

# Addressing **scale** through policy change

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Research to Feed Africa Policy Dialogue  
The Fourth African Green Revolution Forum, Sept 1-4 2014, Addis Ababa, Ethiopia







# SCALE?





### Our business – development of 4.1 billion people

Region	Rural (10 <sup>6</sup> )	Small and medium rural towns and cities (10 <sup>6</sup> )
<b>Africa</b>	<b>472</b>	<b>223</b>
Asia	2,272	867
LAC	127	204
<b>Total</b>	<b>2,871</b>	<b>1,294</b>

58% of the world's population


In our own case, LAC, approximately 83 million households, of which 21% live in poverty and 29% in extreme poverty

Much more important if countries are on a rapid pace of development. Ethiopia:

- 1984 – famine
- Over 10% annual GDP growth for over a decade!
- At this pace, it will be a middle income country within the next decade!
- Reducing poverty by almost 2 percentage points each year
- Peaceful political transition in 2012
- A strong reformist agenda
- A country such as this, will not, and SHOULD not, have patience with research, policy or otherwise, that does not help with the big trends of growth, social inclusion, environmental sustainability or democratization. You either meet this challenge, or will be sidelined.

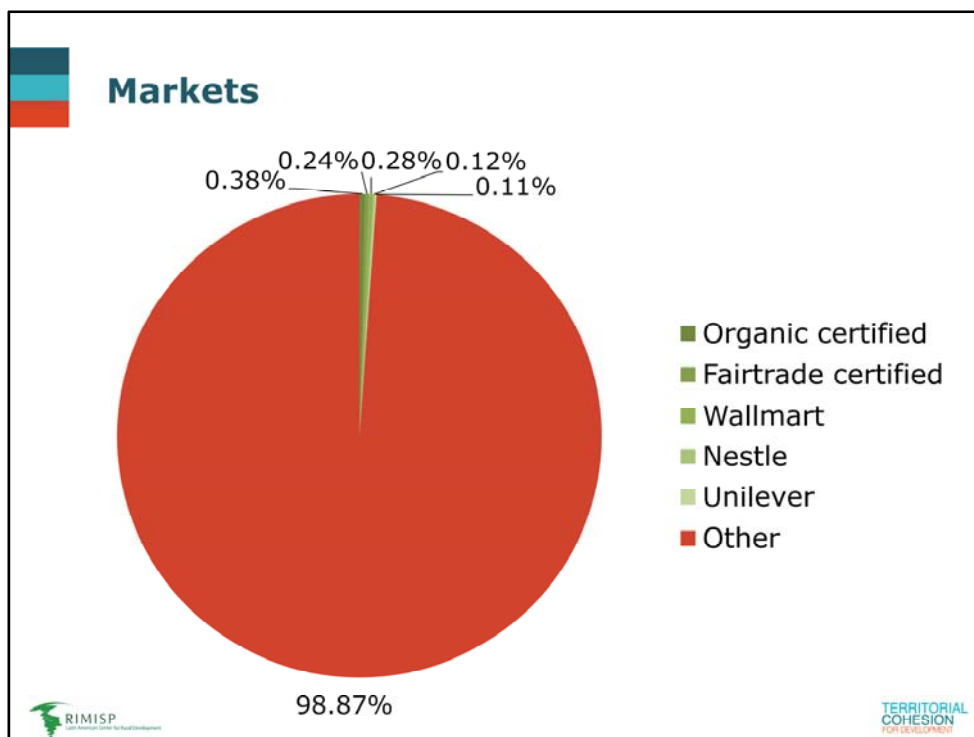


# HOW?





- ▶ **Market change**
- ▶ **Policy change**
- ▶ **Both require action by civil society**



Changing markets for the majority of smallholders, also requires policy change, not only the direct commitment and action of individual firms

**Sources:**

Organic: Willer, H and J. Lernoud. 2014. The World of Organic Agriculture. Statistics and emerging trends 2014. FiBL and IFOAM.

Fairtrade: Fairtrade International. 2013. [Monitoring the Scope and Benefits of Fairtrade, Fifth Edition](#) .

