

Report on Progress
2015–2016



GrowAsia



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Grow Asia is a multi-stakeholder partnership in South East Asia that aims to reach 10 million smallholder farmers by 2020, helping them access knowledge, technology, finance, and markets to increase their productivity, profitability, and environmental sustainability by 20%.

Grow Asia brings together smallholders, governments, companies, NGOs, and other stakeholders, to develop inclusive and sustainable value chains. It was established in 2015 by the World Economic Forum in collaboration with the Association of Southeast Asian Nations (ASEAN) Secretariat.

Grow Asia
Country
Partnerships

5

Grow Asia
Working Groups

34

Grow Asia
Partners

261

Grow Asia
Smallholder
Farmers Reached

471,200

Grow Asia
Value Chain
Projects

34

Preface

2015 was a landmark year for Grow Asia. Since its launch in April, Grow Asia has hit the ground running. We have added value to existing Country Partnerships and launched new ones. We have brought on board new partners, increased investment in agriculture development, and advanced new and innovative solutions to the challenges faced by South East Asia's smallholder farmers. We have founded a legal entity, built a team, defined our governance, secured funding, and established an office in Singapore.

Grow Asia partners are inspired by the opportunity to improve livelihoods among South East Asia's 100 million smallholders while contributing to regional and global food security. Together we are focused on the goal of reaching 10 million farmers, and increasing their productivity, profitability and environmental sustainability by 20% by 2020. To achieve our collective 10-20-20 goal, we need to catalyze an exceptional level of collaboration among stakeholders throughout the agriculture value chain, from farms to the market place. We work with organizations that are committed to this common vision and dedicated to creating solutions, including ASEAN governments, companies, NGOs, donors, and farmer organizations.

This last year we added Philippines and Cambodia to the list of Country Partnerships that are supported by Grow Asia. The partnerships in Vietnam and Myanmar were greatly strengthened; and the partnership in Indonesia has developed a new strategy to scale impact.

New value chain initiatives have been launched in all Country Partnerships, increasing from 26 last year to 34. The number of farmers reached rose to 471,200. Common challenges and opportunities are emerging from projects on the ground, such as the need for financing for farmers and the promise of mobile technology, and are informing our regional efforts to test and pilot innovative solutions.

We are very thankful for the tremendous support and welcome we have received from all our partners over the last year. We especially recognize the catalyzing and ongoing role of the World Economic Forum's New Vision for Agriculture initiative — which laid the foundation for all of our achievements — and the ASEAN Secretariat for enabling our engagement with the ASEAN Ministers of Agriculture and Forestry. We are also grateful to the Government of Australia and the Government of Canada for their strong financial and strategic support.

We remain deeply committed to our shared vision and our innovative multi-stakeholder approach, and we look forward to stronger collaboration with current partners and to extending our network. In the coming year, we aim to help deepen the impact of the Country Partnerships, solidify local leadership, and develop innovative solutions at scale that can further contribute to the collective 10-20-20 goal.

Kavita Prakash-Mani
Executive Director, Grow Asia

Case Study: Coffee in Vietnam

Increasing sustainable coffee farming



The coffee Working Group in Vietnam was launched in 2010 and has been led by strong private sector champions, Nestlé and Yara. The Working Group began with the goal of broadening industry participation to improve coffee smallholders' yield, net income, and environmental footprint. The success of the coffee Working Group has been remarkable in a number of ways. By creating a pre-competitive value chain approach, the coffee Working Group increased smallholder coffee productivity on average by 12% through the reinforcing of Good Agricultural Practices. Net income for smallholders increased on average by 14% while average water usage fell by 30%. Smallholders' fertilizer carbon footprint decreased by 55%.

