

mind



Report on Progress



Overview

Southeast Asia is home to 600 million people and is experiencing vibrant and fast-paced growth. The region is a leading exporter of crops such as palm oil, rubber, coconut, and rice, and the agriculture sector contributes significantly to exports in every country. Smallholder farming is the mainstay of agricultural production, with a high proportion of the region's poor engaged in it.

Increasing demand may lead to higher imports and larger, more modern farms. Smallholder communities must be included in these modernizing supply chains.

As such, Grow Asia was established by the World Economic Forum, in collaboration with the Association of Southeast Asian Nations (ASEAN) Secretariat. It brings together farmers, governments, the private sector, NGOs and other stakeholders in Southeast Asia to convene, facilitate and help scale inclusive agriculture value chains as well as multi-stakeholder sectoral coordination. The core of our work is to: lift the productivity, profitability, and environmental sustainability of smallholder agriculture in the region.

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

Impact

Country Partnerships:

6

Partner Organizations:

520+

Smallholder farmers reached:

1,788,952

Working Groups:

46

Value Chain Projects:

34

Sectoral Initiatives:

16

Preface

2019 was a year of extraordinary growth for Grow Asia, with the number of farmers reached by our network edging ever closer to the 2 million mark, and the number of farmers directly involved in our partners' projects climbing to around 971,000. However, this is only one of the multiple markers we – as ecosystem builders – use to assess the impact of our work.

The other is our success around promoting learning exchange – one of the main reasons our partners engage with the Grow Asia network. This year, we published two new case studies (on rubber in Indonesia and coffee in Viet Nam) and three reports (a framework for smallholder agritech, distilled learnings from the inclusive value chain projects in our network, and insights on increasing agritech adoption). We also ran 26 learning events, drawing an aggregate of 1,941 participants.

Our work around <u>digital</u> is another key focus – an area often thought of as offering the best prospects for positively transforming the relationship between agribusinesses and smallholders. Our 2019 program included an in-person and online learning series, hackathons, and an accelerator program supporting seven highpotential start-ups, creating a region-wide community of practice.

Grow Asia and our partners have also successfully navigated the adoption of the ASEAN Guidelines for Promoting Responsible Investment in Food, Agriculture, and Forestry by the ASEAN Agricultural Ministers. In 2019, we focused on preparing a plan for turning the Guidelines into practical action, and now – with support from the Swiss Agency for Development and Cooperation – we have secured funding to operationalize the first phase of a 10-year roll-out.

On our work with ASEAN, I am also incredibly proud that this year Grow Asia has been officially accredited as an Entity Associated with ASEAN – making us the first World Economic Forum-initiated platform to achieve this. With this accreditation, Grow Asia may now formally submit statements, recommendations and views on policy matters or regional issues to the ASEAN Secretariat. This new status also affords Grow Asia with the privilege of submitting project proposals, in collaboration with the ASEAN Secretariat, to ASEAN development partners. While 2020 has presented us, our partners, and growers across the region with very real challenges, we are working closely with our partners to overcome them.

COVID-19 has disrupted global food systems at an unprecedented level. In response, we have curated and disseminated the fragmented information on the impact of the virus on the agriculture sector, exchanged emerging best practices, and convened the public, private, producer and donor communities to create an action plan that addresses the critical weaknesses in the ASEAN food system the virus has revealed.

On top of COVID-19 has been the arrival of the Fall Armyworm (FAW) to the region – a destructive pest that could cause USD884 million in damages annually in the corn sector. Requested by the ASEAN Secretariat, Grow Asia has, with the Vietnamese Government, 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.

Though there is much uncertainty ahead, we are confident that by responding quickly, and collectively, to existing and new challenges, we can continue to effectively support Southeast Asia's food system and the growers that lie at its center. On behalf of the Grow Asia team, I would like to sincerely thank our partners and donors, whose support and drive to promote more inclusive and sustainable agriculture continues to fuel us.

