

PrOpCom Nigeria

Promoting
Pro-Poor
Opportunities
through
Commodity
and Service
Markets



Why Now in Nigeria?

- Democratic Elections in 1999
- Positive trends in policy and economic indicators since then
- NEEDS policy articulates a vision of private enterprise led agricultural sector based growth
- Nigeria is key to realizing the Millennium Development Goals in Africa

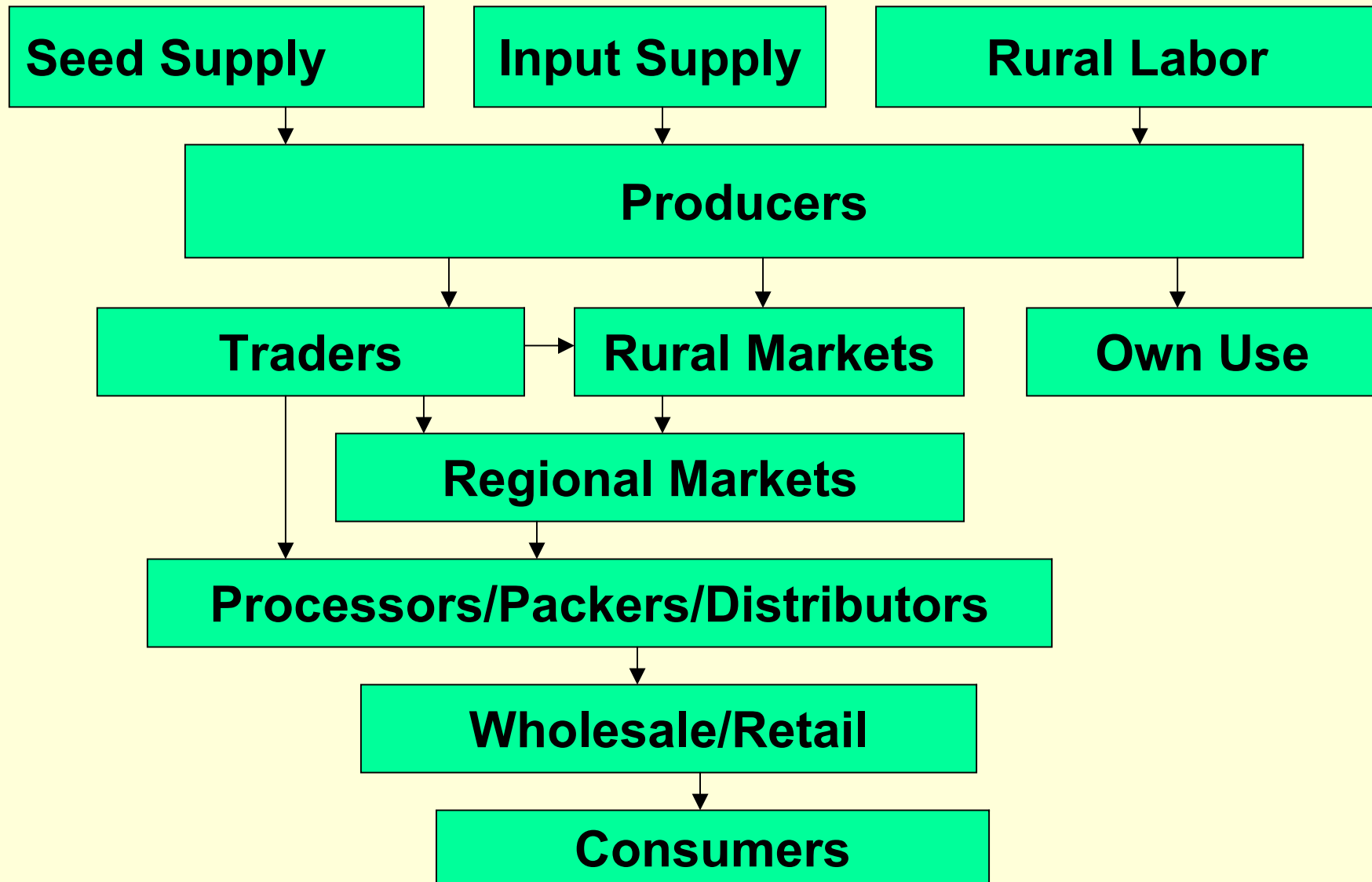
PrOpCom Objectives

- ***Improve livelihood and employment opportunities*** for the rural poor, ***especially women***
- ***Seek opportunities to facilitate systemic changes in service and commodity markets*** to favor pro-poor outcomes and accelerate growth in agriculture and related sectors
- ***Support business development services*** and functioning input, service, and commodity markets
- ***Build stakeholder coalitions*** to shape systemic change, influence policy decisions, and facilitate investment
- ***Provide an enabling environment*** for greater private investment in agriculture and related sectors
- ***Promote sustainable development***, integrating poverty reduction with gender, social, environmental, and health issues

