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World Economic Forum on ASEAN

Grow Asia Forum 2016 Summary Report

Kuala Lumpur, Malaysia 31 May 2016





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Grow Asia: Highlights

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The direct investments into the countries have enabled Grow Asia to support nearly half a million smallholder farmers in ASEAN, and will continue to catalyze and strengthen the partnerships built to address the region's food security and agricultural development.

”

Sarita Nayyar, Managing Director, World Economic Forum USA



Grow Asia is a multistakeholder partnership platform in South-East Asia that enables partners to collaborate on agriculture value chains, contributing to food security, environmental sustainability and economic opportunity especially for smallholder farmers. It has been catalysed by the World Economic Forum in collaboration with the Association of Southeast Asian Nations (ASEAN) Secretariat and was formally launched at the Grow Asia Forum on 19 April 2015 in Jakarta, Indonesia.

Grow Asia's goal is to reach **10 million smallholder farmers** in South-East Asia **by 2020**, enabling them to increase farm productivity, profitability and environmental sustainability **by 20%** - the 10-20-20 goal.

In working towards this goal, during 2015-2016 new Country Partnerships were established in **Cambodia** and the **Philippines**, while existing partnerships in **Indonesia**, **Myanmar** and **Vietnam** were strengthened.

With **five Country Partnerships**, over **260 partners** and **34 value chain projects**, Grow Asia has now reached nearly **half a million smallholder farmers in ASEAN**, representing a fivefold increase since its launch one year ago.

Grow Asia has also explored innovative solutions focusing on financial inclusion of smallholders, use of digital technology to meet farmer needs and engaging with farmer organizations. It developed knowledge-sharing tools and developed a strong network of leaders and practitioners.

“

We must continue to embrace the idea of partnering government and private sector to support smallholders and combat climate change.

”

Cao Duc Phat, Minister of Agriculture and Rural Development of Vietnam

The Grow Asia Forum 2016

Engage, learn, share, contribute, commit, innovate

The third annual Grow Asia Forum was held in Kuala Lumpur, Malaysia, on 31 May 2016. The high-level event, involving nearly 140 senior leaders from governments, the private sector, farmer organizations and civil society, focused on advancing opportunities for collaboration on engaging smallholder farmers in value chain projects, supporting innovation, financing farmers and using digital platforms to scale solutions.

The five Country Partnerships supported by Grow Asia showcased value chain initiatives, shared challenges and highlighted new models that have been developed to scale up efforts and achieve measurable results. The *Grow Asia Report on Progress 2016* was launched at the event, including updates on all Country Partnerships. And the Grow Asia Exchange was showcased as a new tool to share knowledge and information on agriculture development in ASEAN.

Key outcomes from the Grow Asia Forum 2016 included:

- **Participation of nearly 140 ASEAN leaders** from government, business, farmers and other organizations and civil society to discuss actions required to further develop sustainable and inclusive agriculture in the region and improve farmer livelihoods
- Launch of Grow Asia's **Report on Progress 2016**, detailing achievements in the first year since the establishment of Grow Asia
- Recommendations that Grow Asia collaborate further with **farmer organizations** and drive action with its partners to pilot **digital solutions** and explore **financial innovation**

- Agreement on the need to **institutionalize Country Partnerships** and further build the capacity of the partnerships to implement and monitor value chain projects
- Feedback on the **Grow Asia Exchange**, an online knowledge platform featuring research and analysis on agriculture in ASEAN, which will be launched publicly in July 2016

Opening Plenary: Sharing Progress, Highlights and Opportunities

In his welcoming remarks, **Ahmad Shabery Cheek**, Minister of Agriculture and Agro-based Industry of Malaysia, called on Grow Asia Forum participants to “continue to find ways for us to leverage one another's strengths and advantages, so together Asia can ensure food security for its four-and-a-half billion people.”

The minister underlined the complementary role that trade can play in achieving food security, highlighting that trade can simultaneously enhance a nation's competitiveness and nutritional diversity, increase incomes and stimulate economic growth.



01: Leaders at the Grow Asia Forum 2016

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When one talks about Grow Asia, one word sticks out: partnership. Its ability to bring together various stakeholders in the agriculture ecosystem is commendable. And the results are proven: farmers' income is increased, yields are boosted, and at the same time environmental sustainability is ensured. My deepest congratulations to Grow Asia.

