



CASE

Competitive Agricultural Systems & Enterprises (CASE) Approach

LOCATION

2SCALE Phase I: Ethiopia, Kenya, Uganda, Mozambique, Benin, Ghana, Nigeria, South Sudan

2SCALE Phase II: Burkina Faso, Côte d'Ivoire, Egypt, Ethiopia, Ghana, Kenya, Mali, Niger, Nigeria, South Sudan

PARTNERS

- » **IFDC** implemented 2SCALE Phase I in partnership with **iCRA** and **Bopinc** and Phase II in partnership with Bopinc and **SNV**. These partners have contributed their core expertise to the program.
- » **Government of Mozambique**
- » **Local private companies:** Agridev, DECA (agricultural produce buyers)
- » **Input supply companies:** Syngenta, Seed Co, K2, Mozfert/Mozgrain, SBOF, Bayer, EASI Seeds, ETC Adubos, IAV Lda., AgriFocus, Companhia de Zembe, Casa do Agricultor

RESOURCES

- » **CASE: a grassroots approach to agribusiness development in Sub-Saharan Africa** (pdf)
- » www.2scale.org
- » www.ifdc.org

COMING EVENT

- » 2SCALE celebrated **10 years of inclusive business development** through the CASE approach in June 2022 for anglophone countries in Kenya and is planning a francophone celebration in November 2022 in Côte d'Ivoire.

CASE is a **holistic approach for agricultural development** developed by IFDC during the implementation of various projects over a period of eight years. IFDC, as an organization that develops agriculture from ground up, has promoted Integrated Soil Fertility Management (ISFM) for improving agricultural productivity. This focuses more on developing agriculture from the production side. Through time, ISFM was found insufficient for the global food challenges, calling for the development of an all-encompassing approach. Thus, CASE built on this, considering market development on top of production.

CASE involves both agricultural intensification and agribusiness development, and incorporates agribusiness cluster (ABC) formation, value chain development, institutional economics, market systems development, transactional economics, and rural innovation systems. Unlike other integrated rural development programs, the CASE initiatives are led by local champions (fostering ownership) to ensure sustainability. These are framed in the CASE approach into three pillars and three core values. The **three pillars** are: ABC formation and development, value chain development, and enabling institutional and business environment. The **three core values** include competitiveness (economic and social sustainability of private partners), empowerment (of private partners), and ownership (by private partners).

The CASE framework comprises **two key concepts**: competition and coordination. Balance of these concepts leads to competitive strategies that help to develop a sustainable food system. ABC formation and development refers to strengthening of local capacities to learn, interact, and engage in a coordinated operation to lay the foundation for a robust value chain for improved food systems. An ABC is a local network of business actors working on a particular commodity in a specific geographical area to meet market requirements. These actors function at the grassroots level, with geographical proximity to easily interact, learn from each other, and respond to common challenges and opportunities with a common vision. Hence, empowerment of local actors and coordination of actions and resources for efficient production of food is instrumental to alleviating global food challenge and creating sustainable food systems.

CURRENT PROJECT

- » **Toward Sustainable Clusters in Agribusiness through Learning in Entrepreneurship (2SCALE) Phase II** (2019-2023).

PAST PROJECT

- » **2SCALE Phase I** (2012-2017), with a bridging phase in 2018.