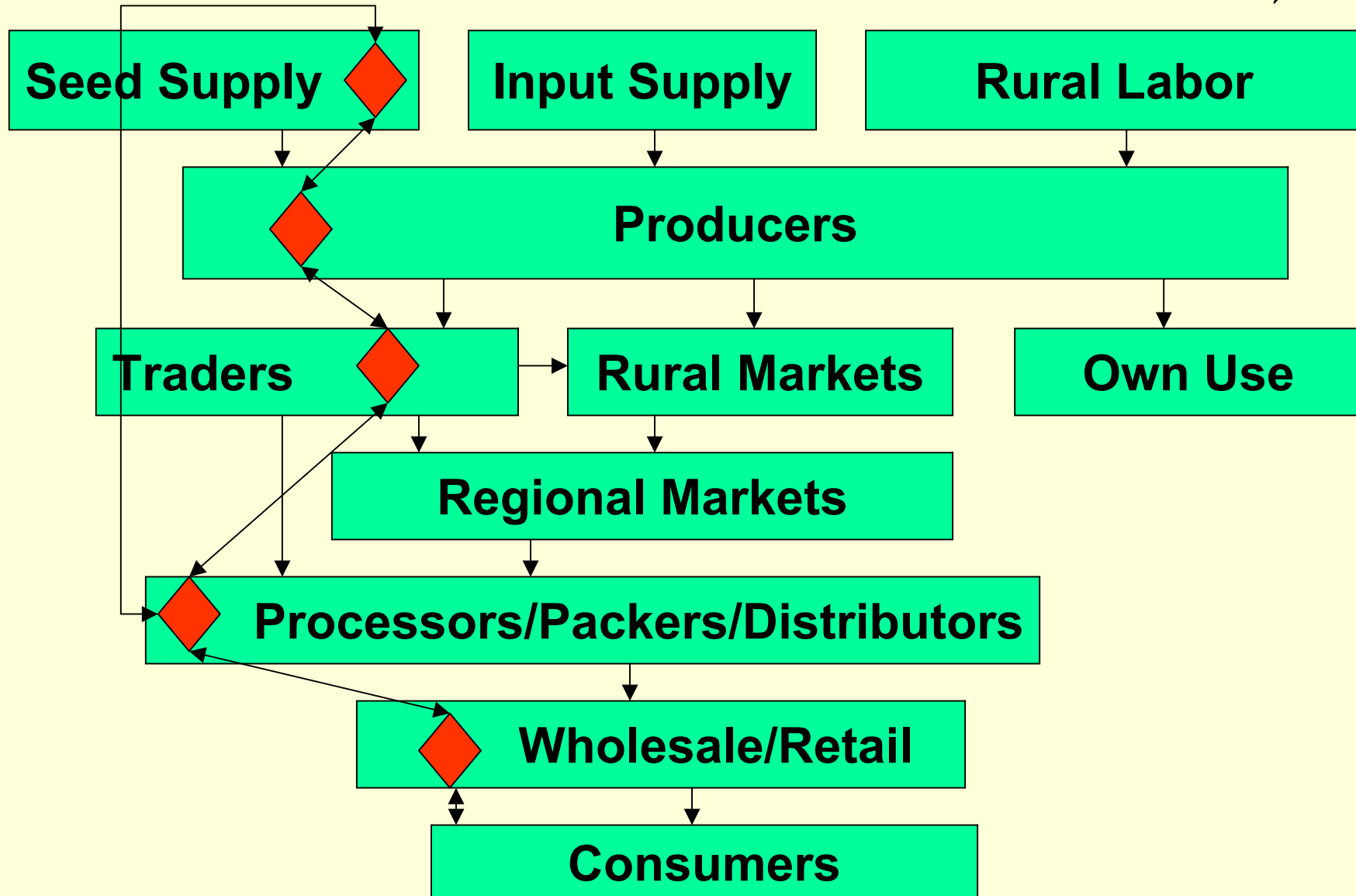
Principles of PrOpCom

- **Commodity Chain Based**
- **Market Driven**
- **Stakeholder Led**
- **Sustainable Livelihood Focus**

