and your business idea/plan meets the criteria, these projects might make you a suitable partner! Detailed descriptions can be found below.

Kenya Market-led Horticulture Project (HortIMPACT)

Kenya | 2015 – 2019 | € 6.7 million

HortIMPACT works with companies to reach 50,000 SME farmers with 15 business cases that focus on the following components: a) Promoting the inclusion of SME Farmers; b) Improving Food Safety; c) Reducing Post-Harvest Losses. The business cases are developed jointly with the agribusinesses and farmers and are selected because they are economically viable, innovative, and scalable. HortIMPACT leverages private sector investments, co-investing up to 50% of the required investment.

The project continues to have opening for additional companies that are interested to lead a business case.

Dutch companies which have already partnered with this project are: Rijk Zwaan, Koppert, SoilCares, Omnivent, Geerlofs, SoilCares, Unilever, Bosman van Zaal, Hoogendoorn, Marafarming, Holland Greentech, Land Life Company, JP Dekkers, etc.

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SNV implementing partners:



Solidaridad



HortiFRESH

Ghana and Ivory Coast | 2018 – 2021 | € 9 million

This project is managed by Wageningen University and Research, Centre for Development Innovation. SNV is one of the implementing partners and hosts the project in Ghana. The project covers both opportunities for vegetables, focus on Ghana, and fruit, focus on Ghana as well as Ivory Coast.

Our objectives include improving productivity in the horticulture sector; facilitating more efficient markets, including linking horticulture producers and other value chain operators with the Dutch private sector; improving the business climate and further professionalizing the value chain for horticulture production and consumption in Africa. Co-investment opportunities are available for Dutch companies.

In the first phase of the project (GhanaVeg) collaborated with a number of Netherlands affiliated companies, like: Bakker Brothers, Celtic Cooling, East West Seeds, EOSTA, Syngenta and Wenco.

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SNV implementing partners:



WAGENINGEN
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SENSE

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RESILIENCE

HortINVEST

Rwanda | 2018 – 2021 | € 16.3 million

HortINVEST works with Dutch and Rwandese companies to reach 44,000 farmers in 6 districts of Rwanda. It focuses on opportunities in vegetable and fruits in the Rwandese domestic market, regional markets and EU markets. IDH is in charge of EU export opportunities. There are various co-funding opportunities. Although not all activities have to take place in the 6 districts, farmers in these districts do have benefit. The 6 districts are: Rubavu, Rutsiro, Nyabihu, Ngororero, Karongi, Muhanga. The project has very good working relationships with NAEB and other crucial Rwandese agencies, understands the procedures and "do's and don'ts" for setting up business and finding partners in Rwanda.

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We are open for business cases from June 2018 onwards! Do contact us!

SNV implementing partners:



WAGENINGEN
UNIVERSITY & RESEARCH



Project Smart Water for Agriculture

Kenya | 2016 – 2019 | € 6 million

In Kenya's counties Kenyan with a high horticulture potential - Uasin Gishu, Nakuru, Nyeri, Meru, Laikipia and Machakos – this project aims to improve water efficiency and water productivity. Private sector, Kenyan and Dutch companies, local service providers, play an important role to create a dynamic, market-based sector of services and products which improve water efficiency and water productivity of horticulture, dairy and other crops. It facilitates platforms where demand and supply of such products and services can meet. And also facilitate access to credit so that the uptake by small and medium-sized entrepreneurial farmers is promoted and scale can be achieved

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Dutch companies involved till date are FutureWaters (ThirdEye), Sweet Africa Stevia, Koppert, etc.

SNV implementing partners:



SNV is a not-for-profit international development organisation, working in Agriculture, Energy, and Water, Sanitation & Hygiene. Founded in the Netherlands in 1965, we have built a long-term, local presence in more than 30 countries in Asia, Africa and Latin America.

Our global team of local and international advisors works with local partners to equip people, communities, businesses and organisations with the tools, knowledge and connections they need to increase their incomes and gain access to basic services – empowering them to break the cycle of poverty and guide their own development.