The success of the coffee Working Group has also had broader systemic impact. The training package for smallholder farmers, designed and implemented by IDH, 4C and Rainforest Alliance, was adopted by the Government of Vietnam. It became the basis for the new National Sustainability Curriculum, which will be made available throughout the country's agricultural extension service. The successful cooperation and collaboration of 30 Working Group partners from the public sector, civil society, and corporations representing fertilizer, crop protection, roasters and exporters, has had a lasting demonstration effect. The success of the coffee Working Group has led the Government of Vietnam to institutionalize the multi-stakeholder value chain approach and create the Vietnam Coffee Cooperation Board. The accomplishments and impact of the coffee Working Group are transformational, improving the lives of smallholder farmers while strengthening the coffee value chain in Vietnam.

"In our test trials, coffee farmers reduced their fertilizer use by 20% while yield and profitability increased by 10%. The carbon footprint halved, and water usage decreased by 40%."

Tran Van Cong, coffee farmer,
Krong Nang district, Dak Lak province

"I increased my yield from 0.39 to almost 6 tons of coffee beans per hectare, compared to our traditional practices. Profits have increased by more than \$700 per hectare."

Tran Quoc Phong, coffee farmer,
Chu Se district, Gia Lai province

Case Study: Corn in Indonesia

Bringing microfinance to corn farmers

In the Indonesia Country Partnership, the corn Working Group is implementing two projects. The aim of the project led by Syngenta is to support smallholders on the Indonesian island of Sumbawa to increase yield and income by providing smallholders access to bundled services such as technology, microfinance, crop micro-insurance, digital payment, financial literacy and markets.

Syngenta offered training on growing corn. Mercy Corps assisted with the development of an innovative financial model. Mercy Corps used Android Application and SMS services as channels to increase financial literacy and provide agricultural information to smallholders.

Syngenta and Mercy Corps collaborated to help create farmer profiles that Bank Andara and BPR Pesisir Akbar can use during their credit risk assessment of farmers. Increasing the availability of individual farmer information enables the banks to extend loans at more favorable interest rates. As a result, farmers were able to purchase inputs like seeds and fertilizers and pay for additional manpower at crucial periods, such as during harvest. In the second phase, the project reached 640 smallholders (1,200 hectares), added crop micro-insurance provided by Asuransi Central Asia (ACA), brought in corn traders to provide training and market knowledge, and introduced mobile data application for monitoring and data collection.



“Having access to microfinance through this project is so important for me and the other farmers in my group. Without it, we would need to contract a loan directly from the shop or retailer and they would charge us a monthly 5% interest rate across 10 months! Not to mention this would only give us access to generic products, where the crop yield is not as high.”

Ibu Rusyanto, Syngenta lead farmer,
Dompu

“Our objective is to have a positive impact on farmers, ensuring they are financially literate and achieving a commercial return.”

Pak Andi Ikhwan, Mercy Corps Indonesia

The five Country Partnerships supported by Grow Asia are at different stages of advancement based on when they were launched, the local context, the strength of the private sector, and the enabling environment. The activities of the Country Partnerships are, therefore, different.

Based on the 8-Step Framework for Action in the New Vision for Agriculture Report, *Building Partnerships for Sustainable Agriculture and Food Security: A Guide to Country-Level Action of Country Partnerships*, the diagram represents at which stage and activities respective Country Partnerships are.

	Engage	Align	Structure	Plan	Deliver	Advance	Scale	Review
1 Design	Engage government Identify and convene partners	Agree goals Identify priority crops and issues	Establish governance Set up secretariat	Develop working groups Design value chain projects	Implement projects Bring in partners	Leverage events and milestones	Address challenges to scale Support replication Share best practice	Support performance measurement Share results
	Cambodia							
	Philippines							
			Myanmar					
			Vietnam					
						Indonesia		
2 Implement								
3 Adapt								

Country Partnerships

Cambodia

At the 2015 Grow Asia Forum, the Government of Cambodia's Ministry of Agriculture, Forestry and Fisheries and the Ministry of Commerce invited Grow Asia to help national leaders develop a Country Partnership in Cambodia. Since then, the Grow Asia Secretariat has engaged with stakeholders and potential partners to cultivate interest, identify shared value chain priorities, and define the expectations and responsibilities for partnering. With support from strong local champions from government and business, a series of consultation meetings were organized with the Technical Working Group on Agriculture and Water, the International Business Chamber, and the Minister of Women's Affairs to understand their development priorities, identify crops and issues that the partnership could address, and formalize the engagement.