Walmart: <http://corporate.walmart.com/global-responsibility/environment-sustainability/sustainable-agriculture>

Unilever: <http://www.unilever.com/sustainable-living-2014/enhancing-livelihoods/inclusive-business/livelihoods-for-smallholder-farmers/>

Nestle: [http://www.nestle.com/asset-library/Documents/Library/Documents/Corporate\\_Social\\_Responsibility/2011-CSV\\_rural-development.pdf](http://www.nestle.com/asset-library/Documents/Library/Documents/Corporate_Social_Responsibility/2011-CSV_rural-development.pdf)

Total number of smallholders: Kanayo Nwanze. Smallholders can feed the world. <http://www.ifad.org/pub/viewpoint/smallholder.pdf>; also, Hazell, P. and A. Rahman. 2014. New directions for smallholder agriculture. Oxford University Press.


Organic certified	0,38%	1.900.000
Fairtrade certified	0,24%	1.200.000
Walmart	0,28%	1.400.000
Nestle	0,12%	600.000
Unilever	0,11%	570.000
Other	98,87%	494.330.000
total	100,000%	500.000.000





Essential, Oxford necessary

Absolutely necessary

Fundamental or central to the nature of something or someone



# **YES... BUT HOW?**



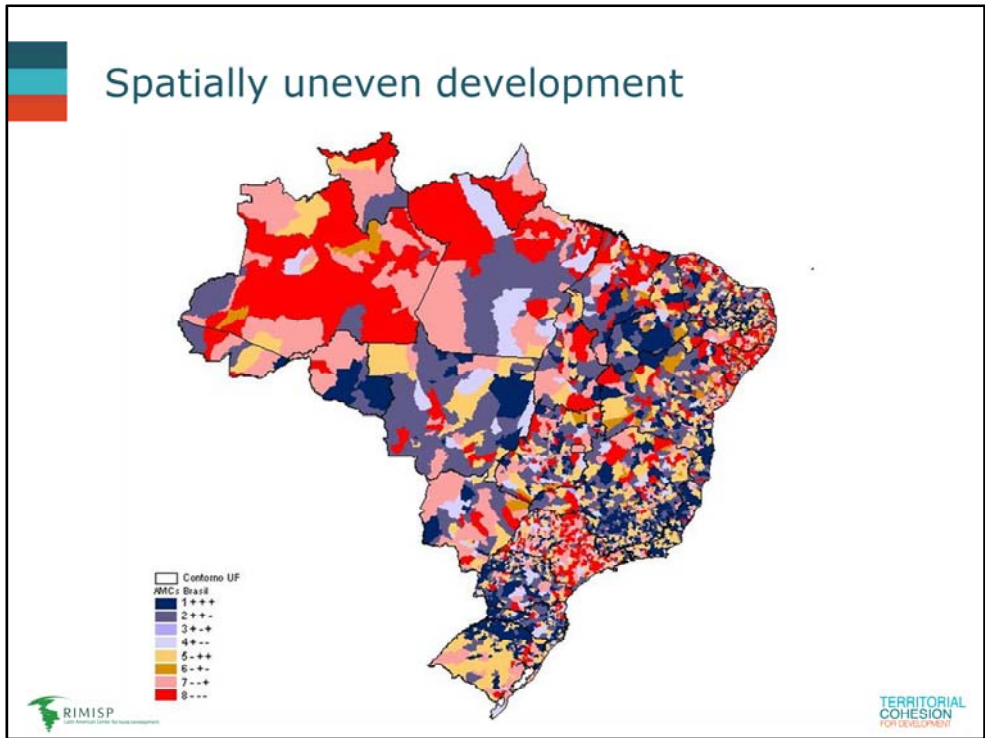




# **Rimisp's experience**

**(with more than a little help from  
our friends)**







## Spatially uneven development

**Territorial dynamics, 9,064 municipalities, 9 countries**



Outcome over one decade	Municipalities %
Growth with improvement in poverty or inequality	37
Growth with no poverty or inequality reduction	6
No growth but some poverty or inequality reduction	29
<b>Nothing</b>	29





