



# PISAgro Corn WG Strategy

Towards Scale and Impact

# Towards Scale & Impact in the CWG

## Background:

- **CWG has 6 Members**
- **Good collaboration between members has generated 7 interventions**
- **Access outreach is estimated to ~ 130-240,000 small farmers**
- **But members feel the CWG has “stalled”:**
  - **Some interventions dropped**
  - **Some interventions not scaling**
  - **Existing interventions are small**
  - **Not enough focus**
- **A strategy would help to “refresh” the group**

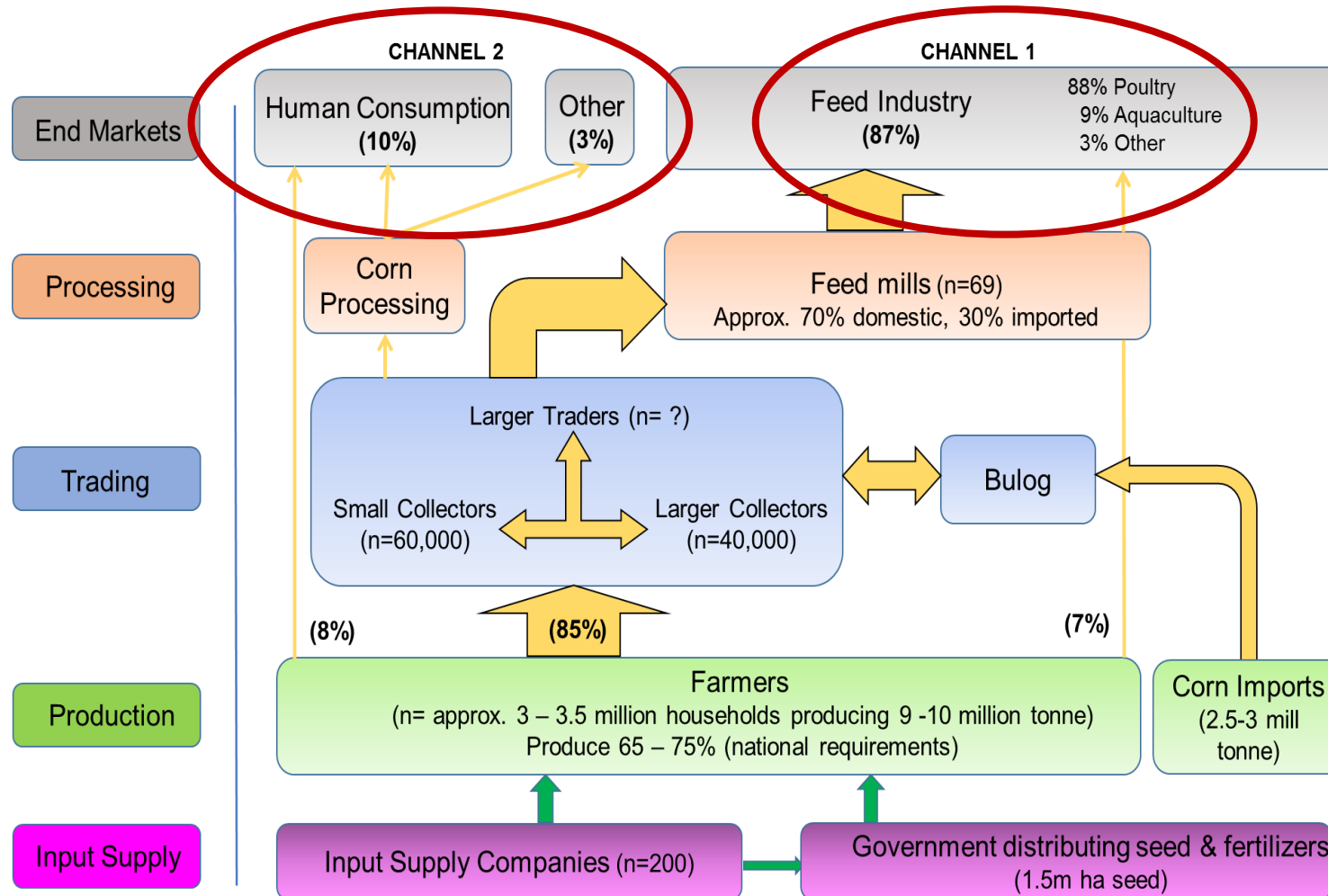
# Towards Scale & Impact in the CWG

## The Process:

- A team of 3 people was fielded to interact with the GWG
- 1<sup>st</sup> round of discussions with group members
- Circulated a discussion paper to elicit views
- 2<sup>nd</sup> round of discussions with members on priorities
- Draft of the Strategy
- Circulation for comments to key members
- Board discussion on broader issues (this is “internal”)
- Execution of the Strategy, if resourced