Local leaders have agreed that the **Cambodia Partnership for Sustainable Agriculture (CPSA)** will focus on increasing farm productivity, product quality and linking farmers to formal markets.



Cambodia Potential Partners

47

Cambodia Priority Value Chains

6

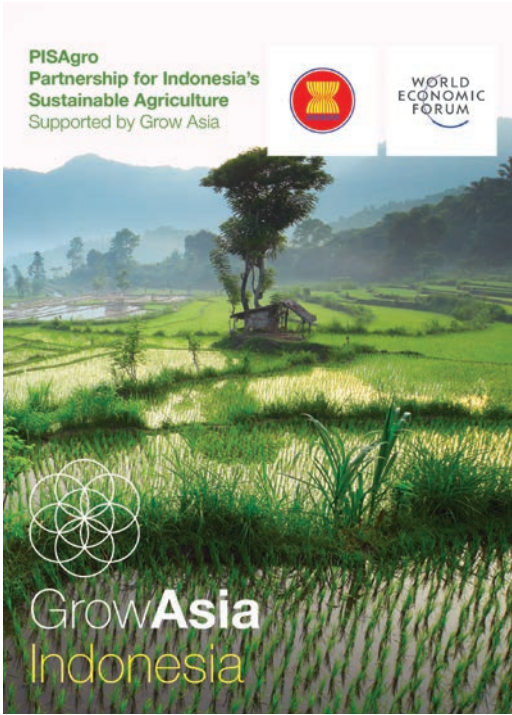
Cambodia Working Groups Being Created

6

A set of priority crops have been identified through discussions with stakeholders including the Ministry of Agriculture, Forestry and Fisheries, Ministry of Commerce, the Cambodia Rice Federation, local and global companies (including members of the Grow Asia Business Council), civil society organizations, and donors. The prioritization of rice, cassava, coconut, palm sugar, pepper and vegetables was informed by a comprehensive analysis of crops and stakeholders initiated by the Grow Asia Secretariat. The next step is to define Working Groups on the priority crops, consult with regional government representatives and farmer organizations, and develop action plans for value chain initiatives on the ground.

Country Partnerships

Indonesia



The Partnership for Indonesia’s Sustainable Agriculture (PISAgro) is one of the most established Country Partnerships, created in 2011. It continues to expand its membership, which currently includes 26 members, and has strong technical engagement on value chain initiatives from participating stakeholders across government, international agencies, civil society, and farmer organizations. PISAgro has ten value chain Working Groups on cocoa, coffee, corn, dairy, horticulture, palm oil, potato, rice, rubber and soybean, and one issues Working Group on agri-finance. The number of farmers reached has increased to 445,729. The Working Groups are contributing toward PISAgro’s Vision 20-20-20, which aims at concurrently solving three issues: increase farm yields by 20%, reduce poverty by 20%, and reduce greenhouse gas emissions by 20%.

To achieve this vision, PISAgro is now focused on scaling up projects to have a broader and deeper impact on farmers. It has developed a strategy to ‘crowd-in’ more companies and partners on five selected crops. This focus, supported by the Grow Asia Secretariat, should enable replication and attract further investment.

The Grow Asia Secretariat collaborates with PISAgro as a thought partner, sharing experience from other countries and solutions, and assisting PISAgro’s expansion through the encouragement of more global and regional companies and partners to join the partnership.

Indonesia Partners	Indonesia Working Groups
73	11
Indonesia Smallholder Farmers Reached	Indonesia Value Chain Projects
445,729	14
	Indonesia Partner Investment in Projects US\$ Millions
	11

Country Partnerships

Myanmar

The Myanmar Agriculture Network (MAN) has made strong progress in the last year, both in broadening its value chain and policy activities and formalizing an organizational structure. MAN's leadership defined an ambitious target in the 30:30 Vision, which aims to generate \$30 billion in agricultural output in Myanmar by 2030, with a particular emphasis on smallholder farmers. This is aligned with the Grow Asia target of helping smallholder farmers improve their productivity, profitability and environmental sustainability by 20% by 2020.

