



**WINROCK**  
INTERNATIONAL



## Enterprise & Agriculture

## U.S. Programs

### Value Chains

Winrock International promotes the linking of large numbers of small enterprises into profitable value chains with strong potential for growth. This includes facilitating access of small firms to technical material and financial resources to enable them to compete more effectively in these value chains.

Winrock begins with the analysis of the value chain—a process used to identify and analyze the full range of activities that are required to bring a product or service from its conception to its end use. While assessing actors, factors, and relationships, Winrock also identifies constraints and opportunities for increased efficiency, improved product quality and differentiation, and increased demand for the products or services in the subject value chain.

On the basis of the results of this analysis, Winrock builds the capacity of small producers through the direct provision and the facilitation of business development services. Winrock has applied this approach to a wide range of value chains, from horticulture and livestock to natural products and cereal.

### Winrock's Value Chain Capabilities

#### Value Chain Analysis

- Comprehensive value chain analysis from product/service conception to delivery, including organizational structure of the industry, stakeholder identification, and function.

- Trend identification and performance impact assessment.
- Relationship research, analysis, and strategies across value chain.

#### Constraints and Opportunities Assessment

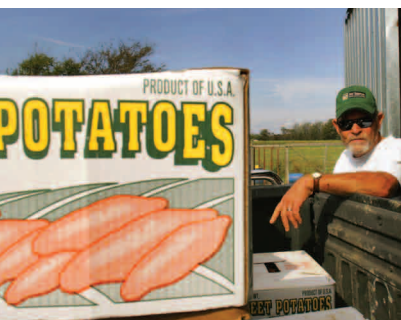
- Efficiency, produce quality and differentiation, and product services demand assessment.
- Value chain planning and support to further goals and performance.
- Incentive development to drive investment and firm-level upgrading.
- Intervention approaches and exit strategies.

#### Capacity Building

- Increase the capacity and performance of small-scale producers with business development services.
- Technical assistance and training.
- Marketing and promotion planning and implementation.
- Network and cooperatives development.
- Information and communication technology.
- Literacy training and gender initiatives.

### Value Chain Projects in the United States

Winrock International implemented the following projects, each focusing on a different aspect of the value chain.





**Consumer Research for Arkansas Vegetable and Specialty Crops** – This project evaluated consumer preferences to improve marketing strategies for producing and selling vegetable and specialty crops in the Arkansas Delta.

**Finding New Markets for Sheep and Goats in Arkansas** – This project focuses on assisting underserved minority farmers in Arkansas and adjacent states in increasing their income. Winrock has worked to identify new market opportunities for sheep and goat products.

**Sweet Potato Production and Feasibility Study** – Winrock identified and analyzed business opportunities and worked with business operations issues for minority farmers in the Arkansas Delta.

**Chicot County Catfish Marketing Study** – During this project, Winrock conducted research on the market potential for value-added catfish and determined the types of products available for production as well as the operational feasibility of a value-added catfish processing facility in Chicot County, Arkansas.



## **Winrock's Value Chain Commitment**

Winrock is committed to transforming the lives of smaller sustainable producers through value-added practices. We have developed the following specific expertise in linking smaller sustainable producers to value chains in developing countries:

- Strengthening local business development service providers to small sustainable producers and entrepreneurs. This allows them to become commercial enterprises serving the value chain (including inputs, production, post-harvest processing, transport, storage).
- Aggregating smaller sustainable producers into business associations and/or facilitate technical assistance, allowing greater access to services and inputs and minimizing transaction costs to commercial buyers.
- Facilitating access to credit and developing innovative financing mechanisms for small producers and related small businesses to enable growth and sophistication.
- Brokering links and/or contracts between sustainable producer groups and domestic or international intermediaries and buyers (this also creates demand for new input businesses, including irrigation equipment and improved seeds and seedlings).
- Advocating for policy and regulatory changes that would benefit the formation of the value chain.

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.

**Principal Offices**