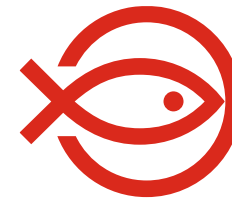


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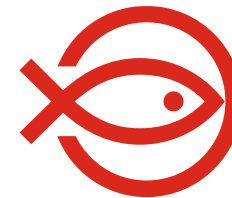
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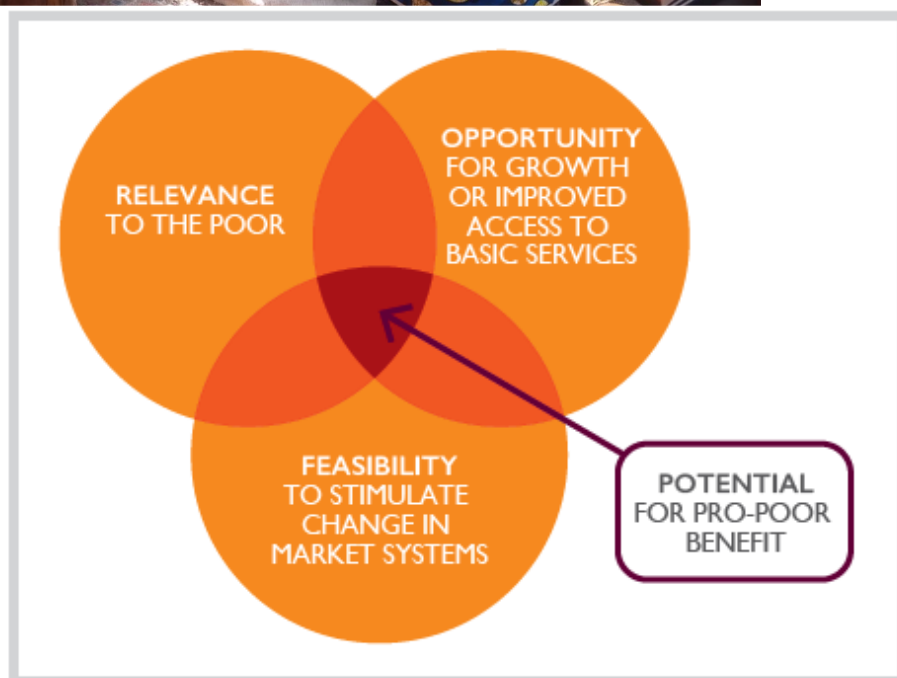


- **DanChurchAid – 100 years old, Humanitarian, development and peace-building work in 20 countries + WeFood stores in Denmark**

How to make sure that local small-scale farmers are involved and included (in markets or food systems), and how to design sustainable interventions, economically and climate-wise...



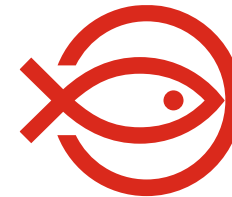
We engage with local NGO's and businesses at local, national maybe even intl level, with farmers associations, researchers etc to carry out thorough maket analyses and identify the business case



We look for 'the sweet spot' in the middle!

Where there's Relevance – Opportunity – Feasibility (incl natural environment and sustainability considerations) for marginalised, poor farmers

Ref to M4P operational guide, second edition 2015

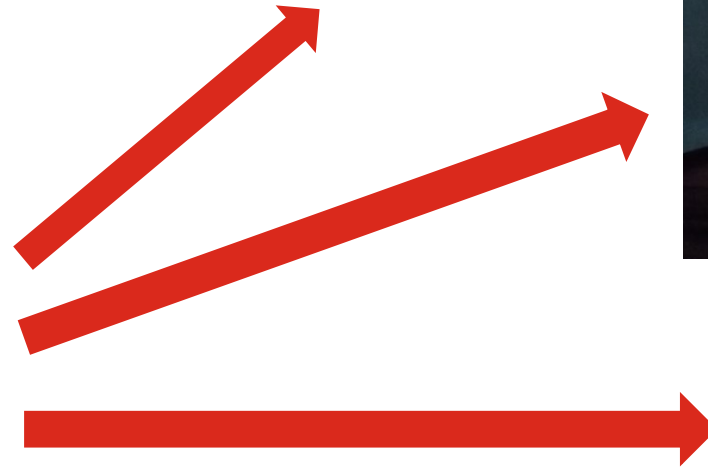
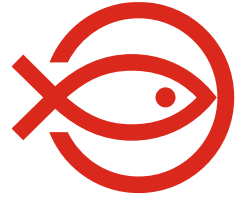


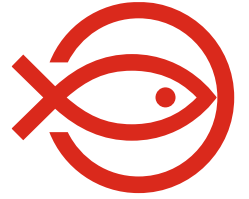
- The NGO as a facilitator of market linkages!
- Get the producers to talk to the buyers, make sure the financial institutions offer their services to farmers, ensure that the providers of agric input deliver quality seed, support sharing of knowledge on farming + business management...
- Photo from Uganda: NGO rep, farmers' group rep, off-taker rep – dialogue and negotiations...



