



SUSTAINABLE AGRICULTURE AND PRODUCTION LINKED TO IMPROVED NUTRITION STATUS, RESILIENCE, AND GENDER EQUITY

SAPLING VALUE CHAIN AND MARKET GOVERNANCE ASSESSMENT

The USAID-funded Resilience Food Security Activity, Sustainable Agriculture and Production Linked to Improved Nutrition Status, Resilience, and Gender Equity (SAPLING) has engaged over 57,000 households across five sub-districts (upazilas) in Bandarban District of the remote Chittagong Hill Tracts (CHT) region of Bangladesh.

SAPLING improves accessibility and availability of nutritious foods by increasing production, market access, and household purchasing power through market facilitation and inclusion in income generating activities (IGA).

OBJECTIVE

The main objectives of the assessment were to:

- Identify and conduct an in-depth analysis of viable, market-led, on- and off-farm value chains with high potential for employment and income for women and poor and extreme poor households.
- Understand the prevailing market governance structure including coordination structure, rules and regulations, and controlling mechanisms, of the identified value chains.

VALUE CHAIN IDENTIFICATION

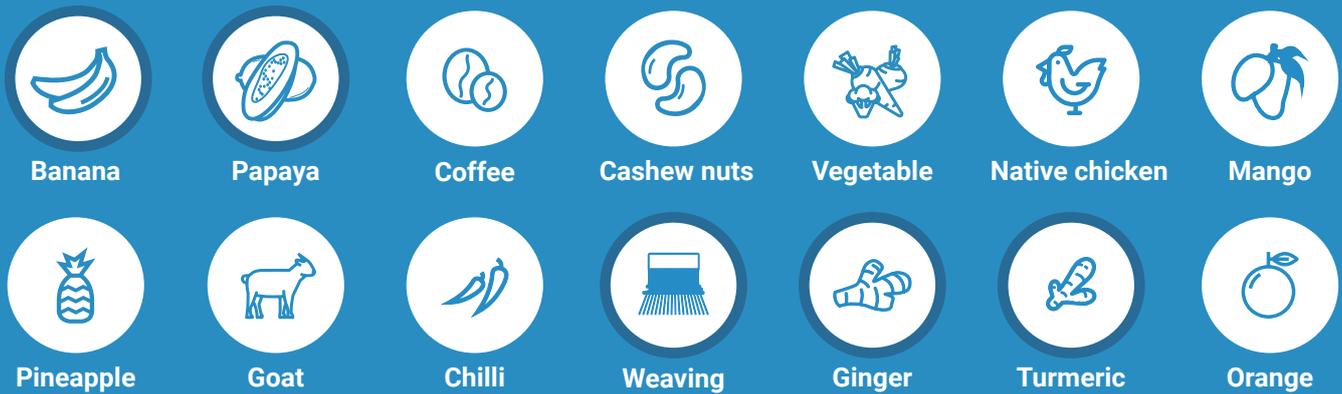
- 01** Using data collected and stakeholder workshops, 14 Value Chains most relevant to poor and extreme poor households were determined through a Value Chain Shortlisting Matrix (VCSM). This was based on degrees of employment and year-round income potential
- 02** Each of the 14 value chains was scored and ranked based on the potential, prospect, and feasibility of the value chain for poor and extreme poor households

DATA COLLECTION METHODOLOGY

Data were collected across the five SAPLING sub-districts to inform the value chain selection by:

- 01 Literature review** focused on the socioeconomic situation of marginalized poor and women.
- 02 30 group interviews** with men and women producers from poor and extreme poor households to assess market potential of selected value chains and provide information on farming systems and economic state of families
- 03 23 key informant interviews** about the sector or issues in the region. These included:
 - a. Government agriculture, women's affairs, and youth development officials
 - b. NGO employees
 - c. Private sector representatives
 - d. Local leaders
 - e. Teachers
 - f. Other community stakeholders
- 04 In-depth interviews** with 79 producers, 52 input sellers, 106 forward market actors (wholesalers and retailers), and 24 service providers
- 05 Observation of value chain processes** to identify forces that accelerate or restrain sectoral growth and discover alternative practices (farm or non-farm). This involved observing the trading of products and services in markets and service places to identify market behaviors, trends, and other critical issues.