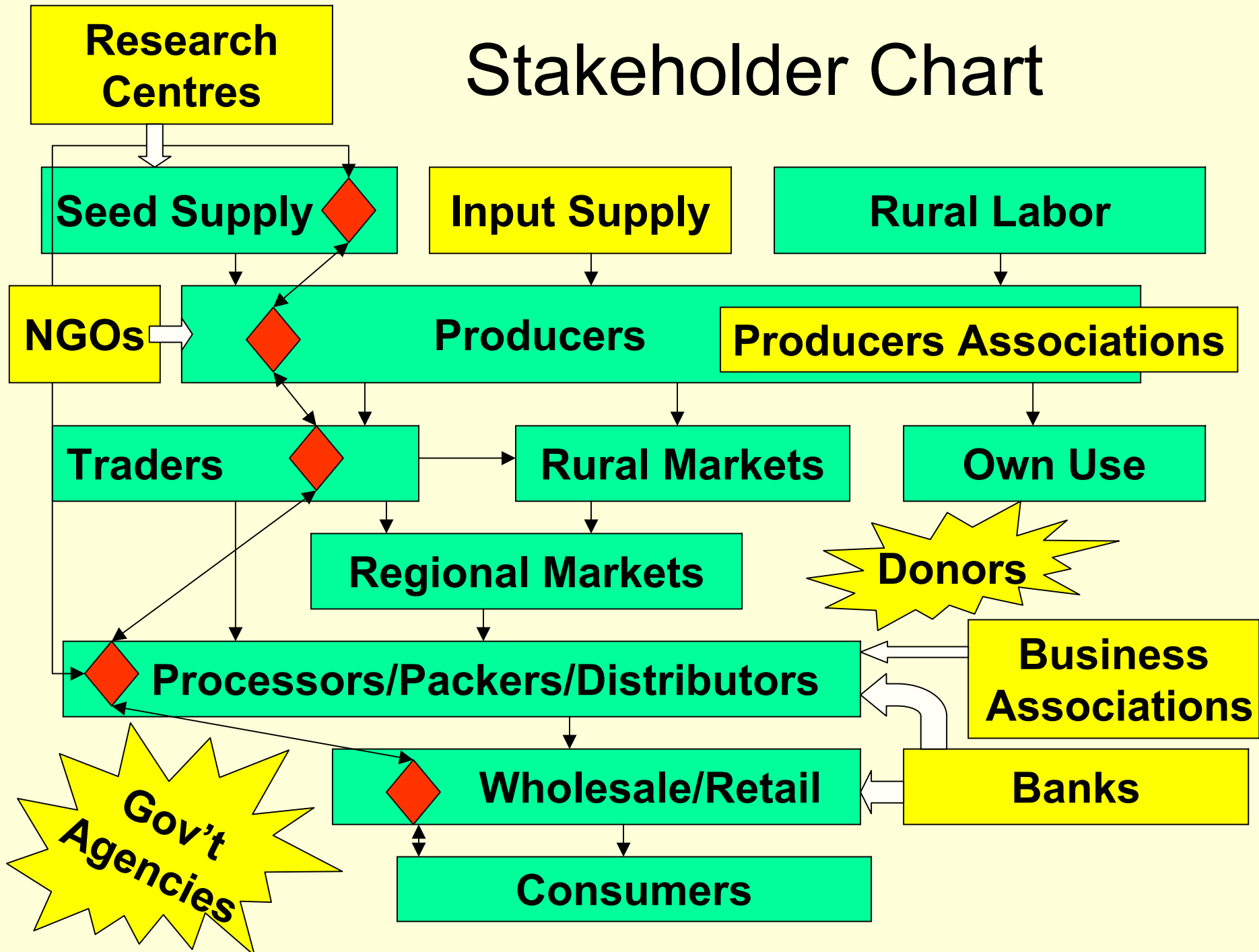
A Simplified Commodity Chain



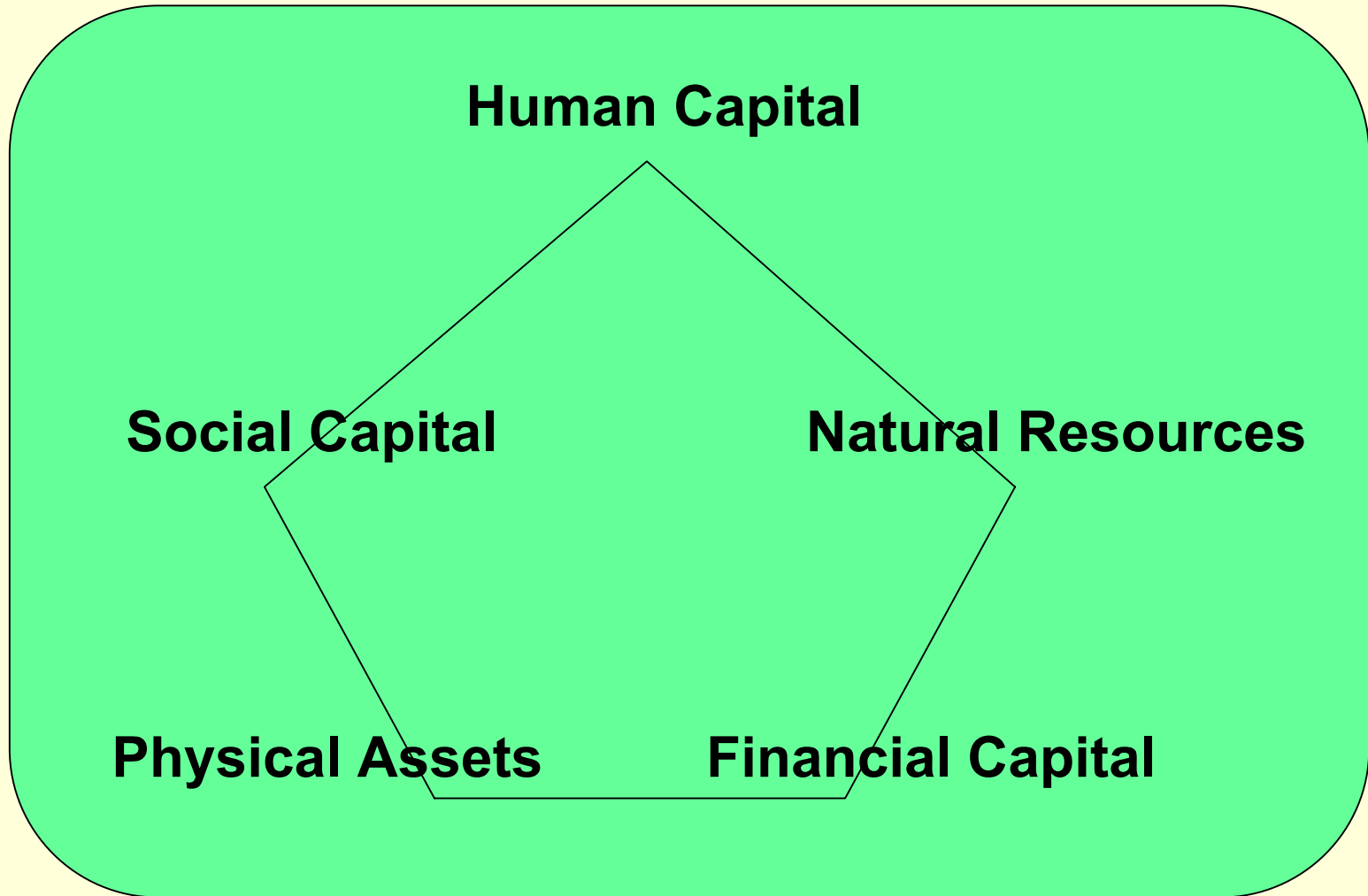
A Simplified *Value* Chain



Stakeholder Chart



Pentagon of Assets



The Promise of PrOpCom

- **Improved livelihoods for large numbers of rural poor, particularly women**
- **Increased demand and access to markets for products produced by the rural poor**
- **Improved access to inputs and services among the rural poor**
- **Investment and growth in selected agricultural commodity chains**
- **Higher value added in selected commodity chains**
- **Improved efficiency and competitiveness of participating private sector firms in those commodity chains**
- **More capable commercially viable local business service providers**
- **Stronger civil society institutions as advocates for agriculture, the private sector, and the rural poor**
- **Improved enabling environment and policies affecting agricultural marketing systems**

“The world does not look the same from down among the millet stalks as it does from a Boeing 747.”

Keith Hart, **The Political Economy of West African Agriculture**, Cambridge Studies in Social Anthropology, 1982.