Rethinking Food Markets
CGIAR Technical Reporting 2023

- Fact sheet and budget
- Progress on science and towards End of Initiative outcomes
- Work Package progress
- Key results
- Partnerships
- CGIAR Portfolio linkages
- Adaptive management
- Key result story

CGIAR Technical Reporting has been developed in alignment with the CGIAR Technical Reporting Arrangement. This Initiative report ("Type 1" report) constitutes part of the broader CGIAR Technical Report.

Each CGIAR Research Initiative submits an annual "Type 1" report, which provides assurance on Initiative-level progress towards End of Initiative outcomes. The CGIAR Technical Report comprises:

- Type 1 Initiative, Impact Platform, and Science Group Project (SGP) reports, with quality assured results reported by Initiatives, Platforms and SGPs available on the CGIAR Results Dashboard.
- The Type 3 Portfolio Performance and Project Coordination Practice Change report, which focuses on internal practice change.
- The Portfolio Narrative, which draws on the Type 1 and Type 3 reports, and the CGIAR Results Dashboard, to provide a broader view on Portfolio coherence, including results, partnerships, country and regional engagement, and synergies among the Portfolio's constituent parts.

The CGIAR Annual Report is a comprehensive overview of CGIAR's collective achievements, impact and strategic outlook, which draws significantly from the Technical Report products above. For 2023, the Annual Report and Technical Report will be presented online as an integrated product.
Rethinking Food Markets and Value Chains for Inclusion and Sustainability

Fact sheet and budget

**EXECUTIVE SUMMARY**

The Rethinking Food Markets Initiative is on track to reach more than the initial target of 40,000 beneficiary smallholders and workers in seven countries. These included innovations to raise product quality, improve market information, and/or organize farmers into groups to obtain better prices. The Initiative launched a Knowledge Innovation Sharing and Management (KISM) platform in early 2023, with a focus on sharing knowledge, stakeholder engagement, and scaling preparedness. It also piloted interventions on food security, poverty reduction, employment, and sustainability gains, along with potential for scalability in 2024.

The Initiative is working to increase inclusion of women and youth by promoting the development of agrifood SME businesses and fellow members of the households they belong to. The targets of inclusion of 45 percent women and 20 percent youth as direct or indirect beneficiaries are also within reach. The impacts of the innovations, incentives, and policies most effective for steering food market functioning towards the creation of equitable income, employment, and business opportunities for smallholders, small businesses (SMEs) and workers, especially for women and youth amongst them, along agrifood value chains, while also reducing the food system’s environmental footprint.

Many of the world’s poor depend on the food system for their livelihoods, in terms of income and employment, and especially for nutrition. Many women and youth who work in the food system remain poor and cannot afford the cost of a nutritious diet. Many women and youth who work in the food system face hurdles in accessing resources and receiving decent pay. Further, the agrifood sector’s current operations are increasingly in off-farm food sector activities. However, despite increasing agricultural productivity and technological change, many of the benefits of this growth do not reach smallholders and workers, especially women and youth.

**OEC4 DAC**

Climate marker adaptation score

Score: 0 = Not targeted

Climate marker mitigation score

Score: 0 = Not targeted; 1 = Significant; and 2 = Principal.

**Geographic scope**

Countries

Bangladesh ∙ Ethiopia ∙ Honduras ∙ Nigeria ∙ Uganda ∙ Uzbekistan

Start – end date

2023 – 2025

Science Group

Food Systems

Initiative Co-lead

Rob Vos, c.chege@cgiar.org

Initiative Lead

Catherine Cheser, c.chege@cgiar.org

Initiative short name

RFM

Initiative name

Rethinking Food Markets

Website link


**APPROVED BUDGET**

<table>
<thead>
<tr>
<th>2024</th>
<th>2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10.80 M</td>
<td>$7.40 M</td>
</tr>
</tbody>
</table>

This amount includes carry-over and commitments.

This amount is an estimation of the 2024 annual budget allocation, as of the end of March 2024.