The coffee and horticulture Working Groups are introducing new technologies, training farmers, and building markets. Progress has been slower for the other Working Groups due to operational constraints and difficult working conditions in the country. However, partners remain committed. MAN's membership is expanding, and three new Working Groups have been formed on rice, tea and the seeds sector.

Myanmar
Partners

70

Myanmar
Working Groups

8

Myanmar
Value Chains

7

Myanmar
Smallholder
Farmers Reached

1,300

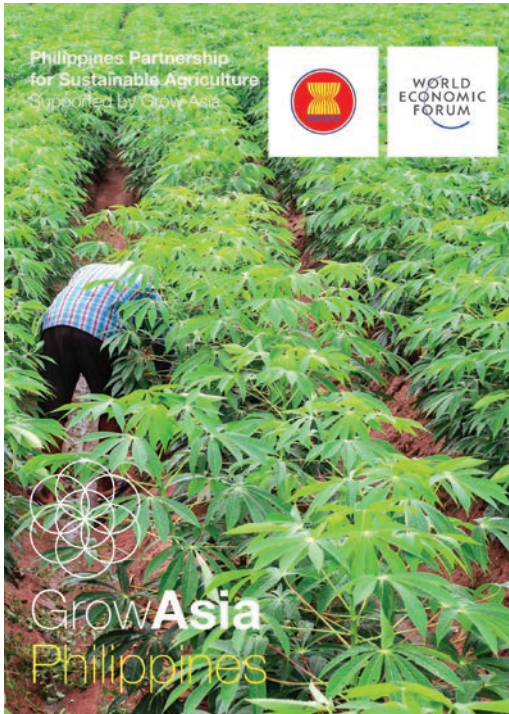
In addition, MAN has placed a great emphasis on developing innovative solutions to the challenges of agricultural development in Myanmar, including the use of digital technology to provide finance as well as information and knowledge to farmers. Partners have launched new digital and financial services for farmers in the last year.

MAN has formalized a Core Committee, which includes the leaders of the crop and cross-cutting issues Working Groups, along with critical partners from donor organizations and NGOs. Nestlé is the first rotating Chair of the Committee. A Policy Advisor has also been nominated to strengthen links to the government during this period of political transition. To further strengthen and institutionalize MAN, the Grow Asia Secretariat is supporting and funding the interim MAN Secretariat which will incorporate MAN as a legal entity, raise operational funds from local partners, and coordinate and expand of value chain initiatives.



Country Partnerships

Philippines



They include five crops (coffee, corn, cassava, coconut, and fisheries) as well as one Working Group on cross-cutting issues (building smallholder capacity, enabling financial access including through mobile technology, and investment in infrastructure). In discussion with the Grow Asia Secretariat, companies have self-nominated themselves to lead the Working Groups and are developing action plans for projects on the ground based on an analysis of opportunities and partner interest. The Working Group leaders have come together to formalize a Core Committee to provide local leadership and ownership of PPSA. Unilever is currently the co-chair of the Core Committee, along with the Secretary of Agriculture from the Philippines Department of Agriculture.

The Grow Asia Secretariat is supporting the PPSA during the initial launch period through an interim consultant, charged with incorporating PPSA as a legal entity, raising local funds to support the Country Partnership Secretariat, and helping the Working Group design activities on the ground.

The highlight of Grow Asia's engagement in the Philippines during the past year was the formal launch of the **Philippines Partnership for Sustainable Agriculture (PPSA)** in April 2015. The PPSA has brought together 80 stakeholders, including the Department of Agriculture of the Philippines, global and local companies, civil society, international organizations, research institutes, and farmer organizations. At the PPSA launch, the Philippines government reinforced its commitment to support value chain initiatives and ensure strong links to programs such as the Philippines Rural Development Project. Consultations with government, companies and other stakeholders helped identify priority areas that are seen as critical for smallholder development.