VALUE CHAINS IDENTIFIED

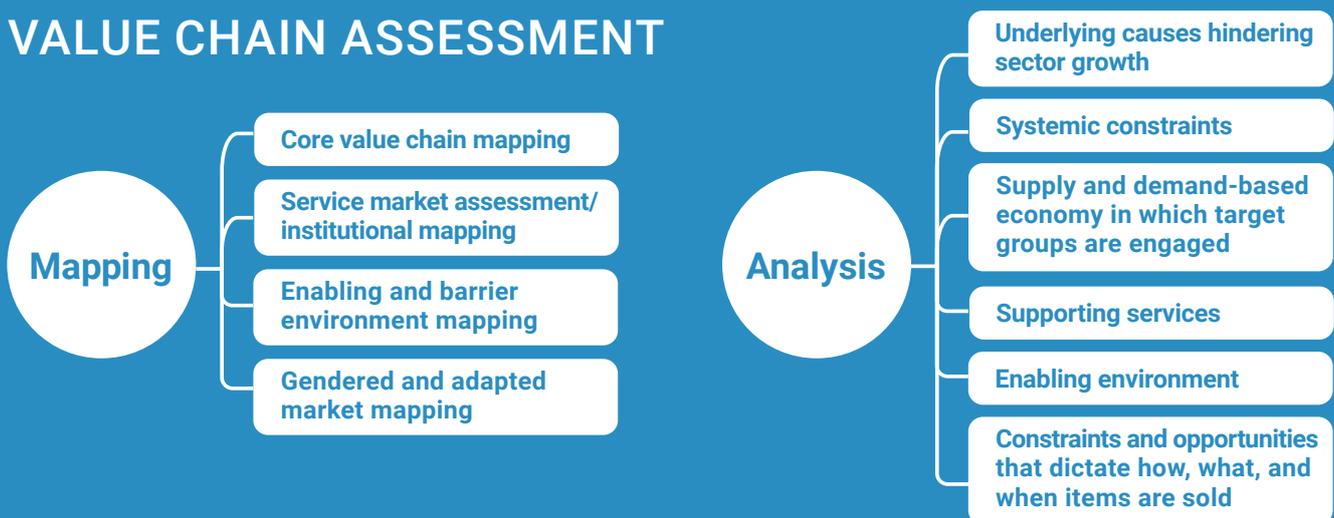


Once short-listed and ranked, a pro-poor lens was applied to determine the most feasible value chains. The pro-poor lens considered factors such as:

- Land requirements
- Access to roadways and transportation
- Time needed for investment returns
- Perishability

The final list of value chains selected for SAPLING's Income Generating Activities and a full Value Chain Assessment are: **Papaya, Banana, Pumpkin, Ginger, Turmeric, Weaving**

VALUE CHAIN ASSESSMENT



SUMMARY FINDINGS AND RECOMMENDATIONS

Input market, farmer/producer, and forward market constraints and market-based solutions were similar across the six value chains.

- Improve technical skills for producers on identifying quality inputs, proper inputs' usage, appropriate cultivation processes, and post-harvest storage and handling (grading, packaging, and handling practices). These will then increase value chain production, obtain higher yields, and reach higher price margins
- Link producers to sub-district agricultural public service providers and private sector to increase and sustain flow of technical information and introduction to new technologies

Post-harvest management and transportation challenges cause an estimated produce wastage rate between 20% and 30%. This loss is generally borne by producers, as they often dump their produce at the market site.

- Establish connections between producers and relevant market actors to ensure cross-cutting engagement, input suppliers and output buyers, and create a win-win situation for all involved