Financing dashboard

Website link


**RIO Markers**

Gender equality policy marker

Score 1A: Gender accommodative/aware

Score 1B: Gender responsive

Score 2: Principal

Climate marker

Score 0 = Not targeted

Score 1: Significant

Score 2: Principal

**Geographic scope**

Countries

Bangladesh ∙ Ethiopia ∙ Honduras ∙ Nigeria ∙ Uganda ∙ Uzbekistan

**Website link**

In households of farmers and the self-employed and workers in agrifood sectors, 10,000 people (at least 45% women and 20% youth) benefit from piloted Work Package 1 innovations in global value chains in three geographies.

Private sector actors invest in business practices or models that promote sustainable and inclusive food systems and consumption of sustainable healthy diets, especially among nutritionally-vulnerable population groups.

Global funding agencies and national governments use research evidence in the development of strategies, policies, and investments to drive sustainable transformation of food, land, and water systems to meet multiple CGIAR impact area targets.

CGIAR partners develop and scale innovations that contribute to the empowerment of women, youth, and other social groups in food, land and water systems.

In households of farmers and of the self-employed and workers in agrifood sectors, 10,000 people (at least 45% women and 20% youth) benefit from piloted Work Package 2 innovations in domestic market value chains in three geographies.

Pilot innovations in digital technologies for logistics and finance, benefiting at least 3,000 workers in agriculture, small and medium enterprise (MSME) jobs in Bangladesh, Nigeria, and Uganda. At least 45% of the pilot beneficiaries are women, and 20% youth.

CGIAR partners develop and scale innovations that contribute to the empowerment of women, youth, and other social groups in food, land and water systems.

Policymakers in six geographies have changed policies to enable scaling of innovations adopted by 8,000 smallholder farms and agrifood small and medium enterprises (SMEs).

End hunger for all and enable affordable healthy diets for the 3 billion people who do not currently have access to safe and nutritious food.

Reduce by at least half the proportion of men, women, and children of all ages living in poverty in all its dimensions according to national definitions. Lift at least 500 million people living in rural areas above the extreme poverty line of US $1.90 per day (2011 PPP).

Close the gender gap in rights to economic resources or access to ownership of, and control over land and natural resources, for more than 500 million women who work in food, land, and water systems. Offer reasonable opportunities to 267 million young people who are not in employment, education, or training.

Equip 500 million small-scale producers to be more resilient to climate shocks, with climate adaptation solutions available through national innovation systems.
Rethinking Food Markets

To address these major food system challenges, the CGIAR Research Initiative on Rethinking Food Markets is generating evidence on combinations of innovations and policies to leverage sustainable sector stakeholders in six focus countries to provide new knowledge medium-sized enterprises (SMEs) and workers, and especially for employment, and business opportunities for smallholders, small and medium-sized enterprises (MSMEs) and urban workers employed in the agrifood sector and their families. However, despite increasing agricultural productivity and access to resources and receiving decent pay. Further, the agrifood sector’s current operations are leaving a major environmental footprint, contributing to climate change and depletion of natural resources.

WP1: Making globally integrated value chains inclusive, efficient, and environmentally sustainable

WP2: Innovation for inclusive and sustainable growth of domestic food value chains

WP3: Innovations and policy design for development of cross-value chain services to leverage new employment and income opportunities

WP4: Knowledge tools for policy coherence and market reform for inclusive and sustainable food market transformation

Summary of progress against the theory of change

Endline data collection is planned for Q4 of 2024 for work in the three countries. While the need to convene scaling discussions with stakeholders in each country before the end of the year will not give us much room to evaluate findings in the end of the year. Implementation of the tested innovations. Through the strong partnerships with local intermediary food sector operators that WP3 has developed since 2022, researchers are working to fill pressing knowledge gaps by helping inform the design of the innovations being piloted in the five main target countries, comprising the shrimp export value chain services to leverage new employment and income opportunities. Researchers here are working to fill pressing knowledge gaps by helping inform the design of the innovations being piloted in the five main target countries, comprising the shrimp export value chain services to leverage new employment and income opportunities.

Credit: Dauda Bawa, Professor, Department of Agriculture, University of Jos.

