



WORLD
ECONOMIC
FORUM

Overview 2020



Grow**Asia**

Overview

Grow Asia was established by the World Economic Forum, in collaboration with the Association of Southeast Asian Nations (ASEAN) Secretariat, to bring together farmers, governments, the private sector, NGOs and other stakeholders in Southeast Asia to lift the productivity, profitability and environmental sustainability of smallholder agriculture in the region. Grow Asia does this by facilitating multi-stakeholder coordination to strengthen and scale inclusive agriculture value chains.

Grow Asia currently comprises the regional Grow Asia Secretariat in Singapore; six Country Partnerships, each supported by an in-country team; and 46 Working Groups, organized around specific value chains (such as coffee) or cross-cutting issues (such as agri-finance).

Grow Asia is an Entity Associated with ASEAN. The accreditation recognizes the important role Grow Asia plays for the region, particularly in facilitating multi-stakeholder partnerships for sustainable agriculture development.

Guiding Principles:

Collaborative, multi-stakeholder approach

Market-based and pre-competitive

Country-led and locally driven

Smallholder centric

Impact

Country Partnerships:

6

Partner Organizations:

520+

Smallholder farmers reached:

1,788,952

Working Groups:

46

Value Chain Projects:

34

Sectoral Initiatives:

16

Country Partnerships

The World Economic Forum and Grow Asia have catalyzed Country Partnerships in Cambodia, Indonesia, Myanmar, Papua New Guinea, the Philippines, and Viet Nam, staffed by in-country teams that Grow Asia has – to varying degrees – recruited, trained, and funded.

Cambodia CPSA

The Cambodia Partnership for Sustainable Agriculture (CPSA) brings together companies, government agencies, civil society organizations, farmer groups and financial institutions to link smallholder farmers to the market. The CPSA and its partners work with the shared goal of increasing farmers' profits and productivity while improving the environmental sustainability of their farms.

www.cpsa-growasia.org

Indonesia PISAgro

The Partnership for Indonesia's Sustainable Agriculture (PISAgro) was first announced by the Vice Minister of Agriculture and Vice Minister of Trade during the World Economic Forum on East Asia in Jakarta, in June 2011.

PISAgro now has more than 85 partners – consisting of national and multinational companies, NGOs, donors, and other institutions – working across 15 Working Groups.

www.pisagro.org

Myanmar Myanmar Agriculture Network

The Myanmar Agriculture Network (MAN) brings together companies, government agencies, civil society, organizations, farmer groups, and financial institutions to link smallholder farmers to the market – with the shared goal of increasing the profits and productivity of farmers, while improving the environmental sustainability of their farms.

www.man-growasia.org

Papua New Guinea Grow PNG

Launched in 2019, Grow PNG is based in Lae, Papua New Guinea, the gateway to the Markham Valley agricultural corridor.

Grow PNG brings together business leaders, policy makers, and farmers to collaboratively unlock growth in the sector and facilitate new opportunities for farming families.

www.growpng.org

Philippines PPSA

The Philippines Partnership for Sustainable Agriculture (PPSA) was formally launched in 2015 by the Philippine's Department of Agriculture and Grow Asia to convene, facilitate, and help scale action-focused partnerships for sustainable agriculture. Aligned with national agriculture agendas, the PPSA serves as a multi-stakeholder platform to bring together all actors in the Philippine agriculture landscape to lift the competitiveness and resilience of smallholder value chains.

www.ppsa-ph.org

Viet Nam PSAV

The Partnership for Sustainable Agriculture in Viet Nam (PSAV) brings together companies, government agencies, civil society organizations, farmer groups, and financial institutions to link smallholder farmers to the market. This increases the profits and productivity of farmers, while improving climate resilience, international integration, and the sustainable development of the agricultural sector.

www.psav-mard.org.vn

Sharing Learnings Innovation

Case Studies and Reports

Grow Asia's case studies and reports offer insight and learnings from the partners and projects in the network. Each case study provides (1) an overview of stakeholders involved, key activities, project milestones and (2) an outline of the journey, which charts the project's design and implementation. This year, Grow Asia produced two new case studies (Rubber in Indonesia and Coffee in Viet Nam) and three reports (a framework for smallholder agritech, learnings on inclusive business models, and insights on increasing agritech adoption).

Case Studies ■ Reports

Grow Asia Exchange

The Grow Asia Exchange is an online knowledge repository and learning hub that bridges expertise across a variety of disciplines. It enables partners to learn from one another's experiences, share best practices, and gain access to practical knowledge on inclusive value chain projects. The Exchange boasts over 200+ case studies, policy papers, and landscape studies, categorized by country, crop, and theme.

Learning Alliance

The Grow Asia Learning Alliance (GALA) program was established to translate research with the potential to lift smallholder livelihoods into corporate action. The GALA program achieves this by (1) helping research institutes, universities and think tanks connect with each other and private sector players in the value chain and (2) providing trainings to researchers to help them better identify and articulate the value of their research to a business audience.

