

# Rural livelihoods in a changing food system

July 23, 2020

*We will start on the hour*

*A joint CGAP and ISF Advisors webinar*

- **Jamie Anderson** - Senior Financial Sector Specialist, CGAP
- **Matt Shakhovskoy** - Senior Advisor, ISF Advisors



# Welcome from your moderators



## **Jamie Anderson, CGAP | Co-Moderator**

Jamie Anderson leads CGAP's work on rural and agricultural livelihoods. This CGAP work program focuses on how financial services can facilitate food purchases, production, and processing, particularly for women.

## **Matt Shakhovskoy, ISF Advisors | Co-Moderator**

Matt Shakhovskoy is a Senior Advisor with ISF Advisors at the Global Development Incubator. Over the past fifteen years Matt has worked in the areas of private equity and development advisory for a number of leading organisations including GDI, Agis Investments, Dalberg and Deloitte.





# Housekeeping



For questions, please use the chat function on the right hand side –we will get to them in the Q&A



Direct your questions at specific panelists, if possible



This webinar will be recorded and sent to all participants afterwards



# The starting point

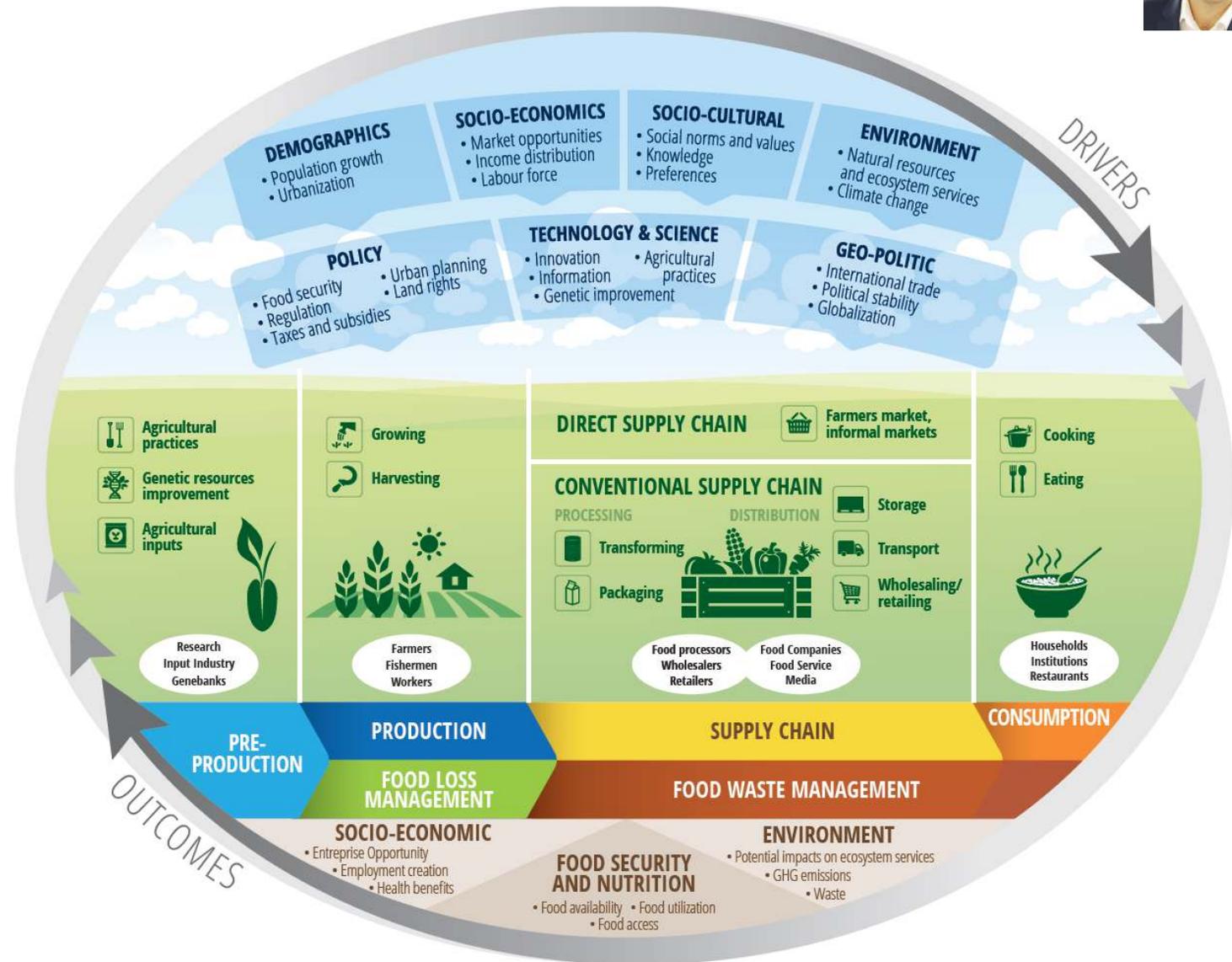
The world relies on a roughly \$8 trillion global food system that:

Represents ~10 percent of the \$80 trillion global economy

Imposes very high environmental and health costs

Yet is critical to feeding and sustaining a growing population

And directly supporting millions of livelihoods including over 500 million rural households in developing countries



# COVID-19, a reshaping moment

The shock of COVID-19 offers a once-in-a-generation chance to fundamentally change global systems.

After decades of incremental growth and development that has “institutionalised” a global food system we believe now is a unique moment in time to challenge:

**THE MINDSETS WE BRING TO OUR WORK**

**THE VALUES WE IMPLICITLY APPLY**

**OUR LONGER-TERM VISION FOR THE FUTURE**

SPEAKER ▶



# The future of food conversation

Creating a new, global vision for the future of the food system will be a multi-dimensional and continually evolving process.

And, we believe this conversation must:

**BE MUCH MORE MULTI-DISCIPLINARY THAN BEFORE**

**BE ANCHORED IN SYSTEMS THINKING**

**DIRECTLY CONFRONT THE COMPLEX TENSIONS AND TRADEOFFS INVOLVED**

**ELEVATE CONCERNS ABOUT POVERTY, THE ENVIRONMENT AND RURAL LIVELIHOODS**

SPEAKER ▶





# Starting to ask the harder questions

SPEAKER ▶



Today we put **rural livelihoods** in the centre of this conversation about the future of the food system and ask some of our experts how they think about the 15-20 year horizon for:

**The long term positioning and role for smallholder households in the food system**

**The potential for a technologically-disrupted future and what it might mean for rural households**

**Reimagining the role of governments in driving and enabling a new food system**

*\*\*In exploring each of these perspectives we will feature some of the latest industry thinking to help frame the discussion*



# INTRODUCING



## Debbie Aung Din, Proximity Design

Debbie Aung Din is Co-founder of Proximity Designs, a social business operating in Myanmar that delivers affordable and innovative products and services for farm families living in poverty. Aung Din has worked for NGOs, USAID, the UN and the World Bank.

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*Proximity Designs is a social business in Myanmar that designs and delivers affordable, income-boosting products that complement the entrepreneurial spirit of rural families. Proximity Designs is Myanmar's largest agricultural services platform — farm technology, advising and finance — that exists to help small family farms be profitable. Debbie also leads an economic research division that helps shape national policy.*