Tomatoes rearranged into plastic crates from traditional baskets in a market in Jos, Nigeria.
Work Package progress

EOIO1: Making globally integrated value chains inclusive, efficient, and environmentally sustainable.

- Output: Knowledge and insights about effective design of export product quality and sustainability certification trade accessible to governments, farmers, agrifood small and medium enterprises (SMEs), exporters, and other global value chain stakeholders in three countries.

- Outcome: 2,500 smallholder farms and agrifood SMEs in three countries use quality and sustainability certification to improve selected global value chains by making them more efficient, more inclusive, and/or more sustainable. WP1 focuses on studies of coffee in Central America, sesame and vegetable oil in Ethiopia, and traceability was also published. Finally, the team conducted a Randomized Controlled Trial study with three interventions: technical, market information made available to governments, farmers, agrifood small and medium enterprises (SMEs), exporters, and other global value chain stakeholders in three countries.

EOIO2: Innovation for inclusive and sustainable growth of domestic food value chains.

- Output: Knowledge and insights about effective design of innovations for export product quality and sustainability certification trade accessible to governments, farmers, agrifood small and medium enterprises (SMEs), exporters, and other global value chain stakeholders in three countries.

- Outcome: 1,600 coffee growers in Bangladesh and Uzbekistan. In addition, scoping studies were drafted for the coffee value chain in Honduras and for the sesame and oil seeds sector in Ethiopia. In 2023, the country studies moved from gathering information on the likelihood that they will be widely adopted by value chain other global value chain stakeholders in three countries.

EOIO3: Innovations and policy design for development for cross-value chain services to leverage new employment and income opportunities.

- Output: Knowledge and insights about effective design of innovations for export product quality and sustainability certification trade accessible to governments, farmers, agrifood small and medium enterprises (SMEs), exporters, and other global value chain stakeholders in three countries.

- Outcome: In households of farmers and of the self-employed and workers in agrifood sectors, 10,000 people (at least 45% women and 20% youth) benefit from piloted WP2 innovations in domestic market value chains in three geographies. The targets for women and youth – as direct or indirect beneficiaries – are also within reach. The magnitude of actual welfare, employment and sustainability gains will be measured in 2024.

EOIO4: Knowledge tools for policy coherence and market reform for inclusive and sustainable food markets and value chains.

- Output: Knowledge and insights about effective design of innovations for export product quality and sustainability certification trade accessible to governments, farmers, agrifood small and medium enterprises (SMEs), exporters, and other global value chain stakeholders in three countries.

- Outcome: In 2023, the country studies moved from gathering information on the likelihood that they will be widely adopted by value chain other global value chain stakeholders in three countries.
WP2: Innovation for inclusive and sustainable growth of domestic food value chains.

**Output**

- Knowledge and insights about effective design of inclusive business models, improved logistics, and/or value chain services to leverage new employment and income opportunities.
- Evidence base on policies and communications on inclusive and sustainable growth, including policy and investment decisions to bring innovations to scale.

**Outcome**

- 1,200 smallholder farmers and agrifood entrepreneurs (in small and medium enterprises) in three geographies.
- 14,000 smallholders in Uganda.
- 438 evidence and guidelines regarding policy and investment decisions to bring innovations to scale.
- 2,500 smallholder farmers and agrifood entrepreneurs (in small and medium enterprises) in three geographies.
- 120 wholesale traders, 450 retail traders, 1,200 smallholder farmers (in Uganda), 438 evidence and guidelines regarding policy and investment decisions to bring innovations to scale.
- 700 direct beneficiaries in three focus geographies.

**WP3: Innovations and policy design for development for cross-value chain services to enable new employment and income opportunities.**

**Output**

- Evidence base on policy and communications on inclusive and sustainable growth, including policy and investment decisions to bring innovations to scale.