”

Ahmad Shabery Cheek, Minister of Agriculture and Agro-based Industry of Malaysia

Sarita Nayyar, Managing Director of the World Economic Forum USA, endorsed the minister's sentiments, citing the importance of collaboration, with strong leadership, in addressing multi-factoral issues in food and agriculture.

Kavita Prakash-Mani, Executive Director of Grow Asia, relayed to participants the strong progress made by the Grow Asia Country Partnerships over the past year. And she led the opening panel in a conversation focused on the challenges and opportunities faced by Grow Asia's Country Partnerships in the first year, as they look to build and scale multistakeholder value chain initiatives.

Cao Duc Phat, Minister of Agriculture and Rural Development of Vietnam, emphasized that “we must continue to embrace the idea of partnering between government and the private sector to support smallholders and combat climate change.”

The minister was proud to share an example of Vietnam's achievements in the coffee sector, where, by working with international and domestic companies on training programmes for farmers, they have delivered a 17% increase both in farm yields and farmer incomes, and have simultaneously reduced carbon emissions from coffee production by 63%. The results are beneficial to smallholders, the government and the businesses involved in the partnership, demonstrating the benefits of multistakeholder collaboration. Cao Duc Phat also stressed that partnerships and models need to be institutionalized to ensure that they outlive changes in political administration.

Tun Winn, Deputy Minister of Agriculture, Irrigation and Livestock of Myanmar, spoke about the opportunities that the Myanmar's new government could bring for inclusive agriculture in the country, and stressed that any partnerships in the country need to align with national goals. He acknowledged that Myanmar's agricultural development is behind that of its ASEAN neighbors, and consequently the focus should be on giving land back to farmers, harnessing investment in water irrigation, mechanization of agriculture and better access to agriculture inputs for farmers. Myanmar is also strengthening law enforcement around importing and trafficking counterfeit agriculture inputs as a priority to address food safety in the country.

Estrella Penunia, Secretary-General of the Asian Farmers' Association for Sustainable Rural Development (AFA), noted that benefits are already being seen across the Grow Asia Country Partnerships, including increased farmer access to technology and markets. However, she said a focus on capacity-building is needed. She emphasized the importance of including farmers as decision-makers in partnerships and organizing farmers into cooperatives to build capacity and further enable their inclusion in policy discourse. Penunia reinforced the need to institutionalize partnerships at the national level, building relationships with the right government officials and ensuring that farmer organizations are recognized by governments.



01: (from left to right): Estrella Penunia, Secretary-General, Asian Farmers' Association for Sustainable Rural Development (AFA); Emerson Palad, Undersecretary of Agriculture of the Philippines; Tun Winn, Deputy Minister of Agriculture, Irrigation and Livestock of Myanmar; Duminda Dissanayake, Minister of Agriculture of Sri Lanka; Ahmad Shabery Cheek, Minister of Agriculture and Agro-Based Industry of Malaysia; Cao Duc Phat, Minister of Agriculture and Rural Development of Vietnam

01: Panelists at the opening plenary



She also recommended that Grow Asia continue its efforts to replicate the Grow Asia partnership steering committee model at the local level within each country, and work towards a strong monitoring and evaluation process to measure the results of the partnership initiatives as well as their contribution evaluation process to measure the results of the partnership initiatives as well as their contribution to the 10-20-20 goal.

Biswaranjan Sen, Head of Global Procurement at Unilever, stressed that companies must believe that development through partnerships is not just corporate social responsibility but a new way of doing business. Recognizing that “great ideas are usually greater than the leader that espoused them”, he stressed that for partnerships to work, strong and visible leadership is needed both inside and outside companies. It is important for leaders to realize that smallholders face difficulties in gaining access to planting materials and other inputs, knowledge, finance and markets, and to focus on these needs. He emphasized that the private sector needs to invest in capacity-building, particularly through farmer aggregation models and digital solutions. In acknowledging that these issues cannot be addressed by any single organization, Sen praised Grow Asia as a unique platform that brings together many diverse partners to address the greatest needs of the region.



“

We believe there is an urgent need for companies to collaborate with governments and civil society to co-create solutions to address the social and environmental challenges confronting the world today. Grow Asia provides an unique platform to collaborate in a pre-competitive framework to design inclusive solutions that enable sustainable economic growth for small holder farmers.

”

Biswaranjan Sen, Head, Global Procurement, Unilever Asia, Singapore



Country Partnerships – Achievements, Challenges, Future Plans

With five Country Partnerships now established, Grow Asia continues to act as a catalyst for action, advancing innovative solutions to in sustainable agriculture value chains across the partnerships in ASEAN.

