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Convergence and Tension in Nutrition-Sensitive Agricultural Market Development Activities



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Nutrition-specific won't get us there

- 170 million chronically under-nourished children

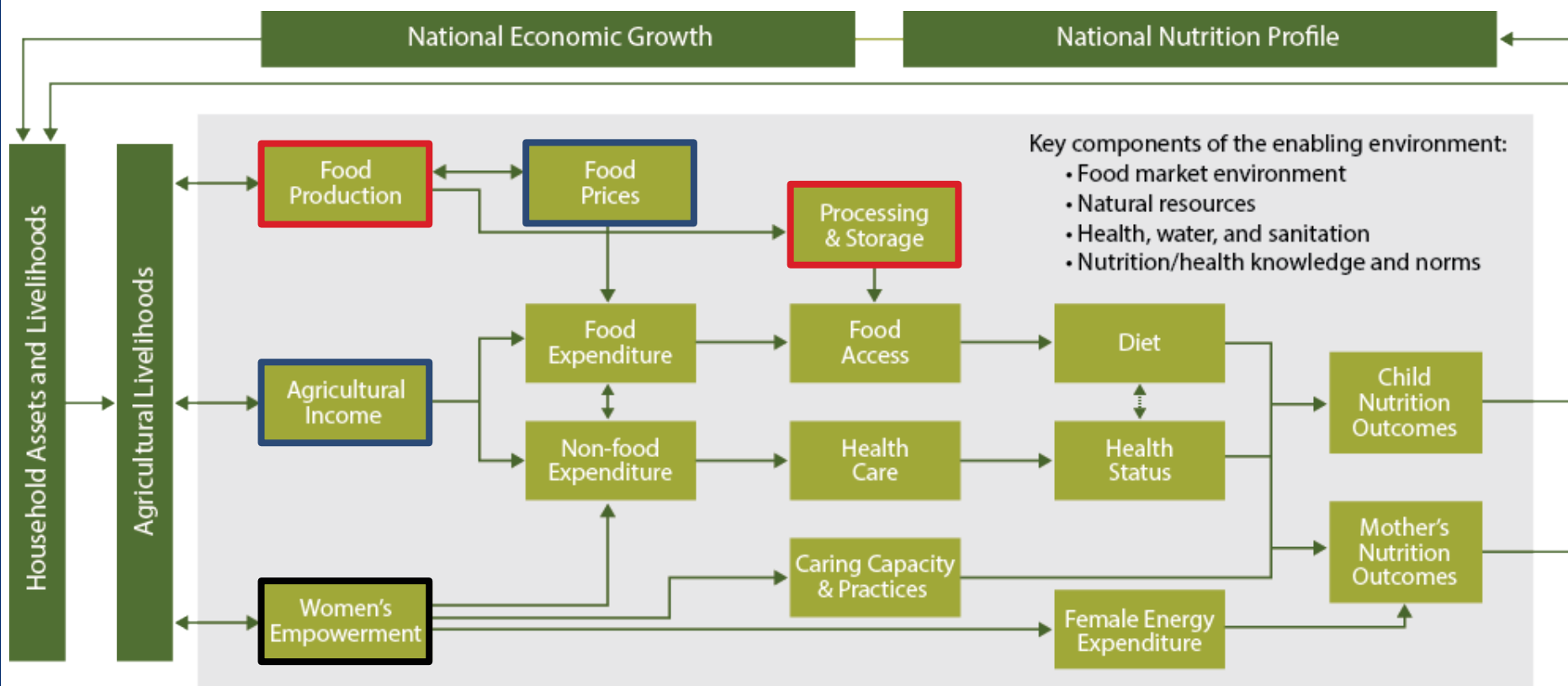


Nutrition-specific won't get us there

- 136 million chronically under-nourished children



Pathways linking agriculture & nutrition



Agriculture won't get us there

- Food crops sold or displaced
- Income not used to buy nutritious food
- Increased reliance on convenience foods



Integrating nutrition-sensitivity

Different...

- design staff and TDYs
- agendas
- measures of success
- principles
- ways of working
- contextual analysis
- pots of funding
- government ministries



Integrating nutrition-sensitivity

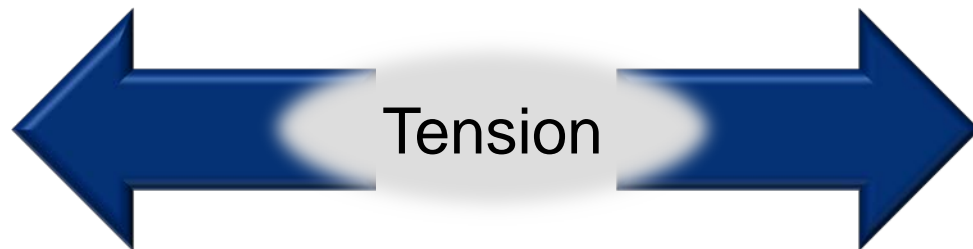


**KEEP
CALM
WE HAVE
THE
SOLUTION**

Convergence and tension



1. Beneficiary targeting
2. Intervention approach
3. Commercialization of food



4. M&E

Who are the target beneficiaries?