**Outcome**

- 700 direct beneficiaries in two focus geographies.
- 275 agro dealers and farmers in Uganda; as well as willingness to pay studies for new maize value chain.
- 2,500 smallholder farmers and agrifood entrepreneurs (in small and medium enterprises) in three geographies.
- 2,500 smallholder farmers and agrifood entrepreneurs (in small and medium enterprises) in three geographies.
- 120 wholesale traders, 450 retail traders, 1,200 smallholder farmers (in Uganda), 438 evidence and guidelines regarding policy and investment decisions to bring innovations to scale.
- 700 direct beneficiaries in three focus geographies.

**WP3: Innovations and policy design for development for cross-value chain services to enable new employment and income opportunities.**

**Output**

- Evidence base on policy and communications on inclusive and sustainable growth, including policy and investment decisions to bring innovations to scale.

**Outcome**

- 700 direct beneficiaries in two focus geographies.
- 275 agro dealers and farmers in Uganda; as well as willingness to pay studies for new maize value chain.
### Work Package progress rating summary

<table>
<thead>
<tr>
<th>WORK PACKAGE</th>
<th>PROGRESS RATING &amp; RATIONALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Potential for and economywide impacts of value chain innovations and supportive policies was assessed through scenario analysis for assessing the potential for and impacts of value chain innovations and supportive policies (output 3) and one global scenario analysis (MIRAGRODEP, RIAPA) were adapted further in January 2024. Two others, respectively, on the role of informality in food system change, were published both in form of a policy brief and a policy indicator database (FAMAF and AMPAM) is established.</td>
</tr>
<tr>
<td>2</td>
<td>Delivery on outputs 1, 2 and 3 (KISM, meta studies, and global and country model frameworks) continued to be on track, while country-level model-based scenario analysis for assessing the uptake of evidence regarding the benefits of value chain innovations and the required policy support by farmers &amp; small and medium enterprises (SMEs) and government stakeholders.</td>
</tr>
<tr>
<td>3</td>
<td>Implementation of pilot activities has begun in all three countries, with plans to complete evaluation in 2024. The delivery of outputs is on track, with final analytical outputs and informed scaling discussions planned before the end of year 2.</td>
</tr>
<tr>
<td>4</td>
<td>After four years, involvement of public and private sector stakeholders and policymakers across the three countries (WP1, WP2, WP3) is at an advanced stage and the Knowledge Platform for Inclusive and Sustainable Food Markets and Value Chains (KISM) is established. Research syntheses and guidelines for variable inclusive practice were prepared, shared, discussed through KISM webinars, and used to influence decision-making by researchers and stakeholders engaged in the Initiative and external stakeholders through different channels such as KISM webinars.</td>
</tr>
</tbody>
</table>

#### Definitions

- **On track**: When the work package is progressing as planned and all milestones and deliverables are on schedule.
- **Delayed**: When the work package is behind schedule and additional time is required to complete the deliverables.
- **Off track**: When the work package is significantly behind schedule and additional resources and efforts are required to bring it back on track.
Section 4: Key results

This section provides an overview of results reported by the CGIAR Research Initiative on Rethinking Food Markets in 2023. These results align with the CGIAR Results Framework and Rethinking Food Markets’ theory of change. Source: Data extracted from the CGIAR Results Dashboard on 29 March 2024.

Overview of reported results

<table>
<thead>
<tr>
<th>Outputs</th>
<th>Knowledge products</th>
<th>Innovation development</th>
<th>Capacity sharing for development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outcomes</td>
<td>39</td>
<td>23</td>
<td>11</td>
</tr>
</tbody>
</table>

Percentage of reported results tagged to CGIAR Impact Areas

- **Nutrition, health and food security**: 72%
- **Poverty reduction, livelihoods and jobs**: 73%
- **Gender equality, youth and social inclusion**: 24%
- **Climate adaptation and mitigation**: 72%
- **Environmental health and biodiversity**: 32%

- **Principal**: The result is principally about meeting one of the impact area objectives, and this is fundamental in its design and expected results. The result would not have been undertaken without this objective.
- **Significant**: The result has made a significant contribution to any of the impact area objectives, even though the objective(s) is not the principal focus of the result.
- **Not targeted**: The result did not target any of the impact area objectives.