New partnerships in Cambodia and the Philippines were established in the past year and are focused on engaging partners to align and set the structure for co-created initiatives that benefit smallholder farmers. The partnerships in Myanmar and Vietnam are already planning and delivering multiple value chain initiatives, while Indonesia's well-established Country Partnership is focused on scaling successful projects. Each country-focused breakout session at the Grow Asia Forum 2016 explored opportunities for progress and identified priorities for action.

Cambodia Partnership for Sustainable Agriculture (CPSA): Focus on engaging companies and key stakeholders in developing agricultural value chains in Cambodia

The CPSA was established in 2016 to increase farm productivity and product quality and to link farmers to formal markets through the creation of six Working Groups. These are focused on cassava, coconut, palm sugar, pepper, rice and vegetables. In this session, participants discussed how the CPSA can engage the private sector, help address the challenges faced by smallholders, and engage government ministries to create an enabling policy environment for inclusive value chain development. The discussion highlighted the following key areas to be addressed:

- A stronger regulatory environment would encourage companies to invest in agriculture; specific support from the government is needed to enforce laws to eliminate counterfeit and illegal products.
- Partnerships between companies and the government, as well as donors, should be forged to ensure that farmers are granted access to all aspects of extension, including inputs and finance.
- Partners should work together to ensure fast resolution of challenges in creating sustainable value chains.

Partnership for Indonesia's Sustainable Agriculture (PISAgro): Focus on scaling impact through collaboration and policy

Established in 2011, PISAgro is the most mature of Grow Asia's Country Partnerships. With 26 members working across 14 value chain projects, the partnership is working toward its 20-20-20 vision of increasing farm yields, reducing poverty and reducing greenhouse gases, by 20%. Participants in this session discussed the benefits of the partnership approach and the roles of different sectors in creating an enabling environment for this strategy. The main messages arising from the discussion include:

- An understanding of farmer organizations – involving them in Working Groups, and ensuring that women and

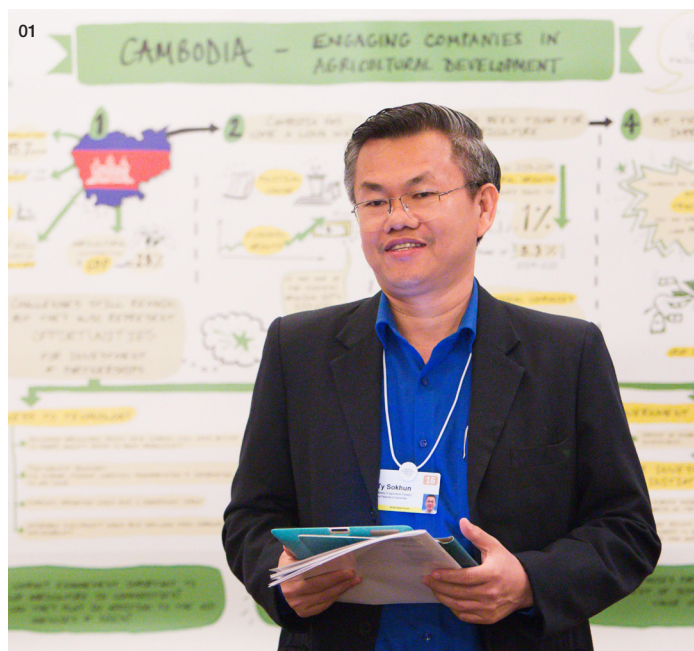
youth are represented – is necessary to support and strengthen value chain projects.

- Personal and community benefits derived from value chain projects – for example, family health and welfare – can be better communicated to farmers to make the business case for their engagement.
- Focus needs to shift from using traditional methods to improving farmers' access to technology and knowledge to increase the yield and quality of produce, which in turn should command a better price.

Myanmar Agriculture Network (MAN): Focus on modernizing agriculture through investment and partnership

MAN was established in 2013 and has an ambitious 30:30 Vision: to generate \$30 billion in agricultural output in Myanmar by 2030, with a particular emphasis on smallholder farmers. With over 60 partners and eight Working Groups, MAN has recently broadened its value chain and policy activities. This session looked at the role of partnership platforms in fast-tracking the modernization of Myanmar's agricultural sector. The discussion highlighted the following points:

- The government should work with multistakeholder partnerships, including MAN, to modernize small-farm production, agricultural input markets, output markets and agri-food supply chains.
- Investments are needed in domestic post-harvest processing to create "value-added" products for export.
- Mobile solutions should be explored to address constraints faced by smallholder farmers, particularly as smartphone penetration is now at about 70%.



