Convergence and Tension in Nutrition-Sensitive Agricultural Market Development Activities

Ruth Campbell
ACDI/VOCA
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
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

[Diagram showing overlapping circles for economically and nutritionally vulnerable]
Ethiopia example

Agricultural Growth Program – Agribusiness and Market Development (AGP-AMDe)
Ethiopia example
Ethiopia example
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
BACKGROUND
The nexus of agriculture and nutrition programming is increasingly recognized as important for achieving the ambitious goals of the Post-2015 Agenda and the USAID Multi-Sectoral Nutrition Strategy. Consistent with this broad goal of multi-sectoral integration, the brief focuses specifically 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, practices, of nutrition and agricultural market development activities are complementary and create synergy.
- Areas of tension—where the principles and practices of nutrition and agriculture 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 these areas of convergence and tension: 1) beneficiary targeting; 2) nutrition approach; 3) commercialization of food and; 4) monitoring and evaluation. Lacking a robust evidence base, this paper does not present 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
- Markets system: a dynamic, interconnected process 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.
- Nutrition-sensitive interventions or programs that address the underlying and systemic causes of malnutrition: an intervention that must have a nutrition goal, activity, and indicator.

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).

---

Kristin O’Planick
koplanick@usaid.gov

Sally Abbott
sabbott@usaid.gov