Philippines
Working Groups

6

Philippines
Priority Value
Chains

5

Philippines
Company Partners

12

Country Partnerships

Vietnam

Vietnam
Partners

57

Vietnam
Working Groups

7

Vietnam
Value Chain
Projects

8

Vietnam
Smallholder
Farmers Reached

24,200

Launched in 2010 by Vietnam leaders with support from the World Economic Forum's New Vision for Agriculture initiative, the Public Private Task Force on Sustainable Agricultural Growth was renamed the **Partnership for Sustainable Agriculture in Vietnam (PSAV)** in 2015. With the Grow Asia Secretariat's support, PSAV is establishing new Working Groups beyond the five original crops (coffee, commodities/corn, fisheries, fruit and horticulture/potatoes, and tea) and agri-finance. A new Working Group has been established to focus on spices/pepper and is defining its scope and activities with a number of interested partners. Another one is being considered for rice to enable greater reach and impact. Developing new Working Groups will help expand the reach of PSAV and contribute to the Grow Asia goal of reaching 10 million farmers.

The Grow Asia Secretariat was also instrumental in catalyzing a Working Group on the use of agri-chemicals. This will address the rising concern of business partners, civil society and donors about the excessive use of chemical inputs, which has a detrimental impact on food safety and quality and diminishes the export potential. The focus over the last year has been on institutionalizing the partnership through the establishment of a Secretariat, based in the Ministry of Agriculture and Rural Development (MARD), and supported by all partners, including companies and donors. The Grow Asia Secretariat has supported this by funding PSAV strategy development, helping to secure grant support from the Embassy of Australia in Vietnam, and commissioning analysis about the Government of Vietnam's Public-Private Partnership (PPP) Law and its application to agriculture businesses. Working with the Institute of Policy and Strategy for Agriculture and Rural Development (IPSARD), the research will support MARD and PSAV in broadening the participation of Vietnamese companies in value chain initiatives.

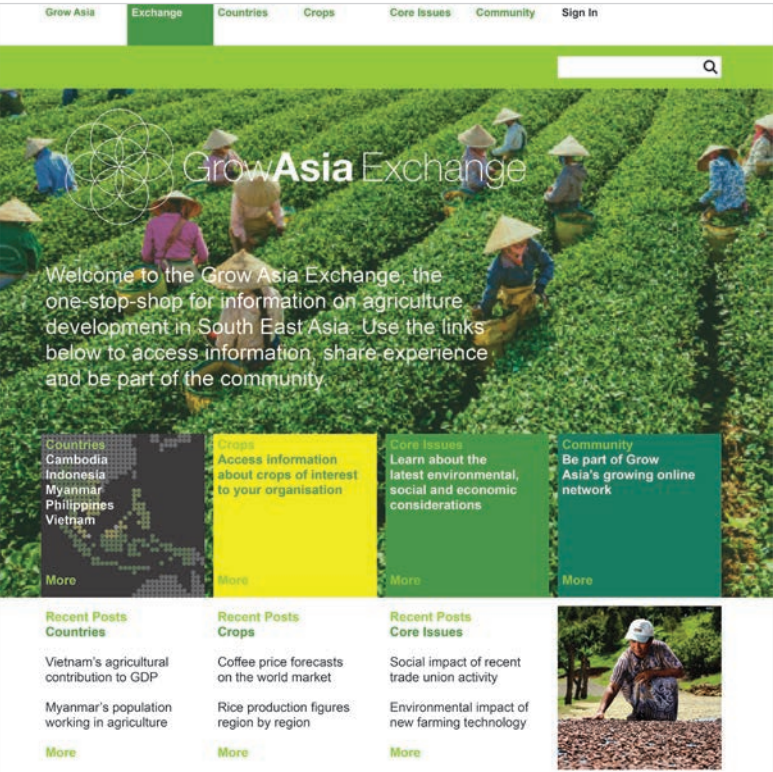


Sharing Knowledge

To facilitate knowledge sharing, cross-border and cross-crop learning among Grow Asia partners and with the broader global community, the Grow Asia Secretariat is developing a set of tools and analysis.

