Join the GrEEn Webinar series

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

Date: 7 July 2020 - 11:00AM - 12:30PM GMT


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Find out more about the GrEEn project here: https://bit.ly/SNV-GrEEn
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 GrEEn 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**: Agriculture, energy, climate change, water, sanitation, health
Objectives of the webinar

- **Validate findings** of GrEEn’s Agriculture Market scan
- **Introduce and receive feedback** on GrEEn’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).
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

- 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.

Source: SNV and Coronavirus
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
### Agricultural GDP by Subsector

- **1 Fisheries**: 5%
- **2 Forestry**: 8%
- **3 Livestock**: 14%
- **4 Cocoa**: 8%
- **5 Other crops**: 65%

### Agricultural GDP by Subsector

<table>
<thead>
<tr>
<th>Year</th>
<th>Crops</th>
<th>Livestock</th>
<th>Cocoa</th>
<th>Fisheries</th>
<th>Forestry/Logging</th>
<th>Agric. Real GDP Growth Rate</th>
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</thead>
<tbody>
<tr>
<td>2013</td>
<td>5.9</td>
<td>5.3</td>
<td>2.6</td>
<td>5.7</td>
<td>4.6</td>
<td>5.7</td>
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<tr>
<td>2014</td>
<td>2.8</td>
<td>5.1</td>
<td>4.3</td>
<td>-23.3</td>
<td>-1.5</td>
<td>0.9</td>
</tr>
<tr>
<td>2015</td>
<td>1.7</td>
<td>5.2</td>
<td>-8.0</td>
<td>8.5</td>
<td>-3.9</td>
<td>2.3</td>
</tr>
<tr>
<td>2016</td>
<td>2.2</td>
<td>5.4</td>
<td>-7.0</td>
<td>3.1</td>
<td>2.9</td>
<td>2.9</td>
</tr>
<tr>
<td>2017</td>
<td>7.2</td>
<td>5.7</td>
<td>9.2</td>
<td>-1.4</td>
<td>3.4</td>
<td>6.1</td>
</tr>
<tr>
<td>2018</td>
<td>5.8</td>
<td>5.4</td>
<td>3.7</td>
<td>-6.8</td>
<td>2.4</td>
<td>4.8</td>
</tr>
</tbody>
</table>
Ashanti Region (Total = 1,126,205)

- Agriculture: 37%
- Non-Agriculture: 63%

Western Region (Total = 553,634)

- Agriculture: 50%
- Non-Agriculture: 50%

Ashanti Region (Total = 767,942)

- Male: 49%
- Female: 51%

Western Region (Total = 548,104)

- Male: 47%
- Female: 53%

Source: MOFA Facts and Figures 2018
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)

**Input Suppliers**
- Youth and women are into seedlings production.
- Returnees are into input shops.
- Youth hired (Skilled and unskilled) at input shops.

**Production**
- Youth are hired to carry out spraying, pruning, harvesting etc.
- Women are hired to transport the beans from the farm to drying centres.
- Returnees involved in small to medium-sized plantations
- Youth intercrop with arable crops

**Processing**
- Youth and women are hired (both skilled and unskilled) to work in the processing firms
- Returnees involved in small to medium processing.
- Youth and women into local processing of soap, butter, oil etc.

**Marketing and Trade**
- Youth are hired (both skilled and unskilled)
- Returnees are mostly found in the marketing space

Support services such as extension services, consultancy services, etc.
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)

**Input Suppliers**
- Youth are into seedlings production

**Production**
- Youth are hired to carry out spraying, pruning, harvesting and transporting of coconuts.
- Youth intercrop with arable crops

**Processing**
- Youth and women are hired (both skilled and unskilled) to work in the processing firms.
- Returnees involved in small to medium processing.
- Youth and women into local processing of soap, butter, oil etc.

**Marketing and Trade**
- Youth are hired (skilled) in marketing and trade.
- Returnees are mostly found in the marketing space.
- Women mostly into marketing of oils in the market space.

Support services such as extension services, consultancy services, etc.
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)

**Input Suppliers**
- Youth are into seedlings production

**Production**
- Youth are hired to carry out pruning, harvesting and transporting
- Women are engaged in carrying the palm fruits from the farms.
- Returnees into small to medium-sized plantations

**Processing**
- Women are mostly into micro (local) processing of palm oil
- Returnees into small to medium processing
- Youth are hired (both skilled and unskilled) in the processing unit

**Marketing and Trade**
- Youth are hired (skilled and unskilled) in marketing and trade
- Returnees are mostly found in the marketing space
- Women mostly into marketing of palm oil

Support services such as extension services, consultancy services, etc.