Contributions to the UN Sustainable Development Goals

- **SDG 1**: 71
- **SDG 2**: 71
- **SDG 7**: 72
- **SDG 11**: 72
### Number of Innovations by Readiness Level

- **Proven Innovation**: The innovation is validated for its ability to achieve a specific impact under uncontrolled conditions. **5** innovations.
- **Uncontrolled Testing**: The innovation is being tested for its ability to achieve a specific impact under uncontrolled conditions. **0** innovations.
- **Prototype**: The innovation is validated for its ability to achieve a specific impact under semi-controlled conditions. **3** innovations.
- **Semi-Controlled Testing**: The innovation is being tested for its ability to achieve a specific impact under semi-controlled conditions. **2** innovations.
- **Model/Early Prototype**: The innovation is validated for its ability to achieve a specific impact under fully-controlled conditions. **3** innovations.
- **Controlled Testing**: The innovation is being tested for its ability to achieve a specific impact under fully-controlled conditions. **2** innovations.
- **Proof of Concept**: The innovation’s key concepts have been validated for their ability to achieve a specific impact. **4** innovations.
- **Formulation**: The innovation’s key concepts are being formulated or designed. **2** innovations.
- **Basic Research**: The innovation’s basic principles are being researched for their ability to achieve a specific impact. **1** innovation.
- **Idea**: The innovation is at idea stage. **0** innovations.

### Number of Knowledge Products by Type

- **Poster**: **5** products.
- **Data Paper**: **3** products.
- **Report**: **8** products.
- **Presentation**: **7** products.
- **Working Paper**: **5** products.
- **Journal Article**: **3** products.
- **Brief**: **4** products.
- **Other**: **2** products.
- **Blog Post**: **3** products.
- **Book Chapter**: **0** products.

### Number of Individuals Trained by the Initiative

- **Female**: **11** in 2022, **51** in 2023.
- **Male**: **39** in 2022, **112** in 2023.
- **Unspecified**: **69** in 2023.
- **Non-binary**: **112** in 2023.

**Long-term**: 250

**Short-term**: 0
Partnerships and Rethinking Food Markets’ impact pathways

**Financial Inclusion**
- Bank Account Opening
- CSR from Bank
- Motivating to Open saving scheme
- MFS

**Income Generating Asset (Livestock)**
- Male and female farmers are getting contacts
- Female can raise cows within their household compounds
- MFS

**Collaboration**
- Research organization (IFPR)
- MFIs
- Banks

**Input**
- Cattle Feed
- Anthelmintics
- Vaccination

**Advisory Service**
- Training
- Treatment
- Awareness Program

**Market Linkage**
- Connect farmers directly to the end market
- Help farmers to get the best price

**WeGro**

**CGIAR Portfolio linkages**

- Digital Transformation
- Low-Emission Food Systems
- Gender Equality

**Foresight: "Rethinking Food Systems"**

- Sustainable Healthy Diets
- Fruit and Vegetables for Sustainable Healthy Diets

- Portfolio linkages and Rethinking Food Markets’ impact pathways

- CGIAR Portfolio linkages

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**Partnerships**

Top 10 partner typologies that contributed to delivering 2023 results

1. Private company (other than financial)
2. Research organizations and universities International (General)
3. Research organizations and universities International (General)
4. Financial institutions International
5. Research organizations and universities International (NARS)
6. Government National
7. Other
8. Government International (General)
9. Private company (other than financial or research) International
10. Research organization (IFPRI)

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**CGIAR Portfolio linkages**

- Digital Transformation
- Low-Emission Food Systems
- Gender Equality
- National Policies and Strategies (NPS)

---

**Potential Partnerships**

- Male and female farmers are getting contracts
- Female can raise cows within their household compounds

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**Collaboration**

- Research organization (IFPR)
- MFIs
- Banks

---

**Impact Pathways**

- Sustainable Healthy Diets
- Fruit and Vegetables for Sustainable Healthy Diets

---

**Input**

- Cattle Feed
- Anthelmintics
- Vaccination

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**Financial Inclusion**

- Bank Account Opening
- CSR from Bank
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**Income Generating Asset (Livestock)**