Grahame Dixie,

Executive Director, Grow Asia





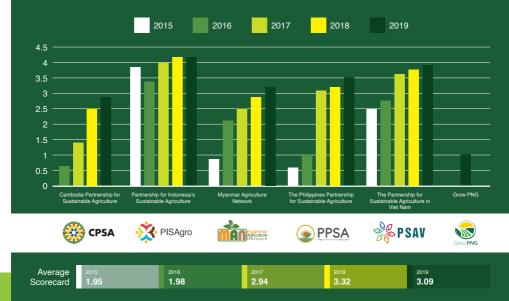
Building Effective Country Partnerships

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.

The Country Partnerships supported by Grow Asia are at different stages of development due to local market contexts, different levels of input from private sector partners, and the unique economic and cultural environment in each country. Consequently, they are also at various levels of progress in terms of governance and activities.

The diagram below summarizes the performance of each Country Partnership in the past five years and their continuous improvement in capacity, effectiveness, and autonomy. This model is based on a qualitative assessment carried out by Grow Asia in collaboration with the in-country teams and examines their:

- Financial independence and stewardship
- Organizational capacity
- 3 Effectiveness around stakeholder engagement
- Quality and impact of their Working Groups



🛞 CPSA

Cambodia Partnership for Sustainable Agriculture

Partners

85

Working groups



- Sepper
- Fruit & Vegetables
- Agri-Food SMEs

Secretariat Level Initiatives

- Contract Farming
- Sustainable & Responsible Investments
- AgTech Solutions

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. CPSA and its partners work with the shared goal of increasing farmers' profits and productivity while improving the environmental sustainability of their farms.

Partnership for Indonesia's Sustainable Agriculture

Partners

85

🔀 PISAgro

Working groups:



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. Officially established on 20 April 2012, PISAgro is a public-private partnership that was created in response to challenges and opportunities facing the agriculture sector in Indonesia. Through its activities, the partnership seeks to provide an innovative, multi-stakeholder model to address the nation's agricultural challenges sustainably, while improving the livelihoods of 2 million smallholder farmers by 2023. PISAgro now has more than 85 partners - consisting of national and multinational companies, NGOs, donors, and other institutions - working across 15 Working Groups.



Partners

123

Working groups:



Secretariat Level Initiatives

- Contract Farming
- Horticulture

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.

MAN's objectives are

- Being an inclusive platform for networking and information exchange.
- Prompting sectoral or market systems transformation through its Working Groups.
- Serving as a resource hub for Micro, Small and Medium Enterprises (MSMEs), entrepreneurs, and farmer organizations to reach global markets.
- Supporting sustainable and pro-smallholder agricultural development.

Grow PNG

Partners

9

Working groups:

Land Access

Secretariat Level Initiatives

- Learning Events
- Data Collection and Modelling

Launched in 2019, **Grow PNG** is based in Lae, Papua New Guinea, the gateway to the Markham Valley agricultural corridor. The corridor is on a pathway to rapid agricultural sector expansion driven by a range of crops including palm oil, cocoa, rice, cassava, and sorghum. Much of the corridor's agricultural potential remains untapped, but a growing local population, investment in infrastructure, growth in the mining sector, and demand from Asia creates opportunities and scope for development.

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

Grow PNG aims to accelerate the growth of the agriculture sector in the Markham Valley by enabling smallholder households to increase their income by 20% within eight years.

Grow PNG does this by

- Building effective Working Groups, addressing collective challenges and unlocking growth through policy changes, new partnerships, and new business models.
- Strengthening partnerships and increased trust between civil society, government, agribusiness, and farmers.
- Improving knowledge and information for all stakeholders to make better decisions.

www.man-growasia.org

www.growpng.org

PPSA

The Philippines Partnership for Sustainable Agriculture

Partners

96

Working groups



谢 Corn

🖉 Fisheries



Digital

Secretariat Level Initiatives

- Market Linkage
- Knowledge Exchange

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 agriculture landscape to enhance the competitivity and resilience of smallholder value chains.

