



Strengthening Agricultural Market Systems

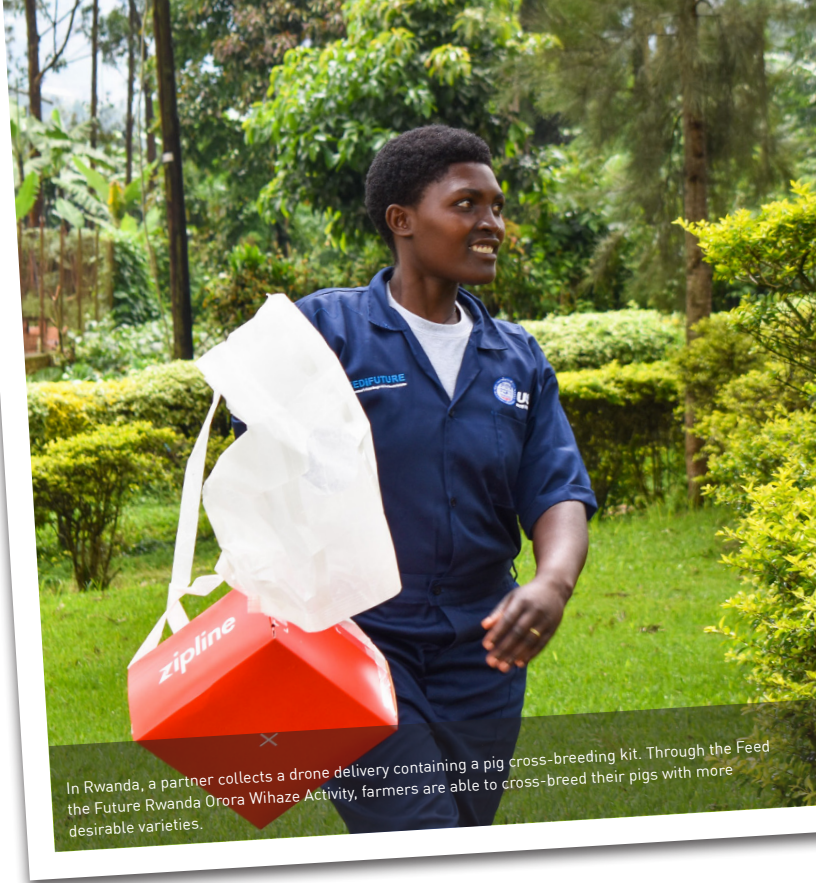
Land O'Lakes Venture37 believes that by enabling our local partners to build inclusive, resilient, and competitive market systems, we will achieve our mission to help communities thrive through agriculture.

Our Approach

Land O'Lakes Venture37 combines four decades of international development expertise with insights from Land O'Lakes, Inc., a large, member-owned agricultural cooperative. Our roots in agribusiness and access to global industry networks help us understand the complexity of market systems, behavioral governance structures, and the motivation of market actors within them. We facilitate linkages and build trust among these market actors to drive market system behavior change and build their capacity to adapt to market fluctuations.

Our innovative private sector engagement (PSE) models ensure enterprises, producer groups, and entrepreneurs offer improved economic opportunities for rural communities and marginalized groups. We help them invest their own resources in business-savvy ideas and, over time, adapt and scale successful innovations, including new business models, technologies, and practices that create transformational opportunities for women and youth.

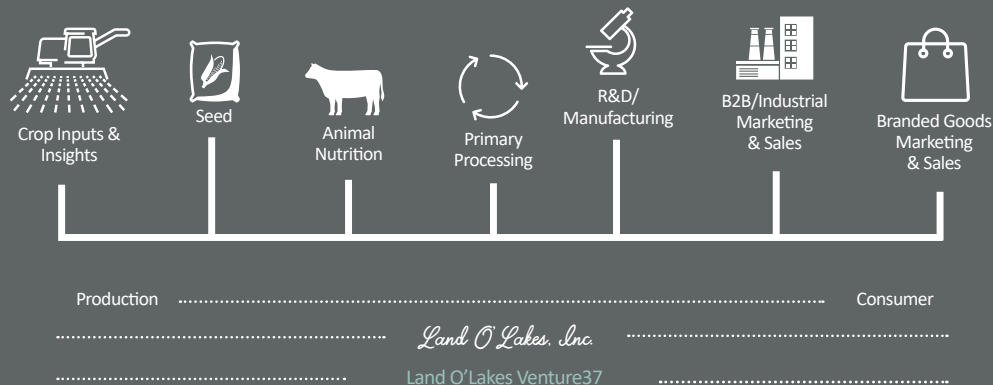
We have decades of experience strengthening enabling environments for doing business. To do so, we facilitate self-reliant public-private partnerships, establish coordination platforms, and strengthen industry advocacy groups to increase communication and understanding between public and private sectors.