01: Ty Sokhun, Secretary of State, Ministry of Agriculture, Forestry and Fisheries of Cambodia

- The inclusion of women, land tenure arrangements, and enhancing mechanization and diversification in agriculture should be accelerated to enable agricultural growth.

*Philippine Partnership for Sustainable Agriculture (PPSA):
Focus on identifying common approaches and challenges
when designing sustainable and inclusive value chains*

Launched in April 2015, the PPSA has convened over 80 organizations and formed six Working Groups, focusing on cassava, coconut, coffee, corn, fisheries and cross-cutting issues. This session sought to identify the common models and frameworks in designing sustainable and inclusive value chains, and defining milestones and performance indicators. It discussed ways of building stronger links to government programmes, especially in light of new political leadership. The specific challenges and opportunities raised include:

- There is a need to map existing initiatives in agriculture and create alignment among them.
- Value chain initiatives should align with the national strategy and focus on the Grow Asia 10-20-20 aim to deliver substantial results.
- Partners should recognize their role in strengthening farmer cooperatives and farmer organizations.
- Training farmers should remain a focus – on good practices as well as business skills – to help them scale their operations and improve their negotiating power.
- Investments by companies in technology, particularly in mobile banking solutions, could support farmers.

Partnership for Sustainable Agriculture in Vietnam (PSAV):

Focus on institutionalizing multistakeholder partnerships

PSAV was established in 2010 and is supported by Vietnam's Ministry of Agriculture and Rural Development (MARD), along with over 60 partner organizations. This session explored the opportunities provided by the new public-private partnership (PPP) law and how PSAV can leverage it to benefit all stakeholders and attract further investment from global as well as local companies. The main discussion points raised were:

- PSAV should help improve partner organizations' understanding of local, regional and national regulatory environments. Changes to regulations could facilitate collaboration between companies and farmers including allowing global companies to procure directly from farmers.
- PSAV should provide a better overview of activities and opportunities at a national and sub-national level, including recommending projects for consideration for financing under the PPP law.
- Learning from the Vietnam Coffee Coordination Board, crop associations could be considered for other crops, enabling stronger engagement with farmers and farmer organizations.
- PSAV should measure direct impact and industry change created through its projects.
- Further communication is required to make the business case for farmers to engage in multistakeholder partnerships and to form associations.



01: (from left to right):
Salvador Dagasuan
Umengan, Executive
Director, Philippines Social
Enterprise Network; Leandro
H. Gazmin, Assistant

Secretary for Agribusiness
of the Philippines; Emerson
Palad, Undersecretary of
Agriculture of the Philippines

02: Cao Duc Phat, Minister
of Agriculture and Rural
Development of Vietnam



Scaling Impact – Innovations and Solutions

The sessions focused on scaling solutions aimed to address specific challenges and opportunities faced by Country Partnerships. Each session had a pre-read to guide the conversation. The sessions focused on financial solutions for smallholder farmers, the New Vision for Agriculture's Country Partnership Guide, developing digital platforms, financing smallholders to replant plantation crops and engaging farmer organizations. Grow Asia Forum participants had the opportunity to discuss new models and innovations and to provide recommendations on how Grow Asia could move forward.

Inclusive Finance for Smallholder Farmers: Reviewing smallholders' financing needs and innovative financing approaches

Smallholders have a variety of capital needs throughout the crop life cycle. From savings to input credit to equipment leasing to micro-insurance, smallholders are frequently underserved by formal financial institutions. This session explored how to scale inclusive financial services to meet the needs of smallholder farmers. Specific opportunities that were highlighted include:

- Farmers need to be able to access subsistence financing for their daily needs, as well as agriculture finance and insurance.
- Governments can create an enabling environment through policies and legal frameworks that provide clear land titles in order to improve the bankability of smallholder farmers. Without land to pledge as collateral, it is difficult to engage formal financial institutions in a systematic way.
- The size and scale of farmer organizations and cooperatives can increase farmers' bargaining power, making them more bankable and enabling access to markets.
- Grow Asia's ability to broker relationships between farmers and banks can help bridge the "trust deficit".