Five commodity-based Working Groups organized around coffee, corn, coconut, vegetables, and fisheries are currently in place and are developing ways to transform their sectors beyond individual value chain projects. In addition, partners are also collaborating around sectoral initiatives on the cross-cutting themes of agricultural finance and knowledge sharing. Grow Asia will continue to provide overall strategic direction and support to PPSA locally and regionally.

The Partnership for Sustainable Agriculture in Viet Nam

Partners

SAV

120

Task Forces



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.

PSAV's objectives are

- Supporting policy improvements that promote a more effective application of sustainable agricultural practices in Viet Nam.
- Facilitating partnerships amongst the Ministry of Agriculture & Rural Development (MARD)/local governments, international organizations, non-government organizations, donors, the private sector, and producers for sustainable agriculture.
- Linking public and private organizations in the agricultural sector so they can share experiences and cooperate in developing public-private partnership (PPP) value chains of Viet Nam's key agricultural products.
- Contributing to the development of sciencebased agricultural regulations and members' compliance for sustainable development.
- Disseminating up-to-date, trustworthy information on sustainable development and farming practices.

www.ppsa-ph.org

www.psav-mard.org.vn

Sharing Learnings

Grow Asia has a strong commitment to learning. This agenda covers the development and exchange of both fact and experience-based knowledge emerging from the network. By highlighting successes and sharing learnings, Grow Asia hopes to catalyze greater impact to improve smallholder livelihoods.



Case Studies and Reports

Grow Asia's case studies and reports offer insights 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



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.



avigating Business artnerships Day Two

Learning Alliance

The Grow Asia Learning Alliance program (GALA), which is funded by the International Development Research Centre (IDRC), focuses on promoting action-oriented research through enabling partnerships between researchers and agribusinesses

> in ASEAN. Through the program, we have engaged over 80 researchers – representing 50 major research institutions and universities in Indonesia, the Philippines, Vietnam, Cambodia, and Myanmar – through learning events and facilitated networking with stakeholders in Grow Asia's broader network.



Learning Events

Learning is regularly cited by Grow Asia's partners as one of the main reasons that motivated them to participate in the network. 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).

In 2019, Grow Asia and our Country Partnerships organized 26 learning events, drawing an aggregate of 1,941 participants.

Supporting Innovation Digital

Grow Asia's conversations with agriculture leaders in Southeast Asia 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. 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 across six complementary initiatives:



This series provides trainings and insights on how digital solutions can be developed and scaled. In 2019, we organized six events covering themes such as digital credit scoring, traceability, drones, and application development. We plan to organize another four in 2020.

www.dls.growasia.org

Through the Innovation Challenge, we invite entrepreneurs to build digital solutions to solve challenges in smallholder value chains. In 2019, we hosted three Hackathons in Singapore, Indonesia, and Thailand, which engaged 200 innovators from across the region. The winners from the three events participated in a final Pitch Day in Singapore, where they competed for cash prizes and the opportunity to explore partnerships with corporates to test out their solutions.

www.growasiahackathon.com





Together with MUFG and Yara, Grow Asia completed the first Digital ASEAN program designed to accelerate the growth of promising, mature startups in agritech by providing them with learning and mentoring opportunities. We received over 100 submissions to the program, and 14 were shortlisted to join the selection boot camp in Singapore. Seven startups were accepted into the first cohort of this eight-month mentorship program with our corporate partners, which ended with a Demo Day. Today, our partners continue to pursue pilots with the startups from the program.

digitalasean.tech

The directory is a database of over 66 (and counting) agricultural digital solutions for smallholder value chains in ASEAN. Digital solutions cannot transform the sector if investors, agribusiness, and development actors are not aware of the available solutions. This directory fills that gap, providing not only information on solutions but also contact details so new partnerships can emerge.

www.directory.growasia.org

04

05

(HCD)

Human Centred

Design Training

Grow Asia Digital Directory



and corporate leaders on a three-day immersion in West Sumatra, Indonesia to meet with farmers and learn how adopting a HCD approach benefits value chains. The training provided participants with a toolkit to map smallholder challenges and build digital solutions that address actual needs in value chains.