Grow Asia Exchange

Following extensive interviews with partners, the Grow Asia Secretariat identified a need to improve access to knowledge about innovative solutions that support smallholder farmers. In response, the Grow Asia Secretariat created an online knowledge repository and learning hub that bridges expertise across a variety of disciplines. The Grow Asia Exchange enables partners to learn from one another's experiences, share best practices, and have access to practical knowledge on inclusive value chain projects. The Grow Asia Exchange hosts information such as case studies, policy papers, value chain analyses, impact assessments, and toolkits. It is a one-stop shop for partners' queries.



Farmer Organizations

An important element for scaling up value chain initiatives is working closely with farmer organizations, to expand the reach to smallholder farmers and to give the farmers a strong voice in the design and implementation of projects. In collaboration with the Asian Farmers' Association for Sustainable Rural Development (AFA), the Grow Asia Secretariat is developing a business primer to help company partners understand the typology of different farmer organizations, develop a rationale for engagement with farmer organizations, and identify relevant engagement opportunities.

Compendium of Financial Solutions

All of Grow Asia's Country Partners have identified lack of financing for smallholder farmers as a critical bottleneck in the scaling up of sustainable agriculture development. To help address this challenge, the Grow Asia Secretariat has launched a Regional Finance Working Group on Inclusive Smallholder Financing, involving banks, financial institutions, NGOs, and donors. It aims to identify and catalyze scalable solutions for financial services that are tailored to the needs of smallholder farmers. One initiative by the Regional Working Group is to develop a compendium of case studies organized according to the specific capital needs of smallholder farmers. The compendium includes examples from the private sector, civil society, and government and is a resource for Country Partnerships' Working Groups as they create inclusive and innovative financial solutions in their value chain initiatives.

Operations Guide for Country Partnership Secretariats

Developed by the Grow Asia Secretariat, the Guide pulls together a wide range of resources, references, and templates, with the aim of providing support to Country Partnership Secretariats. The Guide is a pragmatic toolkit to help Country Partnership Secretariats to be more effective in catalyzing and supporting Working Groups' activities. It also provides information to help the Secretariats expand membership and reach, measure and strengthen the impact of Working Groups, and communicate achievements.

Global Connectivity

Grow Asia worked closely with the New Vision for Agriculture team in the development of the *Country Partnership Guide, Building Partnerships for Sustainable Agriculture and Food Security: A Guide to Country-Level Action*, which was launched in 2016 at the World Economic Forum Annual Meeting in Davos. In addition, Grow Asia participated in and contributed to the New Vision for Agriculture's Transformation Leaders Network and Workshop, which convened partners from across the 19 country partnerships supported by the World Economic Forum as well as experts in food security and multi-stakeholder partnerships.

Scaling Solutions

The Grow Asia Secretariat is analyzing different solutions to bottlenecks that have been identified by partners. These solutions are in the exploratory stage and are being tested to understand their potential to unlock greater reach and impact.

Replanting Bond

An innovative finance solution being explored through the Grow Asia Regional Finance Working Group is a bond to finance long-term investment for the replanting of palm oil trees by smallholders. The bond has been conceived by the Grow Asia Secretariat and is being shaped by partners from companies, donors and civil society. The bond would support smallholder farmers, who are currently neglected by financial institutions because they do not have land title. The bond model has the potential to demonstrate how a market-led financial solution can support smallholders, and could be replicated for a variety of plantation crops.

Digital Platforms

Recognizing the growing penetration of mobile phones in the region and the opportunity that this represents to expand the reach of services to smallholder farmers, the Grow Asia Secretariat is supporting mobile-based solutions as determined by country partners to help farmers access markets, finance, and information on agronomy, pests, weather, and prices.

Grow Asia is also working with partners to explore the opportunity to jointly develop a mobile-based digital platform, which would be open-source and pre-competitive. The platform is envisioned to support collaboration and engagement with smallholders across South East Asia, enabling commercial transactions that meet farmers' needs, and accelerating improvements in the productivity, profitability and environmental sustainability of smallholder farmers. The project is informed by research undertaken by Mercy Corp on coconut sugar farmers in Indonesia.