# Considering the long-term positioning and role for smallholder households

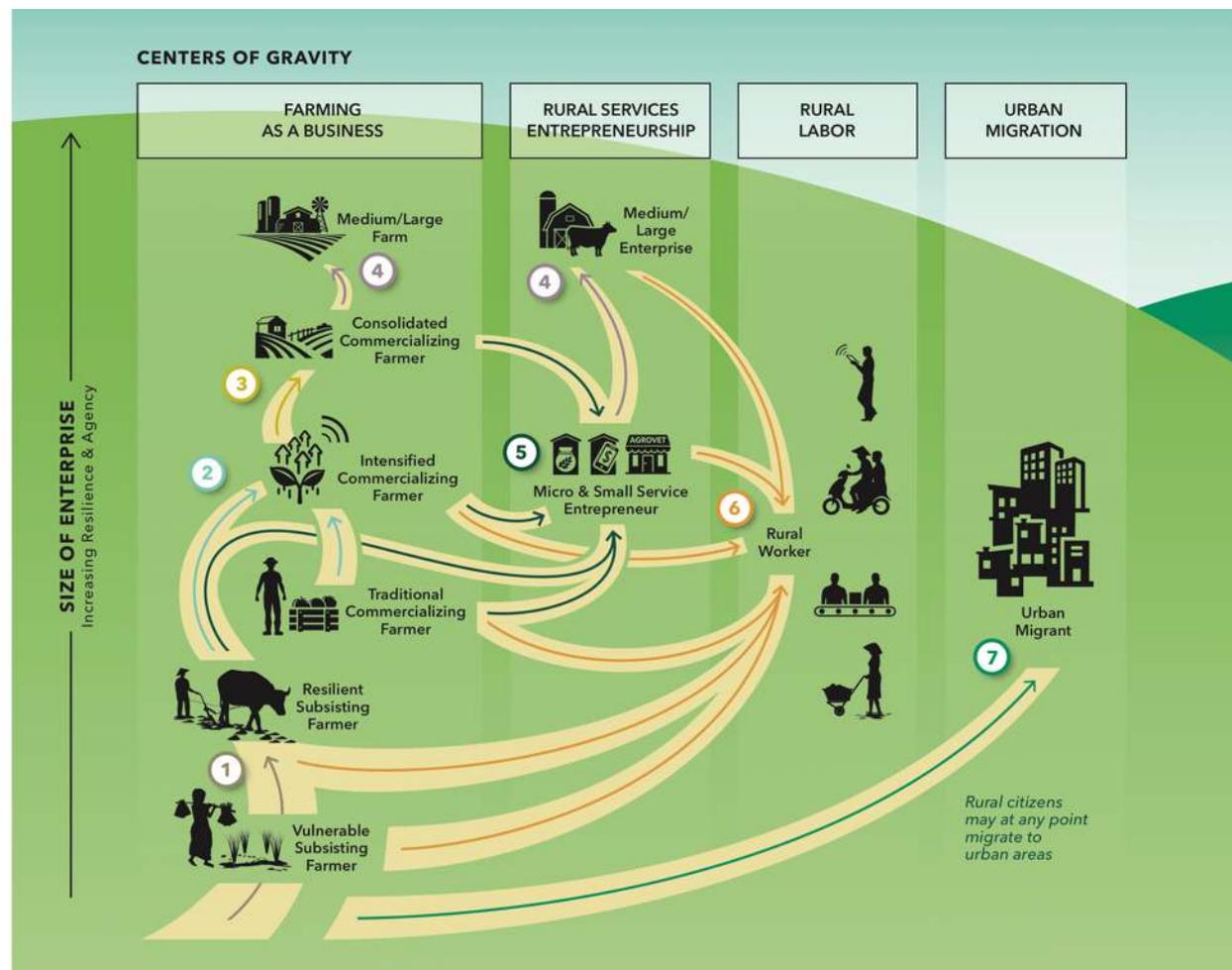


More is known than ever before about rural households. New dynamic models have been developed to consider the range of “livelihood pathways” available in rural areas.