Grow Asia invited startup founders

We produce comprehensive reports and guides on digital themes for business leaders. Examples include a **Digital Credit Scoring Guide**, and a **Driving AgriTech Adoption** report that provides insights from Southeast Asia's farmers on how solution developers, corporates and the public sector can more effectively engage smallholders through digital tools.

06 Guides and Reports



Promoting Responsible Investment

The current increase in investment in the agriculture, food, and forestry sectors in ASEAN is critical to help achieve food and nutrition security while creating economic growth and opportunities. That investment must be responsible, sustainable, and directed toward the achievement of social, economic, and environmental benefits while minimizing negative impacts.

As a result of Grow Asia's expertise in convening multi-stakeholder partnerships, the ASEAN Secretariat requested Grow Asia's support in developing the ASEAN **Guidelines on Promoting Responsible** Investment on Food, Agriculture, and Forestry (ASEAN RAI). The ASEAN RAI was formally adopted by the ASEAN Ministers of Agriculture and Forestry in October 2018. It is a guidance framework that aims to ensure larger-scale agribusiness investments are socially, economically, and environmentally sustainable and inclusive, and contribute to regional economic development, food and nutrition security, food safety and the sustainable use of natural resources.

Grow Asia, together with the Institute for International Development (IISD), the Food and Agriculture Organization of the United Nations (FAO), and with funding from the Swiss Agency for Development and Cooperation (SDC) – is now working to support the implementation of the ASEAN RAI. During Phase 1 (2020-2022) of the implementation plan, Grow Asia and our partners will:

- Develop an ASEAN Learning and Accreditation Program (LAP) for government officials, private sector, and civil society actors to increase understanding and uptake of the ASEAN-RAI.
- Actively engage SMEs, large ASEAN firms, global companies, and financial/impact investors to apply the ASEAN-RAI to future investments.
- Improve the capacity and knowledge of the ASEAN Secretariat and ASEAN Member States in implementing the ASEAN-RAI through demanddriven support.
- Work to improve the legal and policy frameworks in the select ASEAN Member States to enhance responsible private agricultural investments.

www.aseanraiguidelines.org

Visit the ASEAN RAI Guidelines website:



Regional Responses

Gender Mainstreaming

There is a growing need to facilitate empowerment among women in agricultural value chains globally. To support this in Southeast Asia, Grow Asia will (1) support the existing gender mainstreaming efforts of our partners, and (2) 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.

Grow Asia has set targets at three levels in our 2020 Gender Mainstreaming Strategy which we aim to achieve by 2022:

- Farmer Level: increase the capacity among our Working Groups and partners for implementing gender-sensitive and inclusive practices in agriculture supply chains.
- Partnership Level: promote demonstrated commitments to gender-inclusive processes and practices amongst our partners.
- Network Level: strengthen policies and practices related to gender diversity and inclusion at Grow Asia's Governance, staff, and Country Partnership leadership level.

A non-exhaustive list of the actions we will take in 2020 to achieve these goals include: a baseline report of current gender inclusive practices among our partners, training Working Group members, partners and staff on gender-inclusive practices and measurement, including a gender-lens to all future case studies and reports, and reviewing and updating our internal commitment to gender diversity and inclusion.



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.