Innovation Fund

Innovative solutions are required to meet the challenges faced by farmers and value chain players. Often these solutions come from small and medium sized enterprises. However, these enterprises struggle to access financing in the early stage of their establishment. Curious to assess how Grow Asia could leverage the multi-stakeholder network to bolster the acceleration of innovation at scale, the Grow Asia Secretariat commissioned an analysis to understand the types of innovation being led by small and medium sized agribusinesses, identify their financing needs and bottlenecks, and determine what types of support they may need to accelerate their growth. The Grow Asia Secretariat is considering what role it can play in this ecosystem based on its collaborative, multi-stakeholder model.

Performance Management

All partners recognize the importance of measuring results to identify successful approaches, learn from missteps, and justify the scaling of value chain projects. The Grow Asia Secretariat has created a series of tools aimed at supporting Country Partnerships in their performance measurement.

Project Design Checklist

The Grow Asia Secretariat, in consultation with the Civil Society Council, developed a Project Design Checklist to guide and support partners during the co-creation of value chain initiatives. The Checklist highlights key social and environmental design goals, such as the engagement of women farmers and the issue of land rights. For those partners keen on integrating social and environmental considerations, the Grow Asia Secretariat provides technical briefing addendums, which were written by technical experts on the Grow Asia Civil Society Council.

Indicator Framework and Tools

Through a multi-stakeholder consultative process and based on the New Vision for Agriculture results framework, Grow Asia has adopted a set of indicators to measure progress toward achieving improvements in the productivity, profitability and environmental sustainability of smallholder farms. Environmental sustainability is captured through reductions in water use and greenhouse gas emissions, and the optimization of chemical inputs. To support Working Groups in measuring progress, the Grow Asia Secretariat has created a performance measurement guide, along with templates, toolkits, and webinars, and is in the process of tailoring an emissions calculator.

Kavita Prakash-Mani, Executive Director of Grow Asia, with Hugh Borrowman, Australia's Ambassador to Vietnam and H.E. Cao Duc Phat, Vietnam's Minister of Agriculture and Rural Development



Events

Grow Asia Forum

Grow Asia was formally launched at the Grow Asia Forum on 19 April 2015 in Jakarta, Indonesia. The event was attended by 160 senior leaders from ASEAN governments, the private sector, international organizations, donors, civil society, and farmer organizations. Seven of the ten ASEAN countries were represented by ministers, vice ministers, and senior officials from agriculture ministries. Cambodia committed to a new partnership, and participants agreed to collaborate on further value chain initiatives and find innovative solutions for South East Asia's smallholders.

Inclusive Agri-business Roundtable

The Grow Asia Secretariat co-hosted a Roundtable on Inclusive Agri-business in South East Asia in Ho Chi Minh City in September 2015. This was in partnership with the Government of Australia's Department of Foreign Affairs and Trade, Australia's Food Systems Innovation (FSI) initiative, the Seas of Change initiative, and the Global Donor Platform for Rural Development.

The Roundtable was an excellent first opportunity for Grow Asia corporate partners to come together with leaders from farmer organizations, academia, and civil society to discuss experiences, share case studies, and brainstorm innovative solutions to the challenges of growing inclusive agri-businesses in South East Asia. The Roundtable was attended by 120 stakeholders, and a master class on performance measurement approaches was conducted.

World Economic Forum

The Grow Asia Secretariat and many partners also annually participate in the World Economic Forum's Annual Meeting in Davos and the World Economic Forum on ASEAN. This provides a platform and opportunity to share progress as well as challenges with other similar efforts and engage with champions and leaders from governments, business, NGOs, donors, farmers and others.

Establishment and Management

Following Grow Asia's official launch in April 2015, the first task was the establishment of the Grow Asia Secretariat in Singapore. This included incorporating Grow Asia Partnership Ltd as a Company Limited by Guarantee, appointing directors, formalizing the working relationship with the World Economic Forum, and hiring the initial team of four.