However in world where agro-industrialisation is rapidly accelerating alongside rural development:

**Is there a place for smallholder production and small agri-SMEs in a future food system and what does that look like?**

## >> PROFILED RESEARCH: PATHWAYS TO PROSPERITY (2019)



- PATHWAYS**
- 1 Developing a Resilience Buffer
  - 2 Farm Intensification
  - 3 Land Consolidation
  - 4 Transition to Formal Enterprise
  - 5 Transition to Service Provision
  - 6 Conversion to Rural Employment
  - 7 Migration to Urban Areas

# INTRODUCING



## **Christabell Makokha, IDEO.org**

Christabell is a strategist and development expert with experience in designing and leading implementation of new, sustainable business models and partnerships to drive solutions that reach underserved populations, including women, youth, and smallholder farmers.

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*IDEO.org is a nonprofit design studio. Ideo.org designs products and services alongside organizations that are committed to creating a more just and inclusive world.*

# A technologically disrupted future

SPEAKER ▶

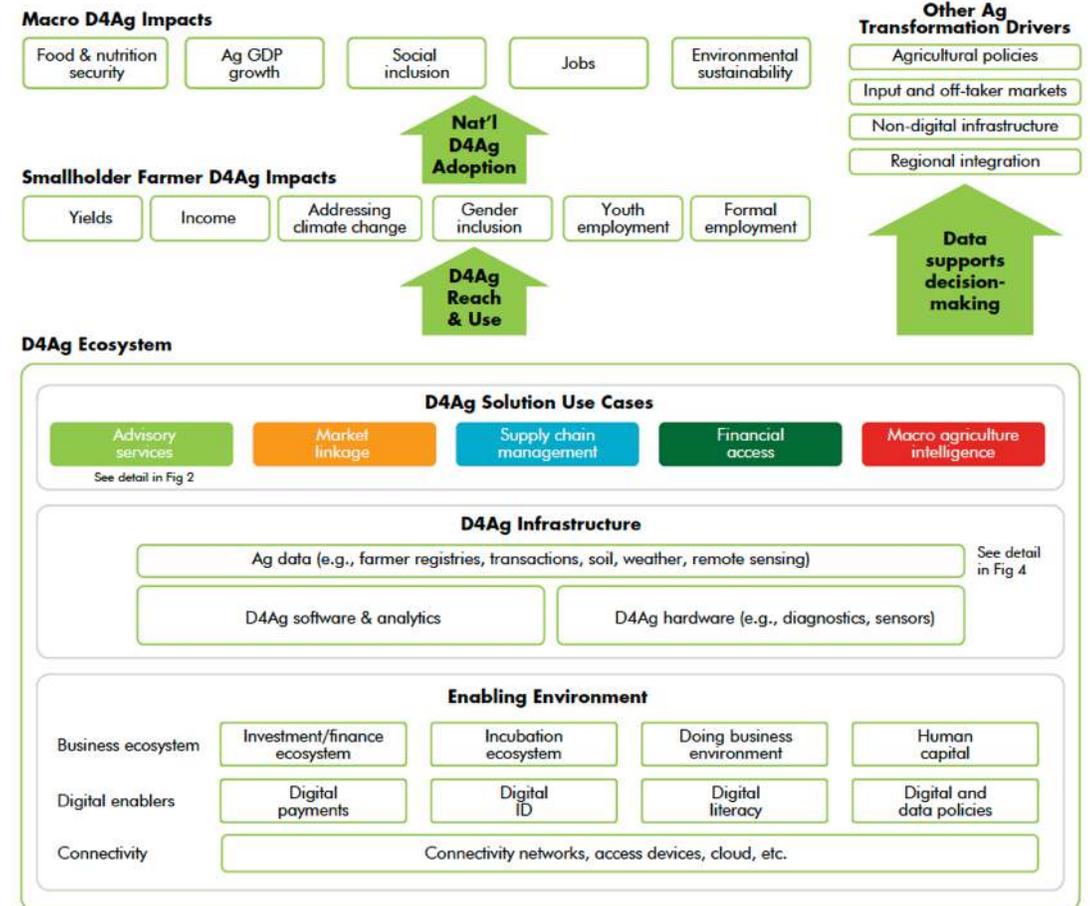
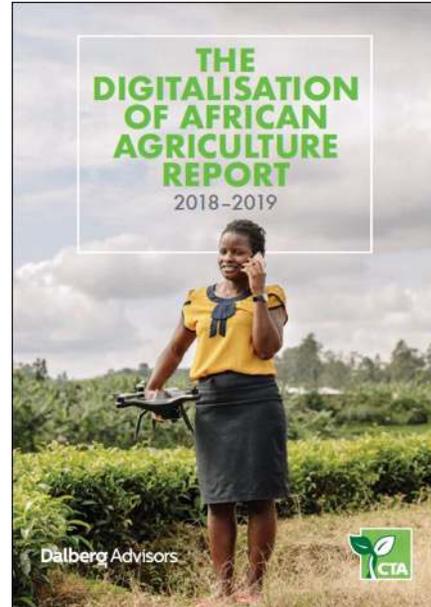