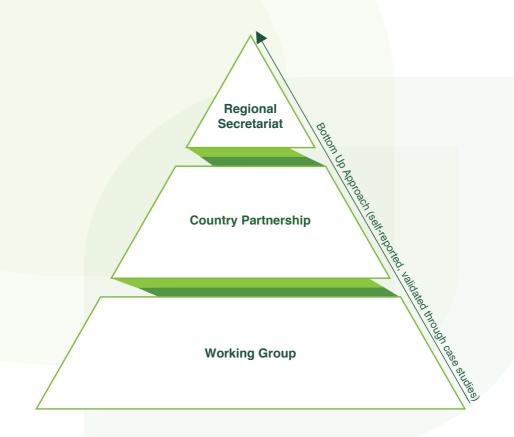
COVID-19

The rapid spread of COVID-19 has disrupted lives and livelihoods worldwide. Beyond a public health crisis, the pandemic will impact global food security both directly (food supply and demand) and indirectly (decreasing purchasing power, barriers on food distribution) – both of which will more strongly affect the poor and vulnerable.

Grow Asia is bringing together representatives from the public, private, and producers sectors to map out a sequenced and practical action plan. This 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 longterm, and to "build back better" a food supply chain which is more inclusive and sustainable.

Measuring Performance

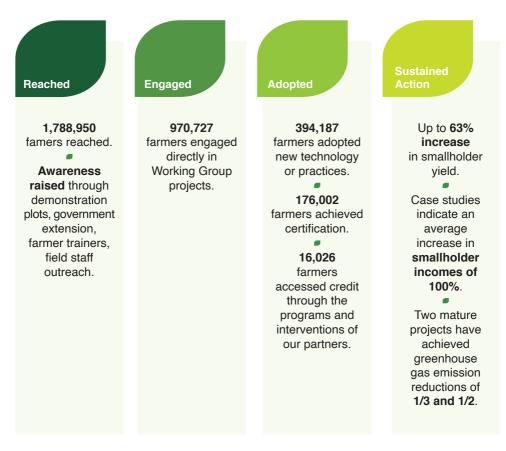
To measure the performance of the Grow Asia network as a whole, we now use a three-pronged approach which includes a Partner Survey, a Country Partnership Scorecard, and a Working Group Scorecard. The Partner Survey computes the value of the services being offered by the Grow Asia Secretariat. The Country Partnership Scorecard measures the annual progress of the Country Secretariats by evaluating them according to four qualitative measures: financial independence and stewardship, organizational capacity, stakeholder engagement, and quality of Working Groups and impact. The Working Group Scorecard evaluates the Working Groups in the network based on their structure, strategy, impact, and facilitation capabilities.



Farmer Engagement Funnel

Grow Asia introduced the Farmer Engagement Funnel as a framework to communicate results gathered from various activities and interventions throughout the network. The Funnel highlights the different levels of engagement that projects have with smallholder farmers, such as reach, engagement, adoption, and sustained activity. At the broadest end, projects generally reach larger numbers of farmers but with minimal engagement, such as visits to demonstration plots and general awareness about the project. As the funnel narrows, projects reach a smaller number of farmers but create deeper levels of engagement with those farmers through the provision of training, inputs, and offtake agreements.





Governance and Structure

Grow Asia has a unique governance structure that is reflective of our multi-stakeholder approach. Our Steering Committee guides and oversees Grow Asia's strategy and operations. The Grow Asia Business Council, comprised of global and regional companies, provides strategic insight and drives action on the ground, while the Grow Asia Civil Society Council advises on ensuring positive societal and environmental outcomes.

Steering Committee

The multi-stakeholder Steering Committee acts as the main oversight body for the Grow Asia Secretariat. The Committee's diverse representation, including a farmer representative, is invaluable in defining Grow Asia's plans and addressing differing views and approaches while identifying priority areas that help Grow Asia meet its ambitious targets.

Members

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

Business Council

The Grow Asia Business Council includes the CEOs and regional heads of local and global companies. Member companies lead Country Partnerships, invest in value chains, and support the development of innovative solutions.

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

Local and global NGOs make up the Grow Asia Civil Society Council. The members provide active guidance, including the development of a project design checklist, reviewing the Grow Asia performance measurement metrics, commissioning specific research in support of Grow Asia's projects, and partnering directly with projects on the ground.

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



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Swiss Agency for Development and Cooperation SDC





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