

# Towards a decent standard of living for smallholder farmers

## The Living Income Community of Practice



www.living-income.com

23 June 2020 | 1 - 4:30pm BST (GMT + 1) | Virtual Workshop

### 2020 LIVING INCOME VIRTUAL INTERACTIVE WORKSHOP #3 & Forthcoming Webinars

#### Strategies to Support a Living Income

*In our previous workshop, we shared and discussed methodologies on measuring a living income and defining living income benchmarks. Understanding what a living income looks like can help determine what constitutes a fair price for a particular commodity. Nevertheless achieving living incomes is about more than just what buyers pay. It's also about enabling farmers to improve yields and profitability, offering access to financial services, developing additional sources of income, and providing basic services. Gender equality and advancing women's economic participation is a key part of all of this. By combining living income benchmarks with other information, like data on current incomes in a specific region or sector, we can get a better understanding of what action needs to be taken to close the income gap, and how different actors can contribute.*

In this workshop, we shall explore **strategies** that support living income for smallholder farmers. We will highlight pricing, diversification and farmer leadership, and in the following month continue with additional deep dive webinars on finance, supply management and pricing.

#### Agenda

| Time                                   | Session  |
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| 1.00 - 1:45 pm<br>BST (GMT + 1)<br>45m | <p><b>Living Income Reference Price: What is it and how do you calculate it?</b></p> <p>Sustainable prices, particularly at farm gate, are one of the fundamental levers of change for the living income movement. Businesses are increasingly considering value distribution and start working on various approaches towards living wages for their workers and living income for their farmer suppliers. In this session we will discuss approaches to calculate a sustainable and fair price which covers the costs of sustainable production and allows achieving living incomes.</p> <ul style="list-style-type: none"> <li>• What are the emerging consensus points about calculating living income reference prices? What are the points of debate?</li> <li>• What work is currently under way on pricing?</li> </ul> <p><b>Moderated by</b> Tim Loos (GIZ).<br/> <b>Speakers:</b> Carla Veldhuyzen (Fairtrade International) and Friedel Huetz-Adams (SÜDWIND e.V.)</p> <p><i>This session will provide an overview on what is currently being done in this space and is a lead up to a more in-depth dedicated webinar we shall be scheduling in July.</i></p> |
|  | <p><b>Role of Cooperatives to Drive Change: Farmer perspectives on income improvement programs</b></p> <p>In this session leaders of producer organizations will speak about the fundamental role they have to create value for their members and drive change. We will showcase initiatives that have positively impacted the livelihoods of farmers and discuss critical success factors as well</p>   |

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| <p><b>1.45 2:45 pm<br/>BST (GMT + 1)<br/>75m</b></p>  | <p>as the challenges they run into. They will share their views on producer ownership and shared responsibility to implement strategies to attain living incomes.</p> <p><b>Session objectives:</b></p> <ul style="list-style-type: none"> <li>• Stress the need to make a living income as the business case from a farmer perspective</li> <li>• Demonstrate how efficient producer organizations contribute to improve the livelihood conditions in their communities</li> <li>• Provide best practice examples of producer-led interventions to achieve sustainable yields and resilient farms</li> <li>• Articulate the importance of producer ownership and shared responsibility to successfully implement living income strategies.</li> </ul> <p><b>Moderated by</b> Anne Marie Yao (Fairtrade Africa).<br/> <b>Speakers:</b> Aminata Bamba (Ecookim), Kone Siaka (Coobadi Cooperative), Guede Meguy Genevieve (Women School of Leadership, ECAM Meagui), Samuel Adimado (Kuapa Kokoo Cooperative).</p>  |
| <p><b>3.00 (15m)</b></p>                              | <p><b>Break</b></p>   |
| <p><b>3:15- 4.30 pm<br/>BST (GMT + 1)<br/>75m</b></p> | <p><b>Levers for impactful income diversification: Learning from opportunities and challenges in cash crop production</b></p> <p>Diversifying income sources of farming households holds promising potential for increasing income and income resilience, improving food security and promoting viable farming systems. Put into practice, diversification requires enabling agronomic conditions at farm level, investments and adoption of new practices by farmers who might often be lacking the entrepreneurial skills to evaluate risks and returns of such decisions, and supporting the enabling environment. Whether diversification, be it on-farm or off-farm, can promote higher and more resilient household income also depends on market opportunities and financing options.</p> <p>This session will build on key learnings from smallholder focused income projects to derive learnings for effective diversification strategies.</p> <p><b>Session objectives:</b></p> <ul style="list-style-type: none"> <li>• Introduce diversification potentials at different levels of the supply chain</li> <li>• Draw from learnings on key challenges of promoting living income in cash crop production to identify levers for effective diversification strategies</li> </ul> <p><b>Moderated by:</b> Friederike Martin (GIZ)<br/> <b>Speakers:</b> Annemarie Matthes (GIZ), Christina Archer (Sustainable Food Lab), Aaron Mead-Long (WCF) and Tawiah Agyarko-Kwarteng (The Hershey Company).</p> |
| <p><b>4:30 pm BST</b></p>                             | <p><b>Wrap Up</b></p>   |