In Rwanda, a partner collects a drone delivery containing a pig cross-breeding kit. Through the Feed the Future Rwanda Orora Wihaze Activity, farmers are able to cross-breed their pigs with more desirable varieties.

AN END-TO-END VIEW.

Our affiliation with Land O'Lakes, Inc.'s businesses give us a unique view of sustainable solutions. Pair this with over 40 years of agricultural development in more than 80 countries, and we're uniquely qualified to unlock the potential of agriculture.



Our Focus Areas

» Private Sector Engagement & Partnership

Partnerships are a cornerstone of our work around the globe. We prioritize working with the private sector wherever possible through scalable and replicable models that strengthen farmer-to-fork agricultural systems. Using a range of interventions, from simple B2B linkages to more involved co-investment grants to de-risk innovative and inclusive new business opportunities, Venture37 uses the market systems development approach to foster systemic change within pro-poor market systems.

» Social Inclusion

Our partnerships improve economic opportunities for and empowerment of marginalized populations, including women, youth, and smallholder farmers, leading to more inclusive market systems. Venture37 does this by helping private sector enterprises to understand and build the business case and quality of women and youth participation in targeted market systems.

» Building Resilience

As climate change and insecurity impact livelihoods in the Global South, Venture37 helps its partners build on-farm, enterprise, and market resilience to shocks and stressors that make market systems more effective through increased cooperation, competition, connectivity, decision making, business strategy and diversity. Venture37 also looks for ways that alter the prevailing power dynamics and more effective rule of law that keep marginalized groups from advancing within specific market systems.

» Measuring Change in Market Systems

We enhance partners' capabilities to monitor the success of their innovations and track changes in the market system environment.

Case Examples

Tanzania AgResults Dairy Productivity Challenge Project 2019-2024

Pay-for-Results prize competitions in Tanzania challenge businesses to independently invest in innovative research and last-mile delivery solutions that provide bundled inputs and services to smallholder dairy farmers. These private sector-led solutions will facilitate an inclusive market system that is more responsive to the needs of small farmers, while catalyzing business growth.

USAID Rwanda Orora Wihaze 2019-2024

This flagship USAID/Rwanda market systems development activity partners closely with small and medium enterprises and government health and nutrition networks to drive economic growth and nutrition outcomes through the development of animal source foods sector. The activity is increasing access to, availability, and consumption of animal source foods through the development of a profitable market. As of September 30, 2023, Orora Wihaze provided co-investment or in-kind grants to 40 small businesses, cooperatives and non-profits to generate over \$19 million in animal-source food sales and leverage \$2.5 million in private sector co-investments.

Feed the Future Haiti Programme d'Appui à la Rentabilisation de l'Élevage (PARE) 2023-2028

The Feed the Future Haiti PARE program is addressing core characteristics and constraints in Haiti's livestock market system, while fostering ways to increase the resilience of smallholder farmers to manage shocks. PARE seeks to increase the productivity, sales and resilience of smallholder producers, while developing sustainable, inclusive business models for livestock enterprises, such as input providers and value-added businesses, to increase sales and develop a robust, resilient livestock market system.

Feed the Future Mozambique Resilient Agricultural Markets Activity (RAMA-BC) 2016-2021

In the Beira Corridor of Mozambique, we worked closely with the private sector to build agricultural and market systems resiliency against environmental and economic shocks and stresses. Private sector partnerships within the crop input distribution network system have commercialized and scaled new climate-smart technologies that have been tested through adaptive research by