Economically
vulnerable

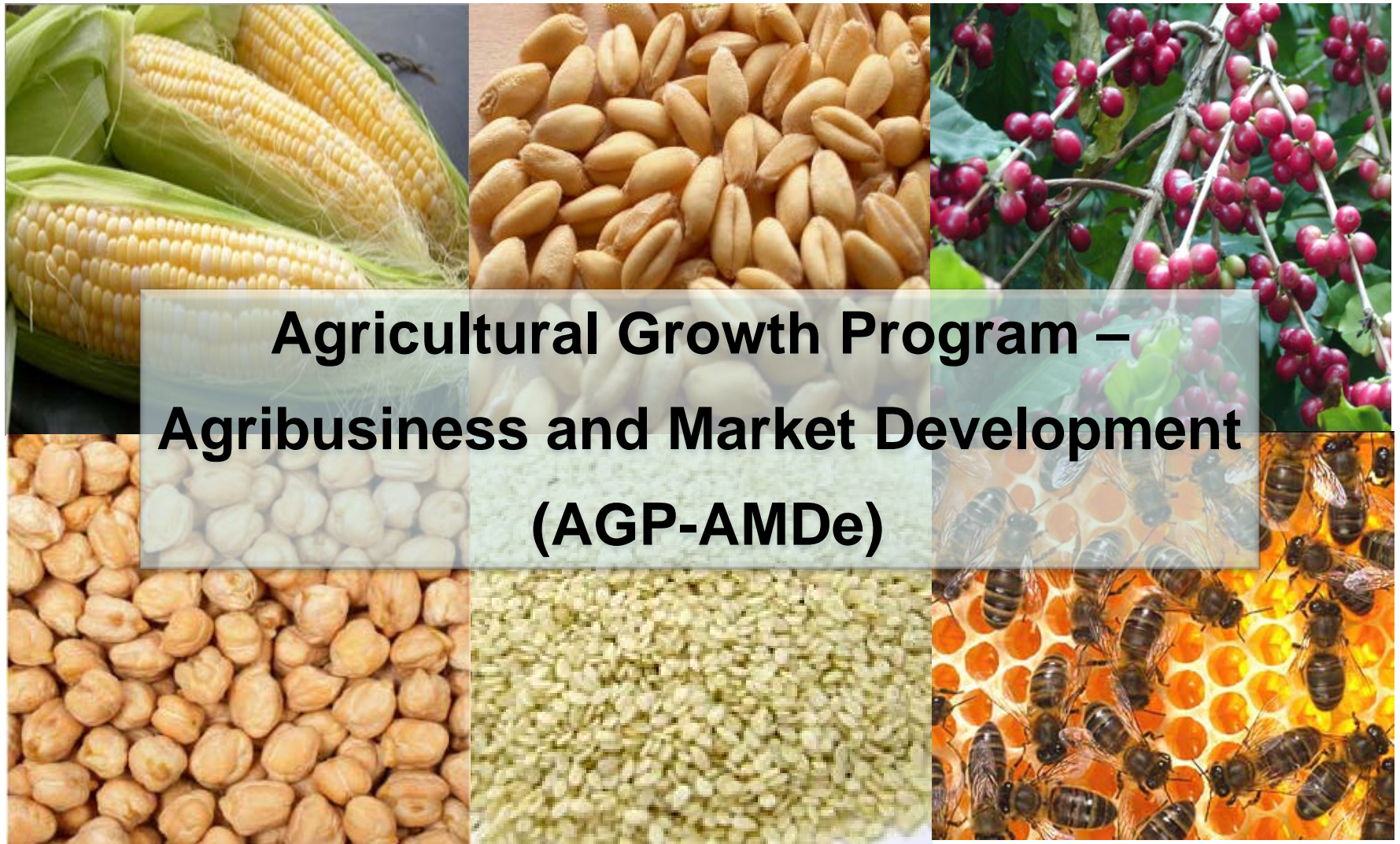


?

