

UN/USAID Agricultural Value Chain Marketplace Event  
September 22-26, 2008

Minutes

**Official Background:**

The USAID Global Development Alliance approached the UNDP Private Sector Division's Growing Sustainable Business initiative to discuss the opportunity to create a joint agricultural value chain marketplace event. The UNDP PSD agreed this would be an opportunity to build relationships with the USAID, other bilateral agencies, and UN agencies such as IFAD, UNIDO, FAO, & WFP.

**Concept:**

The UN/USAID Agricultural Value Chain Marketplace Event was designed to highlight public-private partnerships along the agricultural value chain. The original concept included individual stands staffed by high-level executives and officials with specific days highlighting partnerships with the private sector, NGOs, and donors. However, after existing determining space and capacity limits, GSB & GDA decided to streamline the event. The display was held in a basement hallway of the UN General Assembly building and consisted of the following materials:

- Several posters highlighting various stages of the agricultural value chain
- Two title posters "Agricultural Value Chain Marketplace " with UNDP & USAID logos
- A poster displaying logos of all participating partners
- One-page documents outlining partnership programs from partner organizations
- One-page case studies of specific partnerships
- A large-screen MS PowerPoint show with 5 slides describing each partnership
- A video display describing selected partnerships
- Additional brochures and materials from partner organizations

**Results:**

The GSB was able to garner partner participation from a variety of sectors. This included UN agencies IFAD, UN Foundation, and UNIDO; private sector partners Nestle, Kraft, Unilever, and Cadbury; and NGOs such as Rainforest Alliance and The Bill and Melinda Gates Foundation. FAO expressed interest in participation but was unable to coordinate within the short time period. WFP declined to participate, perhaps due to alternate priorities surrounding the announcement of a \$76 million contribution from the Gates Foundation.

UN participation included attendance throughout the week by Thomas Pesek, Liason Officer at IFAD, Harrie Hendrickx, Global Program Leader Novella / Allanblackia of Unilever, and Mark Moroge, Marketing Assistant at Rainforest Alliance. Vera Weille-Halle, Senior Advisor for Innovative Financing at IFAD, Graham Clough, UNDP Liason at UNIDO also stopped by. On

Monday, Bruce Jenks, Assistant Administrator and Director of the Partnerships Bureau at the UNDP conducted a walk-through of the Marketplace with Henrietta Fore, Administrator of USAID and Director of United States Foreign Assistance.

Located in a high-traffic hallway, the Marketplace display attracted a considerable amount of attention from passersby. The USAID estimated that 500-1000 people stopped by the tables daily to examine the materials, video footage, and powerpoint show. The Growing Inclusive Markets Report and Executive Summary were the most popular UNDP materials. Passerbys included Condelezza Rice, Secretary of State of the United States, Shimon Peres, Former President of Israel, and several other heads of state and world leaders.

**Future:**

Now that the materials have been created, USAID has proposed taking the display “on the road” to future exhibitions and events, including the Doha Development Round and an upcoming World Bank event. PSD would need to work out some partnership kinks, including greater participation from bilateral donors, funding arrangements, attendance, and logistical details.

GSB is in discussions with IFAD, WFP, FAO, & UNIDO regarding a Public Private Partnerships Value Chain Initiative.

## APPENDIX: Agricultural Value Chain Marketplace Partner Participation Tracking

Partnership and Players	Contact info	Attending	Sending Info	1pgrs	Ppt	Logo
Rainforest Alliance/ Kraft Foods	<p><b>Sabrina Vigilante</b> <a href="mailto:svigilante@ra.org">svigilante@ra.org</a></p> <p><b>Mark Moroge</b> Marketing Assistant Sustainable Agriculture Rainforest Alliance Tel: 212-677-1900 x 1937 Fax: 212-677-2187 <a href="mailto:mmoroge@ra.org">mmoroge@ra.org</a></p>	<p>YES</p> <p><b>Mr. Mark Moroge</b> Marketing Assistant Sustainable Agriculture Rainforest Alliance</p>	YES	x	X	X
Rainforest Alliance/ Kraft Foods	<p><b>Elisabeth J. Wenner</b> Director, Sustainability Kraft Foods Three Lakes Drive Northfield, IL 60093 w: 847.646.4271 f: 847.646.3070 <a href="http://www.kraft.com">www.kraft.com</a></p>	NO	YES	See above	See above	
Unilever	<p><b>Dr. Harrie Hendrickx</b> Global Program Leader Novella / Allanblackia</p> <p>Unilever Research &amp; Development Laboratories, Olivier van Noortlaan 120, 3133 AT Vlaardingen, The Netherlands. Tel: +31 6 11 385383 Fax: +31 10 460 6000</p>	<p>YES</p> <p><b>Dr. Harrie Hendrickx</b> Global Program Leader Novella / Allanblackia Unilever Research &amp; Development Laboratories,</p>	YES	X	X	X

	<a href="mailto:harriehendicks@unilever.com">harriehendicks@unilever.com</a>					
Nestle Corporation/UN Dairy Food Pakistan Partnership	<b>Hans Jchr</b> Hans.Jchr@nestle.com	M/YEE <b>Mr. Hans Jchr</b> Corporate Head of Agriculture Nestle Corporation	YES TO USAID	USAID	USAID	USAID
UN Foundation/ Gates Foundation West Africa	<b>Mtisi Makhetha</b> <a href="mailto:mtisi.makhetha@unp.org">mtisi.makhetha@unp.org</a>  <b>Lera Sirha</b> <a href="mailto:lerasirha@unp.org">lerasirha@unp.org</a>  <b>Brenda Bakwesegha</b> <a href="mailto:brendabakwesegha@unp.org">brendabakwesegha@unp.org</a>	NC	YES	X	X	N/A
IFAC	<b>Vera Will-Halle</b> <a href="mailto:vwillhalle@fad.org">vwillhalle@fad.org</a>  <b>R Fredet</b> r.fredet@fad.org  <b>Tom Pesek</b> t.pesek@fad.org	YES <b>Mr. Tom Pesek</b>	YES	X	X	X
Cadbury Cocoa Partnership	<b>Kishna Krishna Chaudhuri</b> Sustainability Officer m91 9810849908 <a href="mailto:ekishnachaudhuri@spdc.com">ekishnachaudhuri@spdc.com</a>  <b>Sarah Singleton</b> Sarah.Singleton@spdc.com	NC	YES	X	X	X
Norwegian Agency for Development Cooperation (NORAD)		NORESPONSE	NORESPONSE			
Swedish		NORESPONSE	NORESPONSE			

International Development Cooperation Agency (SIDA)						
UNDC	<b>Mr. Gaham Clough</b> <a href="mailto:GClough@ricb.org">GClough@ricb.org</a>  <b>Joy Gerio</b> <a href="mailto:j.gerio@ricb.org">j.gerio@ricb.org</a>	NC <b>Mr. Clough Gaham</b>	YES	NC	NC	X
FAC		NC RESPONSE	NORESPONSE			
VWF		NC	NC			