





Increasing the supply of food diversity, adding nutrition value along the chain and increasing the demand for nutritious food



IFAD N4G Side Event

Nutrition sensitive agriculture-: Lessons learned from IFAD-supported projects in East and Southern Africa

10 December 2021

PROMER Background

Goal: Improve the livelihoods of the poor rural households by enabling small-scale farmers to increase their incomes from agricultural activities through marketing their surpluses more profitably.

Direct Beneficiaries

- □ 21,085 households, corresponding to 105,425 people through the support to 500 farmers' organizations and 15 District Unions,
- □ 225 rural traders and their families
- □ 82,377 HH, corresponding to 411,885 rural dwellers are benefitting from rehabilitated roads
- □ 9,373 people from which 5,782 women were provided with targeted support to improve their nutrition

Interventions

Originally designed to address the main problems in different value chain segments, **but without any specific nutrition lens** (access to inputs, capacity building of market intermediaries; market linkages, rehabilitation of acces roads, facilitating access to finance and market information, promotion of small scale value addition and agribusiness processing capacity)

Mainstreaming Nutrition in a markets programme: PROMER experience

❖ What
☐ 1 st phase (2014 -2018): Standalone component focused on the end of the Value Chain (consumption – demand side).
□ 2 nd phase (2019 – 2021): Change the approach: using a nutrition sensitive value chain approach, with nutrition sensitive actions in both the supply and demand side of the project.
❖ How
Increase the supply of diverse nutritious food.
☐ Adding nutrition value along the chain.
☐ Increase the demand for nutritious food.
❖ Investments
☐ Identified entry points to retrofit nutrition sensitive actions.
☐ Capacity building of extension workers.
 conducted baseline and midterm surveys to identify the nutrition gaps and revised the project indicators.
☐ Developed SBCC support materials and tools.
☐ Strengthening delivery of cross cutting issues.

Emerging lessons

☐ Markets programs interventions offers a wide range of opportunities for nutrition outcomes. ☐ To influence food consumption practices, mainstreaming of nutrition education through context specific social behaviour change communication(SBCC) strategies is crucial. □Investing in the understanding of how key project decision makers perceive what nutrition is, how it benefits their investments and what it takes to incorporate nutrition interventions esp. for relevant Governmental sectors are key sustainability elements.