Nutritionally
vulnerable



Ethiopia example



Ethiopia example



Ethiopia example



USAID የተሻለ ስርዓተ ምግብ ውጤታማ እርምጃዎች

የተለያዩ ሰብሎች ማሳ የገረ አትክልት በሰብሎች መካከል የተለያዩ የተሰጡ ዐይነቶችን አሰር መገለጫ የቤት እንሳሳትን ማርባት

የተለያዩ የምግብ እይነቶች አትክልትና ፍራፍሬ ካርቦይድሬትና ትባት ፐርቲን

ቁልፍ የሆኑ የሰውነት እድገት ደረጃዎችን መደገፍ

መላ ቤተሰብ ሁሉም የቤተሰብ አባላት ከሶስቱም የምግብ ክፍሎች መመገብ ይኖርባቸዋል

የቆይታ ጥራት ማረጋገጥ ተጨማሪ ምግብ ገንቢ ንጥረ ነገርና በቂ እርጭት

ከ 0 እስከ 6 ወር እድሜ ያሉ ህፃናት የእናት ጡት ብቻ

ከ 0 እስከ 23 ወር እድሜ ያሉ ህፃናት ከሁሉም የምግብ ክፍሎች ከ ገንቢ ንጥረ ነገርና ማይክሮ ኔትረንት

የእኛ ገፅ ላይ የተሻለ የምግብ አገልግሎት

የእኛ ገፅ ላይ የተሻለ የምግብ አገልግሎት

የቤት እንሳሳት እያያዘና አቀማመጥ

ገጽ ላይ የተሻለ የምግብ አገልግሎት

SELL MORE FOR

ምርትና ጥራትን አብዛ ገቢን አብዛ

Food: eat or sell?



M&E: what does success look like?



- Consumption of a variety of food groups
- Adoption of promoted nutrition-sensitive agriculture behaviors
- Availability, diversity and cost of nutrient-rich foods in local markets
- Adoption of technologies to reduce women's time and energy burden



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**MULTI-SECTORAL NUTRITION STRATEGY
2014-2025**

Discussion Paper

**CONVERGENCE AND TENSION IN
NUTRITION-SENSITIVE AGRICULTURAL
MARKET DEVELOPMENT ACTIVITIES**

BACKGROUND

The nexus of agriculture and nutrition programming is increasingly recognized as important for achieving the ambitious goals of the Feed the Future Initiative and the USAID Multi-Sectoral Nutrition Strategy. Consistent with this broad goal of multi-sectoral integration, this brief focuses more narrowly on making agricultural market development activities more nutrition-sensitive. Both agricultural market development and nutrition activities have their own established principles, standards, and practices. When the two disciplines come together in design and implementation, there are two notable results:

- **Areas of convergence**—where the principles or practices of nutrition and agricultural market development activities are complementary and create synergy.
- **Areas of tension**—where the principles or practices of nutrition and agricultural market development activities are at odds.

Areas of potential convergence and tension create opportunities and challenges in the design and implementation of nutrition-sensitive agricultural market development activities. This paper is an initial attempt to describe four areas of convergence and tension: 1) beneficiary targeting; 2) intervention approach; 3) commercialization of food; and 4) monitoring and evaluation. Lacking a robust evidence base, this paper does not prescribe solutions to these tensions—which, in any case, are likely to be highly context-specific—but it suggests factors to consider in the design of nutrition-sensitive agricultural market development activities.

Box 1: Key Definitions

Market system: A dynamic space—incorporating resources, roles, relationships, rules, and results—in which private and public actors collaborate, coordinate, and compete for the production, distribution, and consumption of goods and services.

Market systems development: An approach that uses the facilitation of private and public actors to support the emergence of competitive, inclusive, and resilient market systems.¹ (Read more [here](#).)

Nutrition-sensitive: Interventions or programs that address the underlying and systemic causes of malnutrition. Nutrition-sensitive agriculture must have a nutrition goal, activity, and indicator.² (Read more [here](#).)

The 1,000 day window of opportunity: The 1,000 days from pregnancy to a child's second birthday is the most critical time for positive impact on a child's cognitive, intellectual, and physical development. Good nutrition in the first 1,000 days lays the foundation for health, development, and even prosperity for the next generation (USAID 2014).

¹ See Campbell, R. (2014). "A Framework for Inclusive Market System Development." USAID

www.microlinks.org/library/framework-inclusive-market-system-development

² See USAID. (2014). "Multi-Sectoral Nutrition Strategy Technical Brief: Nutrition-Sensitive Agriculture: Nutrient-Rich Value Chains." <https://www.usaid.gov/what-we-do/global-health/nutrition/nutrition-sensitive-agriculture-nutrient-rich-value-chains>

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