Learning Events

Grow Asia has an extensive portfolio of learning events covering fact-based knowledge (e.g., case studies, market opportunities, production, and post-harvest innovation) and experience-based knowledge (e.g., building effective partnerships, learnings from inclusive business projects and facilitating mentorship programs). Grow Asia organizes around 30 in-person learning events annually.

Digital

Grow Asia's conversations with practitioners and leaders from across the region have revealed they believe digital technologies – such as tools for finance, logistics, and learning – are set to positively transform the way smallholders interact with agribusiness. In concert, these tools have the potential to bring greater efficiency to value chains by significantly lowering transaction costs, while improving farmers' prosperity.

Grow Asia brings together business leaders, development actors, and policymakers to accelerate the adoption of digital tools through six complementary activities, which include a learning series, digital solutions directory, and innovation labs.

Promoting Responsible Investment

The ASEAN Guidelines on Promoting Responsible Investment in Food, Agriculture, and Forestry (ASEAN RAI) are a guidance for socially, economically, and environmentally sustainable and inclusive agribusiness investments. From 2017 to 2018, Grow Asia supported the creation and adoption of the ASEAN-RAI by the ASEAN Ministers of Agriculture and Forestry. From 2020, Grow Asia will be operationalizing the ASEAN RAI with our partners. Together, we will support the adoption of the ASEAN RAI by (1) national policymakers through legal and technical assistance and (2) private sector partners through knowledge products and learning events.

The ASEAN RAI, along with resources for stakeholders and upcoming events, are available at:

www.aseanraiguidelines.org

Regional Responses

Gender Mainstreaming

There is a growing need to facilitate empowerment among women in agricultural value chains globally. Grow Asia works to support the existing gender mainstreaming efforts of our partners in Southeast Asia and to promote the further adoption of gender inclusive practices, processes, and policies among private sector actors in the region. Our work here includes actively brokering partnerships within our network; distilling and disseminating good practices across companies and sectors; embedding gender inclusive internal policies and practices, and; supporting gender-responsive policymaking at national and regional levels.

Fall Armyworm Control

The Fall Armyworm (FAW) was first reported in Southeast Asia in late 2018 but has now spread across the region. The pest can cause major damage, particularly to maize, with estimates indicating an annual USD884 million cost to the region. In 2019, ASEAN supported the development of a regionally coordinated response and requested that Grow Asia, with the ASEAN Secretariat and the Vietnamese Government, develop a regional FAW framework.

Since then, we have developed the **ASEAN Action Plan on Fall Armyworm Control** which sets the goals, objectives, and work programs to manage the pest. Looking ahead, Grow Asia and our partners will be leading the resourcing and implementation of this regional action plan.

COVID-19

Beyond a public health crisis, the COVID-19 pandemic will impact global food security both directly (food supply and demand) and indirectly (decreasing purchasing power and barriers on food distribution) – both of which will have a stronger impact on the poor and vulnerable.

Grow Asia is bringing together representatives from the public, private, and producer sectors to map out a sequenced and practical action plan. This action plan addresses ways our partners can come together to increase the resilience of the ASEAN food system and address the weaknesses COVID-19 has revealed. This includes near-term action on areas with the greatest potential to strengthen the resilience of our food system in the long-term, and to “build back better” a food supply chain which is more inclusive and sustainable.

Governance and Structure

Steering Committee

Members

- ASEAN Secretariat
- Asian Farmers' Association for Sustainable Rural Development (AFA)
- Donors
- Representatives of the Business Council
- Representatives of the Civil Society Council
- World Economic Forum

Business Council

Co-chairs

- Bayer CropScience (Co-Chair)
- Charoen Pokphand (CP) Group (Co-Chair)

Members

- Burgundy Hills
- Cargill Inc.
- Corteva Agriscience
- East-West Seed
- Feedmix Specialist II
- Indofood
- International Finance Corporation
- Jain Irrigation
- Louis Dreyfus Company
- Nestlé SA
- Olam
- PepsiCo Inc.
- Rabobank
- RGE Pte. Ltd.
- Royal DSM
- Sinar Mas Agribusiness & Food
- Swiss Reinsurance Company Ltd.
- Syngenta International AG
- Triputra Agro Persada
- Unilever
- UPL Ltd.
- Yara International ASA
- Yoma Strategic Holdings

Civil Society Council

Members

- Agriterra
- AsiaDHRRA
- Australian Centre for International Agricultural Research (ACIAR)
- Conservation International
- Landesa
- Mercy Corps
- Oxfam
- Rainforest Alliance
- SNV
- Sustainable Trade Initiative (IDH)
- Swisscontact
- The Nature Conservancy
- Women Organizing for Change in Agriculture and Natural Resource Management (WOCAN)
- World Vision Australia
- World Wide Fund for Nature (WWF)

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**Food and Agriculture
Organization of the
United Nations**



IFAD

Investing in rural people



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