In the past 6-8 years there has been an explosion of digital applications in agriculture. This is rapidly creating a new ecosystem that is reshaping markets.

However in world where technology is often consolidating in large companies with a range of motivations:

**What can rural households expect from a technologically disrupted future? And is there a dark side of this evolution that we should be concerned about?**

## >> PROFILED RESEARCH: DIGITALISATION OF AFRICAN AGRICULTURE (2018)



# INTRODUCING



## **Sieka Gatabaki, AgriFin Accelerate**

Sieka is the Deputy Program Director for Mercy Corps AgriFin. Before joining AgriFin Sieka served as Technical Advisor with IFC managing their Airtel Money Uganda accelerator program since August 2014. Sieka has over 20 years of experience and specializes in digital usage and adoption.

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*AgriFin is a program of Mercy Corps that leverages the prevalence of digital technology to develop digital products and services that smallholder farmers need to increase their productivity, incomes and resilience. Launched in 2012, AgriFin's primary target group is unbanked smallholder farmers living on less than USD 2 per day.*

# Governments shaping national food systems



COVID-19 has re-highlighted the central role of Governments in shaping and managing systems for multiple outcomes.

As we consider the ongoing development of the food system the reality is that there are many unique national and sub-national food systems. In this context:

**How should we rethink the role of governments, the private sector and civil society in shaping food systems?**

## >> PROFILED RESEARCH: THE ROLE OF GOVERNMENT IN RURAL AND AGRI-FINANCE (2020)

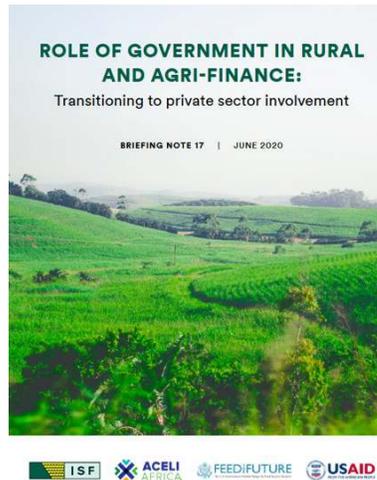