The Grow Asia Secretariat and the World Economic Forum worked closely with the Government of Australia and Government of Canada in developing plans to fund the establishment and operations of the Grow Asia Secretariat for a three-year period.

“The Grow Asia partnership allows us to share success stories and learn from the experiences of all of our South East Asian neighbors. It builds on the World Economic Forum's ‘New Vision for Agriculture’, and helps improve the lives of smallholder farmers in ASEAN through enabling access to knowledge, technology, markets and finance.”

Franky Widjaja, Chairman and CEO of Sinar Mas Agribusiness & Food, Chair of PISAgro and the Grow Asia Business Council, and member of the Grow Asia Steering Committee



Governance

Grow Asia's multi-stakeholder governance structure was formalized in the first year of operation.

Grow Asia Steering Committee

A multi-stakeholder Steering Committee was established as the main oversight body for the Grow Asia Secretariat. Its multi-stakeholder representation, including a farmer representative, is invaluable in defining Grow Asia's plans and addressing differing views and approaches while identifying priority areas that help Grow Asia meet its ambitious targets. The Grow Asia Steering Committee Members are:

“Multi-stakeholder partnerships, like those that Grow Asia is championing, have helped foster greater collaboration between farmers and other key stakeholders. Such linkages are helping to ensure that Grow Asia's projects remain sustainable and inclusive.”

Anna Chilczuk

Regional Program Director, Asia, Mercy Corps

Paz Benavidez II

Assistant Secretary for Planning and Project Development, Philippines Department of Agriculture; Chair of Senior Officials Meeting of ASEAN Ministers of Agriculture and Forestry.

Anna Chilczuk

Regional Program Director, Asia, Mercy Corps.

Michel Gagnon

Director, Food Security, Global Issues and Development, Global Affairs Canada, Canada.

Gita Kamath

Assistant Secretary – Agriculture and Food Branch, Office of Trade Negotiations, Department of Foreign Affairs and Trade, Australia.

Wan Ling Martello

Executive Vice-President, Asia, Oceania, Africa and Middle East, Nestlé SA.

Sarita Nayyar

Managing Director, World Economic Forum USA.

Esther Penunia

Secretary General, Asian Farmers' Association for Sustainable Rural Development (AFA).

Tran Dong Phuong

Director, Finance Industry and Infrastructure Directorate, ASEAN Secretariat.

Franky Widjaja

Chairman and CEO, Sinar Mas Agribusiness & Food.

Grow Asia Business Council

The Grow Asia Business Council includes the CEOs and regional heads of 26 local and global companies that are partners of the World Economic Forum. Member companies have led the Country Partnerships, invested in value chains, and supported the development of innovative solutions.

Grow Asia Civil Society Council

Local and global NGOs were invited to join a Grow Asia Civil Society Council. The nine members have provided active guidance, including the development of a Project Design Checklist, reviewing the Grow Asia performance management metrics, commissioning specific research in support of Grow Asia's projects, and partnering through projects on the ground.

Grow Asia Farmers' Council

A Farmers' Council is being developed with the support of the Asian Farmers Association for Sustainable Rural Development (AFA). Initial consultations have been held with country level farmer organizations to inform the design and modalities of the proposed Council.

"More than just beneficiaries, farmers play a critical role in the decision-making process, which is especially important as they seek to increase their farming output for the benefit of both their families and society. Grow Asia believes in this, and thus, includes a representative of a regional farmers organization in its Steering Committee. We look forward to further strengthening the farmers' position as an equal partner in the agricultural value chain at country levels."

Esther Penunia

Secretary-General, Asian Farmers Association for Sustainable Rural Development (AFA)

“In its first year of operation, Grow Asia has supported five ASEAN countries to initiate, develop or scale partnerships for sustainable agricultural development which have benefited nearly half a million smallholder farmers. The Grow Asia Secretariat has succeeded in building a regional network to accelerate innovation, best-practice exchange and collaboration among all partners. We are pleased with the progress that Grow Asia has driven, including its inclusive governance model. We look forward to the year ahead.”

Grow Asia Steering Committee



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Engage

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