### Forthcoming Strategy Webinars

| Date   | Session   |
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| <p><b>29<sup>th</sup> June 2020<br/>2:30-4:00 pm<br/>BST (GMT+1)<br/><br/>90 min</b></p> | <p><b>Financing Pathways to Living Income</b></p> <p>Living Income requires multiple levers to be addressed by multiples actors. One determining factor that cuts across all of these is whether farmers are able to access proper financial services that allow them to invest in their farms to improve productivity, to lower production costs and household expenses and to diversify their incomes. Accessing proper financing is key to tackle multiple challenges linked with smallholder farming and achieving living incomes.</p> <p>Join us in an exciting LICOP webinar where IDH will be moderating a session on “Financing Pathways to Living Income” that will be unpacking the following key questions:</p> <ul style="list-style-type: none"> <li>• How to reduce costs of financial services to smallholder farmers?</li> <li>• How to reach more farmers with better services?</li> </ul> |

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|  | <p>This session will highlight specific tools, partnerships and approaches used among a wide range of actors directly involved in facilitating access to finance to smallholder farmers including global commercial banks (Rabobank), local banks (Banque Atlantique in Cote d'Ivoire), exporters (Barry Callebaut), micro-finance organisations (Advans), government institutions (Conseil du Café Cacao), cooperative members and special funds that look for innovative ways to mobilise different levels of investment such as the <a href="#">IDH Farmfit Fund</a>.</p> <p><b>Moderated by</b> Gael Lescornec, IDH Sustainable Trade Initiative<br/> <b>Speakers will be a panel from finance institutions, private sector and government</b></p> <p>Register in advance for this webinar:<br/> <a href="https://idh.zoom.us/webinar/register/WN_aahrCpIITLOyneh3jJ_jlw">https://idh.zoom.us/webinar/register/WN_aahrCpIITLOyneh3jJ_jlw</a></p>  |
|  | <p><b>Pricing Strategies to close the Gap and the need to consider Supply Management</b><br/> We shall be organising 2 separate webinars to discuss pricing strategies in more detail.</p> <p><b>Pricing Strategies to close the Gap&gt; Part 1 : Supply Management</b><br/> The first will consider the macroeconomic factors that must accompany higher prices to avoid the vicious cycle of oversupply and subsequent price collapses. What does the evidence show of us of successful and failed attempts at supply management? Speakers will include Wageningen University and others.<br/> <i>Join us on 16<sup>th</sup> July (Wed) at 14:00 CET (60min session)</i><br/> Register here:<br/> <a href="https://attendee.gotowebinar.com/register/6679705070227337483">https://attendee.gotowebinar.com/register/6679705070227337483</a></p> <p><b>Pricing Strategies to close the Gap&gt; Part 2 : Methodologies</b><br/> The second will dive deeper into the strategies to increase farmgate prices, some of the most promising experiments at farm and sector level and discuss how we can continue learning about this critical lever to impact living income.<br/> <i>Join us for this session in August (Date to be confirmed).</i></p> |
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***Collective Action Drives a Living Income for all***