Example from Uganda:

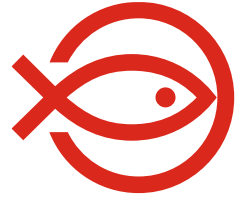
Sweet potato Value chain.
From production in the West Nile to end-markets at local, national, intl level

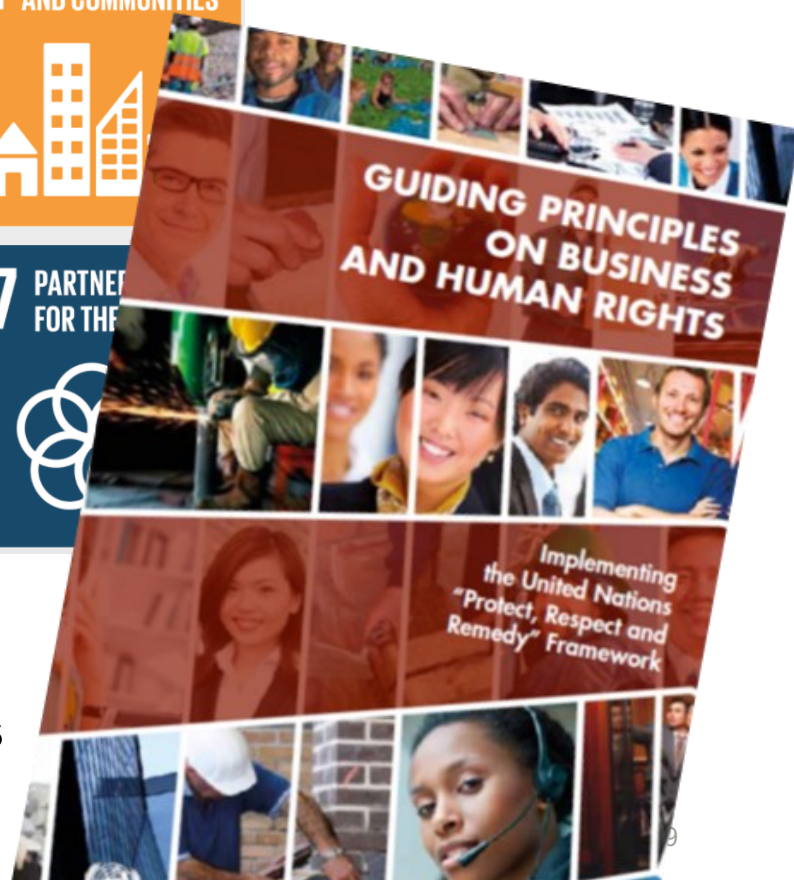
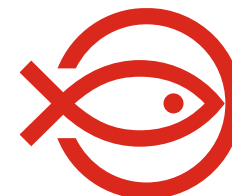




- Supporting farmers to organise - they stand stronger with joint negotiations and agreements on delivery of produce to buyers.
- Photo from Sudan, women's groups growing onions, mainly for the local markets

- The NGO as the facilitator of market linkages
 - staying out of the actual value chain: develop markets, don't distort them!





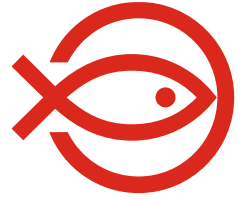
Promoting Responsible Business Conduct - fair and inclusive markets

- Promoting sustainable solutions – economically and environmentally

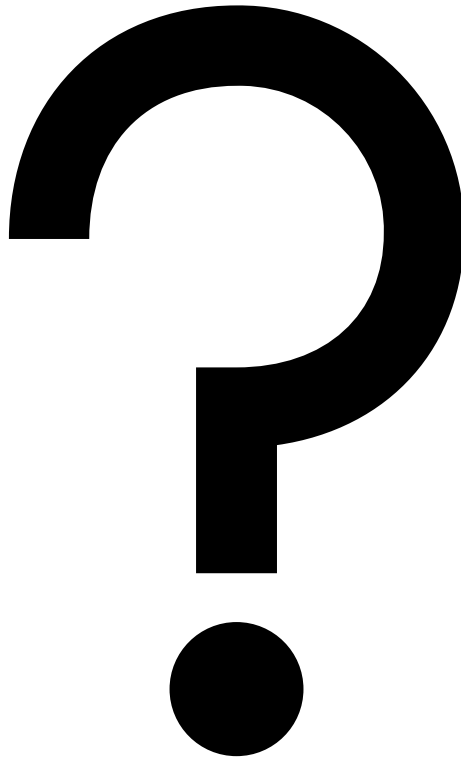
We focus on locally grown and demanded crops, on food crops with nutrition potential, adapted to the local environment (eg drought resistance), and on crops with potential for value addition

Agroecology, agroforestry, diversity...

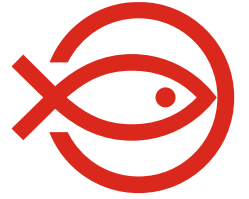




Questions for discussion



- How to enable that a ***fair share of the value stays at the farmers' level*** while ***consumers get access to fresh, local and nutritious foods*** ?
- Can we solve the climate and biodiversity crisis by engaging people, farmers, globally in ***sustainable and climate-resilient production practices***?



Food for thought on *Sustainable and fair food systems* : IPES-Food, video-links:

- [*Sustainable trade for sustainable food systems*](#)
- [*How can we feed the world ? By asking the right questions*](#)