



# Grow Asia

## Partnership for Sustainable Agriculture in Vietnam (PSAV)

Supporting Public-Private  
Partnerships in South East  
Asia

09, March, 2017



Grow**Asia**

# A Multi-Stakeholder Partnership



Catalyzed by the World Economic Forum's New Vision for Agriculture, in partnership with the ASEAN Secretariat



Australian Government  
Department of Foreign Affairs and Trade

Canada

10

20

20

Reach **10 million** smallholders by **2020**, improving



Yield



Farmer  
Profitability



Environment

By 20%

# Guiding Principles



**Multi-stakeholder  
and inclusive**

**Market-led**

**Focus on the  
smallholder farmer**



**Country-led and locally-  
driven**

# Snapshot (2016 data)



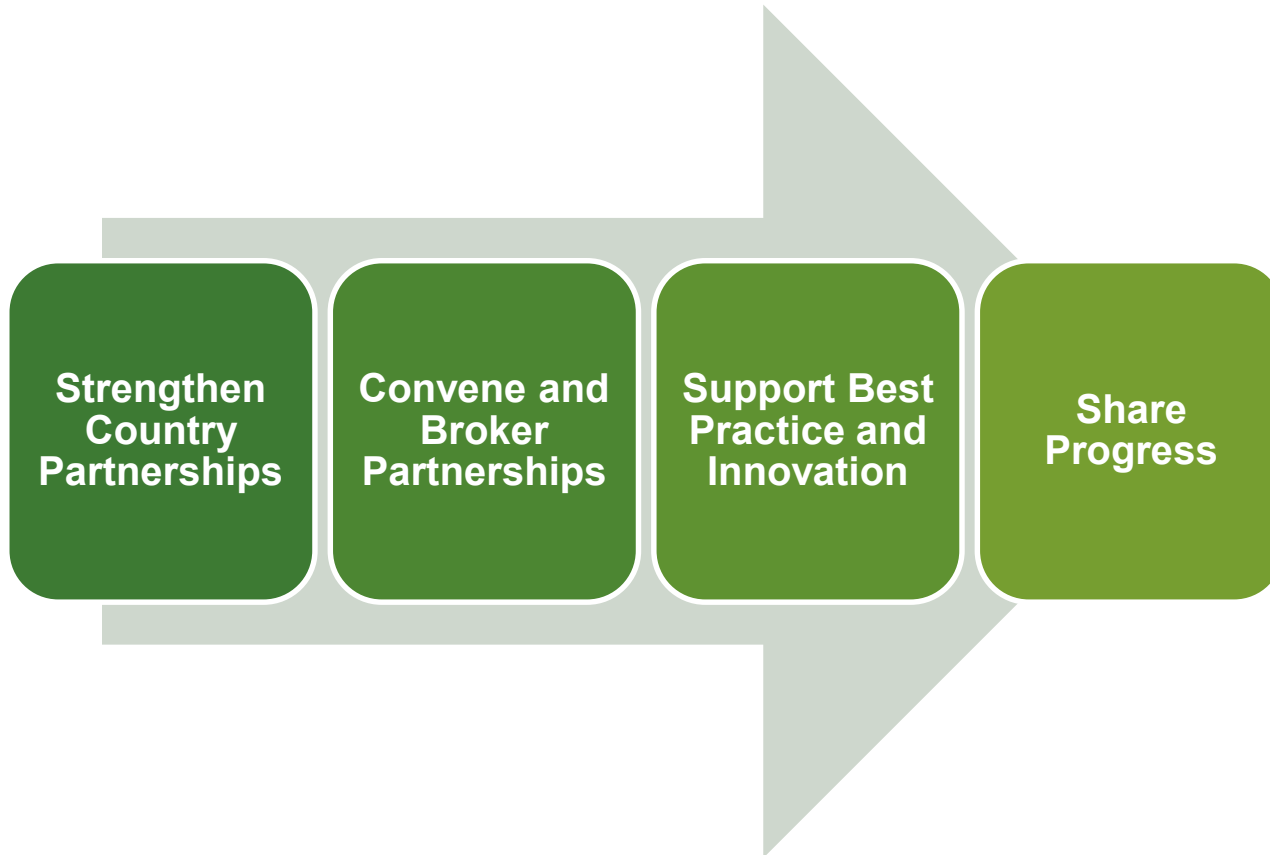
PSAV



PPSA



# What we do



# How we work with PSAV



## PSAV Task Forces

Tea

Commodity  
(Spices)

Commodity  
(Corn)