Building and Strengthening Country Partnerships: Sharing a new model developed by the World Economic Forum for building effective country-led multistakeholder partnerships

In this session, the World Economic Forum's New Vision for Agriculture initiative shared guiding principles and an eight-step framework for building and strengthening effective national multistakeholder partnerships in agriculture. Examples were offered from Grow Asia countries on how to design, implement and scale such market-led approaches. Leaders from Cambodia, Sri Lanka, the Philippines and others shared questions and insights on how to apply the model. Key points from the discussion include:

- Leadership from companies and strong commitment from government, together with all stakeholders, is key to driving scalable change on the ground.
- The model offers a practical approach and will need to be tailored to each country's specific needs, innovating and building on the lessons learned by Grow Asia countries.
- Grow Asia can support the countries by sharing best practice models, convene actors with shared goals, bring in new private sector investors and ensure that Working Groups continue to function sustainably.
- In this new type of partnership, participants should look to one another as equal partners in improving the system together.

Financing Replanting to Increase Productivity: Exploring the creation of a replanting bond to provide affordable, long-term capital for smallholder farmers

The Grow Asia Regional Finance Working Group is exploring an innovative bond to finance long-term investment for the replanting of palm oil trees by smallholder farmers. A bond could complement other ongoing efforts in this space as it would target independent smallholders who do not have access to collateral and, therefore, are ineligible for alternative financing efforts. Participants brainstormed the potential barriers for such a bond related to its implementation, financial framework and environmental issues, and explored



01: Duminda Dissanayake, Minister of Agriculture of Sri Lanka; Thong Chheng, Head, Boribo Sen Chey Farmer Association, Cambodia; Rom Chiekh Khoeng, Head, Sankor Boribor Farmer Association, Cambodia; Boreth Sun, Agribusiness Consultant, Social Clarity, Cambodia

the best options for its establishment. Key considerations for action include:

- The suggested approach needs to be further explored and developed, the purpose clearly articulated and potential investor appetite understood.
- The role of farmer organizations and cooperatives should be considered in bond eligibility requirements, as well as in the provision of materials, tools and training to support replanting – recognizing that not all independent smallholders may want to aggregate.
- Clear eligibility criteria for farmers need to be developed.
- Educating smallholders on good agricultural practices will be vital to achieve a successful increase in their long-term productivity. Capacity-building materials and tools will need to be tailored for farmers.

Engaging Farmer Organizations: Developing better understanding of farmer organizations and how to engage them in value chain approaches

Working closely with farmer organizations is regarded as an integral part of scaling up value chain initiatives. In collaboration with the Asian Farmers' Association for Sustainable Rural Development (AFA), Grow Asia commissioned a paper to help build the business case for engagement with farmer organizations. This session focused on developing an approach to working with farmer organizations. The main discussion points included:

- Grow Asia is uniquely placed to communicate the value of engagement to both the private sector and to farmer organizations to facilitate partnerships between them and to encourage farmers to join farmer organizations.
- Stakeholders need to better understand the landscape of farmer organizations, including their levels of maturity and along value chains, to best address their needs and help to expand, replicate and strengthen them.
- Governments need to construct a beneficial policy environment for farmer organizations, similar to that for business.

Harnessing Digital Solutions: Sharing the opportunity to develop an open-source digital platform linking partners and service providers to farmers

The growing penetration of mobile phones in the region represents an opportunity to reach more smallholder farmers. Grow Asia is working with partners to explore the development of a mobile-based digital platform, which would be open-source and pre-competitive. The platform is envisioned to meet farmer needs in ASEAN, including commercial transactions, information provision and access to finance and markets. The following ideas for action were discussed:

- Grow Asia should develop an open-source digital platform for farmers working closely with interested partners to test pilots in one or two existing value chain initiatives.
- Pilots should bring together players across the full value chain and focus on farmer needs, which need to be better understood.
- Solutions will need to be tailored specifically for the crop value chain and geography.
- Features could include provision of agronomic advice, access to planting materials and other inputs, best practice information, crop prices and market information, as well as finance.

01: (from left to right): Estrella Penunia, Secretary-General, Asian Farmers' Association for Sustainable Rural Development (AFA); Chris Rowlands, Manager, Social Entrepreneurship & Economic Development (SEED) Unit, World Vision – Australia; Adi Pramudyo, Farmer, Boribo Sen Chey

Farmer Association; Amit Vatsyayan, Regional Manager, Oxfam GB Asia; Marlene Ramirez, Secretary-General, Asia Partnership for the Development of Human Resources in Rural Asia (AsiaDHRRA); Andrew Powell, Chief Executive Officer, Asia BioBusiness Pte. Ltd.