# Territorial development



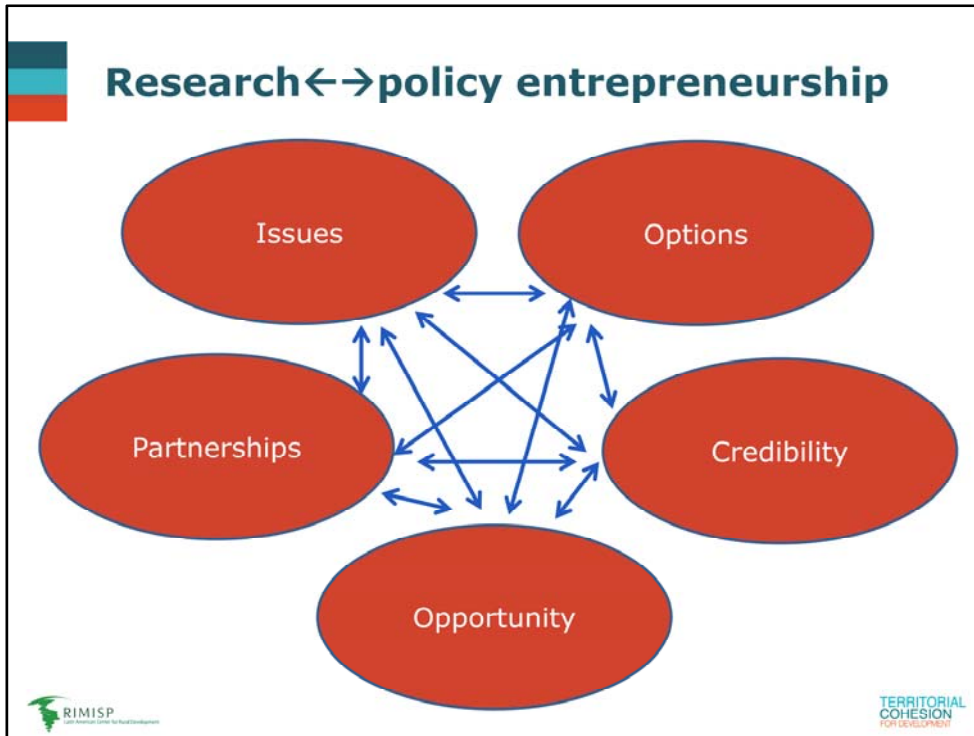
## Your objectives express your ambition

- ▶ An **improved understanding of consumer preferences** regarding food quality, food safety and related attributes in fruits, vegetables and prawns
- ▶ **Guidelines for local policymakers** to implement food security policies and empower communities
- ▶ Government agencies **design and implement important strategies, policies, and specific investments** that increase income and employment in lagging territories
- ▶ At least one important public policy or major program in each participating country **is improved** using the project's results and recommendations



## Strategies for policy change

- 1. Agenda setting**
- 2. Myth busting**
- 3. Greasing the wheels**






## Methods and tools



- ▶ **All sorts of options**
  - ▶ Applied policy research
  - ▶ Policy dialogue groups
  - ▶ Agenda setting during electoral processes
  - ▶ Technical assistance to policy makers
  - ▶ Communications
  
- ▶ **Always a partnership effort**





## It can be done!

- ▶ **Mexico** Program to deliver economic development options to beneficiaries of conditional cash transfer program *Oportunidades* in 386 lagging territories
- ▶ **Colombia** In the context of ongoing peace negotiations, rural development program focused on 20 territories affected by armed conflict and illicit crops
- ▶ **Peru** Program to link infrastructure and economic development in 90 rural districts with high poverty incidence and little economic growth
- ▶ **Direct participants** 575,000 rural households



11% of the 5,2 million poor rural households in these three countries.

Total annual budget at maturity : \$ 610 million

With an investment by IDRC of CAD 5 million, of which 67% spent on research and one third in policy engagement



## Take-home message

- ▶ “From the perspective of the researcher, as simple as it sounds, in order for research to inform policy, we believe that the most limiting factor is **the researcher's willingness to truly be part of that process**”

Berdegúe, J. A., & Fernández, M. I. (2012)

From policy to research and back again

*Journal of Rural and Community Development*, 7(3), 4-25



**Thank you**  
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**TERRITORIAL  
COHESION**  
FOR DEVELOPMENT