TRANSCRIPT FOR "Making Agricultural Market Development Activities More Nutrition Sensitive."

<https://www.spring-nutrition.org/media/videos/making-agricultural-market-development-activities-more-nutrition-sensitive>

**Feed the Future is the US Government's global hunger and food security initiative. Its goals for the next 5 years aim to increase agriculture's contribution to reducing poverty and improving nutrition. [Pause]**

**In order to achieve these goals, agriculture activities are working to contribute more to nutrition and be more nutrition-sensitive. Designing good, nutrition-sensitive agriculture market development programs requires an understanding of what works for agriculture AND nutrition. [Pause]**

**When we bring agricultural market development and nutrition together, there are some areas of convergence-- in which activities are complementary and create synergy, as well as areas of tension—where objectives are at odds. [Pause]**

**Let's take a closer look at one of these areas: Beneficiary Targeting. [Pause]**

**Feed the Future's activities target vulnerable groups, like lactating women and children under two, for whom there's the greatest opportunity for improving nutrition. These groups often face barriers, preventing them from participating in markets. [Pause]**

**Most market development activities target small-holder farmers who may not be wealthy, but who have the potential to produce a surplus, and are better able to take on risk or try new practices. These types of activities therefore, exclude the poorest, most vulnerable households. [Pause]**

**So, when targeting vulnerable populations for market activities, we find areas of tension between agricultural market development and nutrition, including that: the focus on marketable surplus often excludes the poor, and the poor rarely self-select into market activities. [Pause]**

**But, there are several things that agricultural market systems do to support better nutrition. These are points of convergence. Such as, improving productivity, income, and skills; lowering the cost of nutritious foods; and increasing job creation opportunities. [Pause]**

**Although there can be overlap between vulnerable people participating in market activities, and people who are nutritionally vulnerable, the two groups are not usually the same. [Pause]**

**This is why activities need to clearly define target populations and understand the ways in which they're vulnerable. [Pause]**

**How target beneficiaries are reached is just one of four areas where there is potential for tension and convergence between market development and nutrition programs. Explore this topic further in a new publication found at the link below.**