02: Sascha Israel Head, Bayer CropScience, Asia-Pacific Region Bayer (South East Asia) Pte Ltd



Grow Asia Exchange

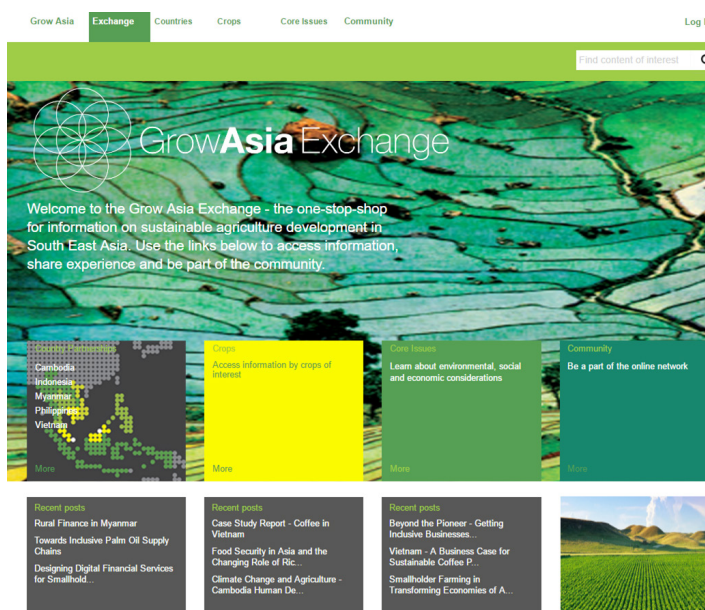
The Grow Asia Exchange is an online knowledge repository and learning hub that is created and curated by Grow Asia to bridge expertise across a range of disciplines.

The exchange aims to improve access to knowledge among Grow Asia's partners by enabling the sharing of best practices and resources, including case studies, policy papers, training curriculums, value chain analyses, impact assessments and toolkits. Knowledge- and experience-sharing is facilitated across countries and value chains.

Participants in the Grow Asia Forum explored the prototype and provided feedback that their primary interest in using the exchange is to share learnings and best practices across disciplines. Specific feedback will be integrated into the full launch of the Grow Asia Exchange in July 2016.

Grow Asia partners are invited to share their publications at the Grow Asia Exchange.

<http://exchange.growasia.org>



Committing to Agricultural Development

The conversations over the course of the day highlighted the need to put smallholder farmers at the centre of the partnership activities, to create greater access to knowledge, finance and markets for smallholders and help them to improve the quality and yield of their products. Throughout the discussions, several themes emerged:

- **Multistakeholder initiatives** can serve as effective models for creating and improving inclusive and sustainable value chains in agriculture.
- **Engaging farmer organizations** is critical for scaling impact of value chain projects.
- **Farmer-centric digital platforms** and **inclusive finance models** are strong enablers of growth and can empower farmers.
- **Mitigation and risk-sharing** by multiple parties can reduce financial burdens on smallholder farmers.
- The strengthening and promotion of **market-led approaches** is required to support the growth of the agriculture sector, reflecting a “fork driving the farm” approach.
- **Institutionalizing Country Partnerships** by establishing country secretariats can ensure alignment of public and private goals as well as enable a smooth transition in times of political changes.
- **Greater trust** needs to be built between stakeholders, specifically among farmers and farmer organizations, companies and banks.
- Inhibiting **policy frameworks** need to be changed to create enabling environments for the agriculture sector to flourish.

Ann Florini, Professor of Public Policy and Academic Director of the Master of Tri-Sector Collaboration at Singapore Management University, introduced the closing panel to summarize the key outcomes from the day. “Grow Asia has done an extraordinary amount in the one year of its existence,” she said, asking panellists to share their recommendations and commitments to drive Grow Asia’s impacts forward in the coming year.

Emerson Palad, Undersecretary of Agriculture of the Philippines, noted that in tackling the agriculture issues faced by the Philippines, the country needs to focus on maximizing use of existing initiatives and resources. He emphasized that the government can create an enabling environment but it is the private sector that really has to make the big push to make agriculture partnerships successful. This, in turn, will increase farmer incomes across the region and help to make agriculture attractive to the next generation.

“

At this point, the risks in agriculture are all bent toward the farmer. Now we need to spread the risk between stakeholders – if crops fail, or don't produce the expected yield, support through partnerships must be there for the smallholders.