Consumption
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)

Input suppliers
- Returnees are into input shops (seed, fertilizers, etc.)
- Youth are hired (skilled and unskilled) in the input shops

Production
- Youth and Women are into small production
- Youth and Women are hired for sowing, fertilizer application, harvesting, threshing and transporting
- Returnees engaged in commercial productions

Processing
- Women are into small local processing of maize and rice (grit, parboiled rice, corn dough)
- Returnees into medium to large scale processing (threshing and milling of rice)

Aggregation
- Women are into aggregation and processing of maize and rice.
- Returnees into large scale of aggregation and processing

Retail and consumption
- Women are mostly into retailing of maize and rice at market centres

Support services such as extension services, consultancy services, etc.
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

**Input suppliers**
- Youth into supply of plantings materials

**Production**
- Youth and Women are hired as farm workers to carry out weeding, planting, spraying and harvesting
- Youth and women into small production

**Aggregation**
- Women engage in aggregation
- Youth engage in transportation of produce

**Processing**
- Women mostly processed into other forms such as gari, flour etc
- Returnees processed into commercial ethanol etc
- Youth are hired (Both skilled and unskilled as workers in the processing centres)

**Retail**
- Women are engage in retailing of products at the market space

Support services such as extension services, consultancy services, etc.
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)

**Input Suppliers**
- Returnees are input suppliers
- Youth hired (both skilled and unskilled) at the input shops
- Youth and women into supply of maize

**Production**
- Youth are hired (both skilled and unskilled) as farm workers
- Women are hired for egg collection, cleaning, sorting and packaging
- Returnees engaged in small to medium-level production

**Processing**
- Youth and women are hired (both skilled and unskilled) to work at the processing firms
- Returnees into small to medium processing.

**Marketing and Trade**
- Youth are hired (both skilled and unskilled) to market poultry
- Returnees are mostly found in frozen poultry meat sector
- Women into egg aggregation and sale of layers and broilers at the market place
- Youth and women into local processing of poultry meat at the market place

Support services such as extension services, consultancy services, etc.
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)

**Inputs Suppliers**
- Youth are hired (both skilled and unskilled) at the input shops.
- Returnees are into inputs supply

**Production**
- Youth are hired to carry out spraying, weeding, harvesting and transporting of vegetables
- Youth and women are into small production
- Returnees into medium to large production

**Marketing and Trade**
- Youth are hired (both skilled and unskilled) in marketing shops
- Women engaged in vegetable aggregation (as market queens at the market place)

**Processing**
- Youth are hired (both skilled and unskilled) in processing firms
- Returnees into small to medium processing.
- Youth engaged in small-size processing of vegetables

Support services such as extension services, consultancy services etc.

Consumption
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)

**Input Suppliers**
- Youth are into fingerlings production and construction of cages
- Returnees are into feed and drugs supply.

**Production**
- Returnees are into small to medium production
- Youth mostly engaged in harvesting

**Wholesale & Retailers**
- Returnees are mostly into wholesaling of fresh fish in cold stores
- Women are mostly into retailing of fresh fish at the market centres

**Processing**
- Women are into processing such as smoking, drying and salting

Support services such as extension services, consultancy services etc
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)
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

<table>
<thead>
<tr>
<th>Energy Source</th>
<th>Most Applied Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solar</td>
<td>Photovoltaic (PV) driven pumps for irrigation Crops, drying of fruits/spices, ice making and cold storage (through absorption or heat driven refrigeration)</td>
</tr>
<tr>
<td>Biomass</td>
<td>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</td>
</tr>
</tbody>
</table>

Source: Powering Agriculture
Technical Skills Gaps in the prioritised sub-sectors

- Best Agronomic Practices
- Quality assurance in agro-processing
- Post-harvest management
- Principles of sanitation and hygiene
- Integrated pest management
- Management of organic matter
- Best animal husbandry practices
- Food safety and preservation

SNV

GrEEn
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
GrEEn Offer
Employability and entrepreneurship capabilities of Youth, Women and Returnees

• GrEEn 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.)
• GrEEn 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.


Note* Link is case sensitive
Thank you!

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