



WINROCK
INTERNATIONAL



Enterprise & Agriculture

Empowering Smallholders through Market-led Agriculture

Winrock International increases the productivity, income, and food security of smallholder farmers through a market-driven approach that matches local production capacity to sustainable income-generating opportunities in key agricultural subsectors. Our programs build the capacity of smallholders in high-value agriculture, livestock, aquaculture, and non-timber forest products. Winrock works with farmers in Asia, Africa and Latin America to address the challenges of low productivity and profitability. By strengthening supply chains and building smallholders' capacity to produce higher-value products, we open avenues for income generation at every level of the value chain.

Analyzing Agricultural Market Opportunities

Winrock identifies viable agricultural value chain and labor market opportunities in which smallholders have a comparative advantage. By analyzing the value chain to target products that can be produced with high profit margins in small spaces, we are able to target women as well as men. We work with local organizations that have the development capacity, experience, and knowledge to tailor interventions to local conditions.

Training Producers in Agricultural Best Practices and Entrepreneurial Literacy

Winrock employs a Training of Trainers model, building the capacity of extension agents, local service providers, lead farmers, and/or government officials who, in turn, train other farmers. We support or establish demonstration farms and aquaculture ponds, which

allow owners to use improved practices and technologies to increase their yields and encourage neighbors to adopt these best practices on their own farms.

Literacy is an integral part of our training programs. We help small and marginal farmers, particularly women, develop the literacy and numeracy skills to successfully conduct transactions and operate their small farms and ponds as a business.

Winrock forms producer groups and conducts entrepreneurial training to teach farmers to manage their farm as a business. Working together, producer groups are able to operate more efficiently and reach new markets. As incomes increase and the demand for goods and services grows, new rural employment opportunities are created along the value chain.

Strengthening Input Supply Chains and Extension Services

To ensure farmers have access to the inputs and services required to sustain their enterprises, Winrock establishes and supports Local Service Providers (LSPs), agribusinesses, collection centers and banks. LSPs, our signature privatized extension service providers, disseminate best practices, inputs and improved technologies to their client farmers on a fee-for-service basis. We also train private sector agribusinesses that support small and marginal farmers, so they can produce more for the market and link farmers to local buyers. Winrock trains microfinance institutions and local banks to provide loans to smallholder farmers. In addition, we establish collection centers and cooperatives to combine the purchasing power of farmers.



Building Sustainable Market Linkages and Introduce Value Addition

Winrock emphasizes market-led growth to improve farmer incomes by increasing access to markets, information, skills, and assets. Public-private partnerships are a key part of our approach to leverage resources and link the private sector with the public and smallholder farmers.

In Bangladesh, Pakistan, Indonesia, and the Philippines, Winrock pioneered modern cold chains and developed linkages between value chain actors, from farmers to retailers, to reduce post-harvest loss, improve farmer income, and increase access to nutritious food.

Our projects build smallholder capacity for post-harvest value addition. Farmers are trained on how to increase the value of a commodity through particular production processes, and post-harvest handling techniques to minimize loss and damage, and maximize quality and nutrition.

Cross-cutting Characteristics of Winrock's Approach

Gender and Social inclusion — Our programs promote equitable access to services, goods, and op-

portunities for all members of society, particularly women and youth. Custom tailored training opens new income-generating avenues for people who traditionally lack access to opportunity. We engage men and families to support women's empowerment and demonstrate benefits to household well-being.

Nutrition and Food Security — Winrock's programs increase the quantity and quality of nutritious food available in rural areas by training farmers to raise and consume nutritious vegetables and meats and dairy products while also increasing their income to buy diverse foods in the markets.

Water — Our multiple-use water services is a holistic approach to improving community year round access to household and productive water sources including micro-irrigation, water pumps, and trainings on how to use and maintain these systems.

Sustainable Agriculture — Winrock promotes environmental sustainability and climate change resilience through low-impact practices and technologies, such as drip-irrigation, integrated pest management, improved resource management, conservation agriculture, and renewable energy technologies.

Winrock International is a nonprofit organization that works with people in the United States and around the world to empower the disadvantaged, increase economic opportunity, and sustain natural resources.