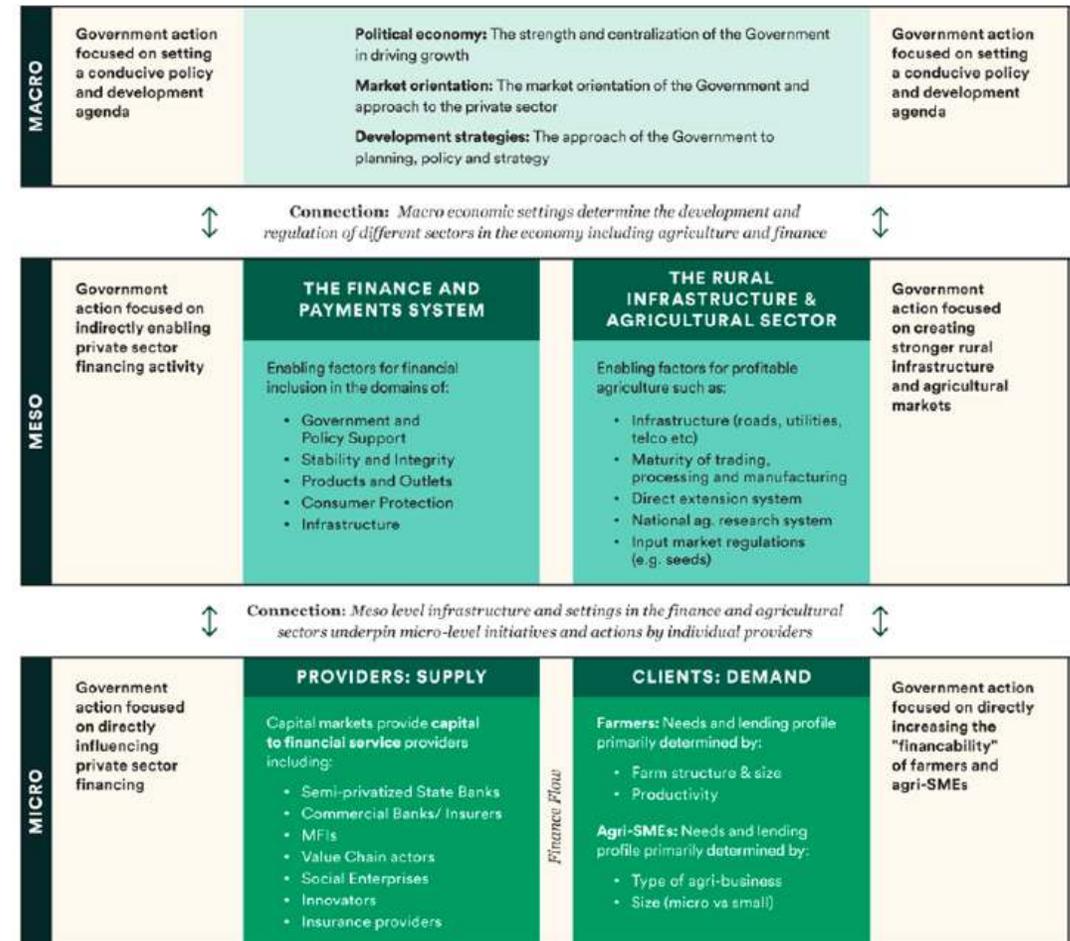


Figure 4: Agricultural finance market conceptual model





## DISCUSSION

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Please place any questions for our panellists in the chat which will be curated by the moderators as part of a more dynamic discussion.

Please also take a moment to provide some thoughts in our brief survey!

**LINK TO SURVEY:** <https://bit.ly/39gXGy3>



# A final thought...

In the development field:

- In the 1950s-1990s agricultural development was largely host country **Government development planning challenge**
- In the 2000s there was a movement to **inclusive value chain development**
- In the 2010s there was a transition to **agricultural transformation** as the visionary context
- Prompted by the significant effects of climate change and convergence of outcomes around youth/gender/nutrition we might be moving to an even broader vision of “**inclusive and resilient food systems**”

COVID may actually be creating a catalyst moment to reconsider the basis on which the global food system has been developed.

**Now is the time for everyone involved to start thinking longer-term and more systemically about how we all shape aspects of the food system.**





# THANK YOU!

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Feel free to get in touch:

**Matt Shakhovskoy**

[matt.Shakhovskoy@isfadvisors.org](mailto:matt.Shakhovskoy@isfadvisors.org)

Senior Advisor

ISF Advisors

**Jamie Anderson**

[janderson12@worldbank.org](mailto:janderson12@worldbank.org)

Senior Financial Sector Specialist

CGAP