Coffee

Fruits and  
Vegetables

Fisheries

Agrochemical

PSAV Task Force Office

Knowledge and Innovation Platforms

# Knowledge and Innovation support

## Scaling Solutions

Financial Access

Digital Solutions

Farmer Organizations

## Knowledge Management

Research

Grow Asia Exchange

Learning Partners  
Network

Performance  
Measurement

# Sharing our experience

## A seat at the table

- Government co-chair two of our Country Partnerships
- Public sector are involved in the planning of value chain projects
- All partnerships and projects are aligned to government agriculture agendas



# Experiential learning opportunities

- Grow Asia projects enable public and private sector to learn from one another in the field

## Vietnam Coffee Task Force



- Group were able to integrate crop protocols into national curriculum
- Government representative selected to engage with Task Force

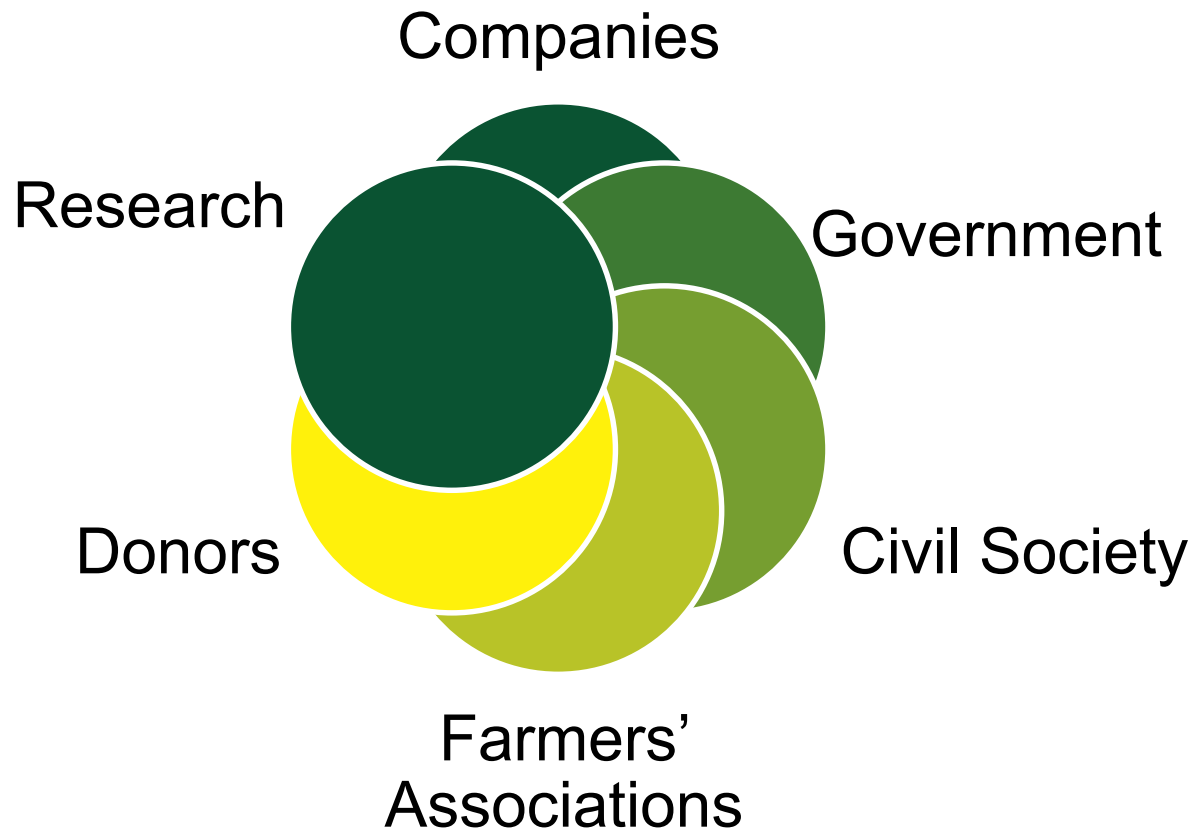
## Myanmar Seeds Sector Working Group



- Supported government in developing roadmap for the seeds sector
- Held workshop to harmonize plans with the public sector agenda
- Government published laws to support development of the sector

# More than just Public-Private

- For partnerships to be successful, they must be about more than just public and private sectors



# Indonesia's Cocoa Working Group

## Multi-stakeholder

- Large offtake partner, processors, certification body, NGO, donor agencies, financial institutions, research institute, national and provincial government agencies.

## Reaching growers

- Engaged 117,259 farmers
- 137,653 hectares of land covered
- 25,424 farmers received certification under SCPP
- Established 2,627 field schools

## Developing the supply chain

- Training farmers and improving sustainability practices
- Improves access for marginalized groups such as women and youth
- Promoting traceable supply chain through CocoaTrace



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