”

Emerson Palad, Undersecretary of Agriculture of the Philippines

Ty Sokhun, Secretary of State, Ministry of Agriculture, Forestry and Fisheries of Cambodia, similarly noted that he has been inspired by Grow Asia's achievements in encouraging the private sector to invest in the agricultural industry, which is considered a relatively risky sector. He stressed how vital Grow Asia is to scaling up partnerships across the region and highlighted the importance of adopting technology in Cambodia to develop a more resilient system for farmers.

“

We're committed to playing our part by creating an enabling policy environment for corporate investment in inclusive value chains that inspire and empower farmers to develop from subsistence farming to agribusinesses.

”

Ty Sokhun, Secretary of State, Ministry of Agriculture, Forestry and Fisheries of Cambodia

Anna Chilczuk, Regional Director, East Asia, Mercy Corps, Indonesia, reaffirmed the importance of and the need for partnerships. Chilczuk highlighted the value of Grow Asia's work in creating priority crop investment plans specific to each country and in bringing private sector investment to Asian agriculture. She emphasized that, to scale effectively, there must also be a focus on measuring and evaluating the results of multistakeholder efforts. She suggested that Grow Asia continue to develop a universal approach to measure outcomes and goals as well as ensure that Country Partnerships are aligned with regional goals.

Bruce Tolentino, Deputy Director General of Communication and Partnerships at the International Rice Research Institute (IRRI), highlighted the need for ongoing research into the impacts of climate change, El Niño, salinity and drought. He felt strongly that Asian countries should invest in agriculture research. “Asia needs to invest in Asia,” he said, adding that there is a need for more R&D to “create the right technology and meet the demand of farmers across Asia”.

Franky Oesman Widjaja, Chairman and Chief Executive Officer of Sinar Mas Agribusiness and Food, recognized the potential to grow and scale initiatives in Indonesia to reach even more farmers. He stressed that a key focus for the Country Partnerships should be on big data analysis and digitization. “With big data analysis we are able to do a lot of things: credit scoring, training through e-learning and also e-commerce itself; how to buy and sell with cashless banking,” he said.

Ann invited speakers from the floor to add their perspectives, including the Minister of Agriculture from Sri Lanka and representatives from the Indonesian Ministry of Agriculture, Australian Department of Foreign Affairs and Trade, Global Affairs Canada, USAID, and Nestlé.

Adi Pramudyo, a young farmer participant, said: “As farmers, we need market guarantees. The second thing we need is price standardization and insurance for farmers.”

“

As a young farmer, I want to bring the glory of agriculture back and contribute to food security in Asia and worldwide. I hope young people in Asia have the confidence to be a farmer, because they are the heart of their countries.

”

Adi Pramudyo, Indonesian farmer

“The issues that we're tackling through the Grow Asia platform are some of the most important that the world is facing,” said Ann Florini in her closing statements.

World Economic Forum on ASEAN

1-2 June 2016

The World Economic Forum on ASEAN explored cross-sectoral issues that are needed to drive action on rural development and food security. Specifically, two sessions in the main programme looked at interlinkages with growth and environmental sustainability and the role of financial inclusion in rural development.

<https://www.weforum.org/events/world-economic-forum-on-asean-2016/>

Balancing Rapid Growth with Environmental Sustainability

The 2015 haze crisis indicated the need for reform: the fire and haze crisis in Indonesia induced economic costs of up to \$47 billion in Indonesia; 140,000 people reported respiratory health problems; and over 2 million hectares of peatland was burnt. As commitments for action are increasing, there is an opportunity to align public policy, private sector commitments, benefits for smallholder farmers, finance and investment choices.

The session focused on how ASEAN can craft a development model that enables high growth without sacrificing environmental sustainability. Participants looked at solutions that would be needed to: a) develop sustainable land use, agriculture and forestry; b) incentivize investments in sustainable energy and infrastructure; and c) increase better use of materials, resource efficiency and recycling.

Speakers highlighted partnership platforms like Grow Asia, which can engage stakeholders from the agriculture sector to address sustainable agriculture issues through a shared vision and action.

Multistakeholder Approaches to Financial Inclusion

While ASEAN has achieved an increase in financial inclusion over past years, a large portion of population still remains under- or unbanked. With the expansion of the middle-income class in ASEAN, the demand for a range of responsible financial services at the household and SME level is expected to continue to grow rapidly. This is a particular challenge for ASEAN's rural population, which needs greater access to financial services.