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**WeGro**

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**WeGro**

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**WeGro**

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**WeGro**

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In households of farmers and of the self-employed and workers in agrifood sectors, 10,000 (reduced from 15,000)
people (reduced from 15,000) (at least 45 percent women and 20 percent youth) benefit from piloted
EOIO1: WP1 innovations in global value chains in three geographies.
EOIO2: WP2 innovations in domestic market value chains in three geographies.
EOIO3: Pilot innovations in digital technologies for a) logistics and b) finance, benefiting at least 3,000
workers (reduced from 4000 workers) in agrifood MSME (changed
EOIO4: Policymakers in six geographies have changed policies to enable scaling of innovations adopted
by 8,000 smallholder farms (reduced from 10,000) and agrifood SMEs.
EOIO5: Women and youth have increased their participation in agriculture through employment and
entrepreneurship.
EOIO6: At least 45 percent of the pilot beneficiaries are women and 20 percent youth.
EOIO7: EOIO4, EOIO5, EOIO6, EOIO1, EOIO2, EOIO3, EOIO5, EOIO6, EOIO7.
EOIO8: EOIO1, EOIO2, EOIO3, EOIO4, EOIO5, EOIO6, EOIO7, EOIO8.
EOIO9: EOIO1, EOIO2, EOIO3, EOIO4, EOIO5, EOIO6, EOIO7, EOIO8, EOIO9.
EOIO10: EOIO1, EOIO2, EOIO3, EOIO4, EOIO5, EOIO6, EOIO7, EOIO8, EOIO9, EOIO10.
EOIO11: EOIO1, EOIO2, EOIO3, EOIO4, EOIO5, EOIO6, EOIO7, EOIO8, EOIO9, EOIO10, EOIO11.
Cold transportation reduces food losses and improves income and welfare in Nigeria

More than 450 traders and 1,200 producers are benefitting from off-grid cooling and transportation innovations in Nigerian fruit and vegetable value chains.

Farming households in the north-eastern part of Nigeria are often affected by violent conflict which causes market disruptions and results in significant income losses for these households. The lack of temperature management technologies (at harvest stage and in transit) results in spoilage of food. This directly impacts the livelihood and income of farmers as well as for actors in the supply chain. To address this challenge, the Rethinking Food Markets Initiative partnered with ColdHubs. ColdHubs provides bundled innovations for off-grid cooling, transportation, and solar-powered cold storage for vegetable value chains. This service is currently benefitting over 450 traders and 1,200 producers in north-eastern Nigeria. This improvement in the country’s vegetable value chain creates ripple effects in the south of Nigeria by addressing food security issues in that region.

The Rethinking Food Markets Initiative addressed this challenge by implementing the intervention in collaboration with the private sector and the Federal Ministry of Agriculture, Nigeria. This improvement in the country’s vegetable value chain is helping solve vegetable supply shortages and lowering prices in the markets of Lagos. Tomato farmers are able to reach buyers in Lagos with minimal food losses. This supply chain innovation is helping solve vegetable supply shortages and lowering prices in the markets of Lagos.

CGIAR researchers from the Rethinking Food Markets Initiative and several other state ministries, the House of Assembly, and the governor’s office. The intervention is helping reduce food losses significantly in the tomato and other perishable food but will also help build the capacity of traders and farmers. The cost of access or affordability of the storage facility will be minimal as compared to previously recorded losses which occurred due to a lack of effective storage to prolong shelf life of perishable products. Partnership with and using services provided by ColdHubs will guarantee sustainable income for farmers and traders by reducing the pressure on sellers to sell right after harvest and extending the shelf life of fresh produce.

The ColdHubs ecosystem will not only provide refrigeration solutions for tomato and other perishable food but will also help build the capacity of traders and farmers. Partnership with and using services provided by ColdHubs will guarantee sustainable income for farmers and traders by reducing the pressure on sellers to sell right after harvest and extending the shelf life of fresh produce.

ColdHubs Ltd.

IFPRI

Tomatoes in a refrigerated truck heading from Gombe to Lagos.

Credit: Dauda Bawa, Professor, Department of Agriculture, University of Jos.