The session showcased the results of the Forum's Financial Inclusion project that provides a unique platform to facilitate opportunities for cross-sector collaboration to tackle key issues, share common pitfalls and best practices, and design innovative solutions. This included a focus on:

- a) driving inclusion through new digital tools and approaches;
- b) linking financial services delivery to consumer goods and rural outreach; and
- c) aligning interests of traditional financial inclusion stakeholders, small and medium enterprises and corporates.

The session also highlighted topics of broader interest to the ASEAN financial inclusion community and actors from other industries, including focusing on some of the challenges that smallholder farmers face in accessing rural credit and some of the innovative solutions needed to address this issue.



Selected Grow Asia Forum Media Coverage

[Grow Asia Forum 2016 Press Release](#)

Blogs:

[How are partnerships changing Asia's food systems?](#)

[ASEAN spearheads fight to end world hunger](#)

Videos:

[CCTV News – New agency focuses on food sustainability](#)

[CCTV Espanol – Grow Asia Forum on agriculture focuses on sustainability and food security](#)

[Berita Nasional RTM Rasmi – Business Malaysia: Grow Asia provides solutions for smallholder farmers](#)



List of Participants

Cornelius Blokland	Vice-Chairperson	AgriCord Alliance	Belgium
Pyone Maung	Executive Committee Member	Agriculture and Farmer Federation of Myanmar AFFM	Myanmar
Tony Aditya	Ambassador	Ambassador of Young Indonesian Farmers	Indonesia
Yeo How	President	Apical Group	Singapore
Andrew Powell	Chief Executive Officer	Asia BioBusiness Pte. Ltd.	Singapore
Marlene Ramirez	Secretary-General	Asia Partnership for the Development of Human Resources in Rural Asia (AsiaDHRRA)	Philippines
Kelvin Tio	Managing Director	Asian Agri	Indonesia
Estrella Penunia	Secretary-General	Asian Farmers' Association for Sustainable Rural Development (AFA)	Philippines
Sascha Israel	Head, Bayer CropScience, Asia-Pacific Region	Bayer (South East Asia) Pte Ltd	Singapore
Khong Mun Pew	Head, Public and Government Affairs, Asia-Pacific	Bayer CropScience AG	Singapore
Adi Pramudyo	Farmer	Boribo Sen Chey Farmer Association	Cambodia
Thong Chheng	Head	Boribo Sen Chey Farmer Association	Cambodia
Bruce Blakeman	Vice-President, Corporate Affairs	Cargill Asia Pacific Holdings Pte Ltd	Singapore
Henrik Juel Andersen	Managing Director, Malaysia	Carlsberg A/S	Malaysia
Simon Badcock	Sustainable Landscapes Partnership - Chief of Party	Conservation International	USA
Siang Hee Tang	Executive Director	CropLife Asia	Singapore
Emerson Palad	Undersecretary of Agriculture	Department of Agriculture of the Philippines	Philippines
Leandro H. Gazmin	Assistant Secretary for Agribusiness	Department of Agriculture of the Philippines	Philippines
Paz J. Benavidez II	Assistant Secretary for Regulations	Department of Agriculture of the Philippines	Philippines
Gita Kamath	Assistant Secretary	Department of Foreign Affairs and Trade of Australia	Australia
Tristan Armstrong	Assistant Director, Agricultural Productivity and Food Security, Agriculture and Food Branch	Department of Foreign Affairs and Trade of Australia	Australia
Anthony Connor	Head of Partnerships	Dimagi	USA
Devi Kusumaningtyas	Director, Government Affairs, South-East Asia	DuPont	Indonesia
Farra Tirana Siregar	Marketing Director, Asia Pacific	DuPont	Indonesia
Jim Guo	Group Managing Director, ASEAN	DuPont	Indonesia
Bert van der Feltz	President and Chief Executive Officer	East-West Seeds	Thailand

Gauthier Biolley	Founder and Managing Partner	Eiger Ventures	Belgium
Rany Seu	President	Farmer and Nature Net (FNN)	Cambodia
Sopheap Pan	Executive Director/Translator/ Interpreter	Farmer and Nature Net (FNN)	Cambodia
Daneswar Poonyth	Policy Officer	Food and Agriculture Organization of the United Nations (FAO)	Italy
Christian Fortin	Trade Commissioner, Agriculture and Processed Foods	Global Affairs Canada	Canada
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