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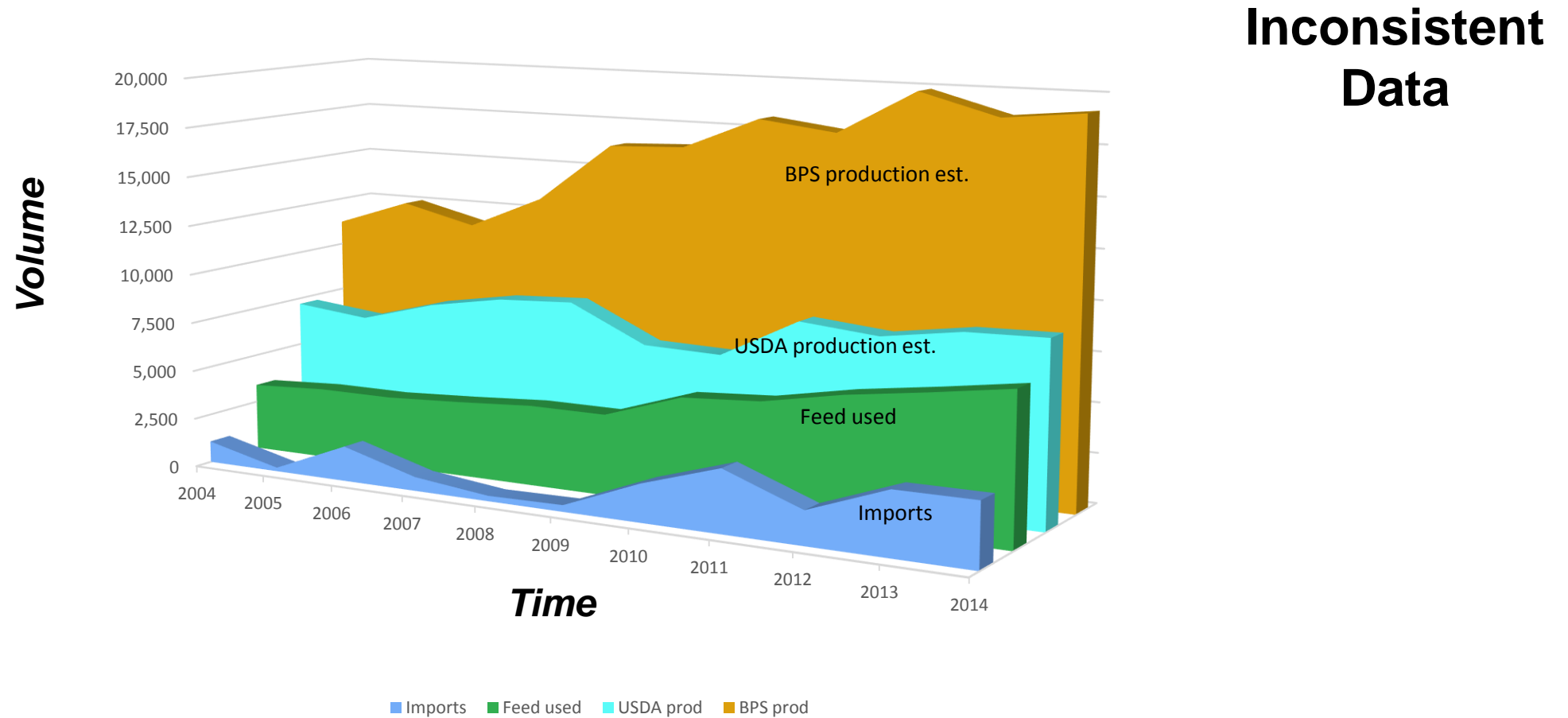
## The Strategy, Part 1: A consistent vision of the sector



## A Snap Shot of the Sector

# Towards Scale & Impact in the CWG

## The Strategy, Part 1: A consistent vision of the sector

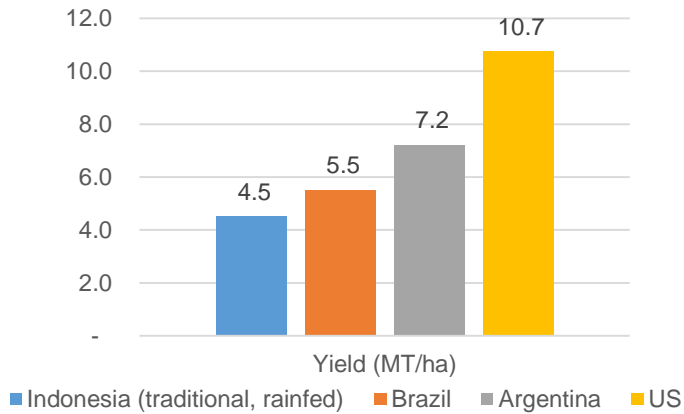


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## The Strategy, Part 1: A consistent vision of the sector

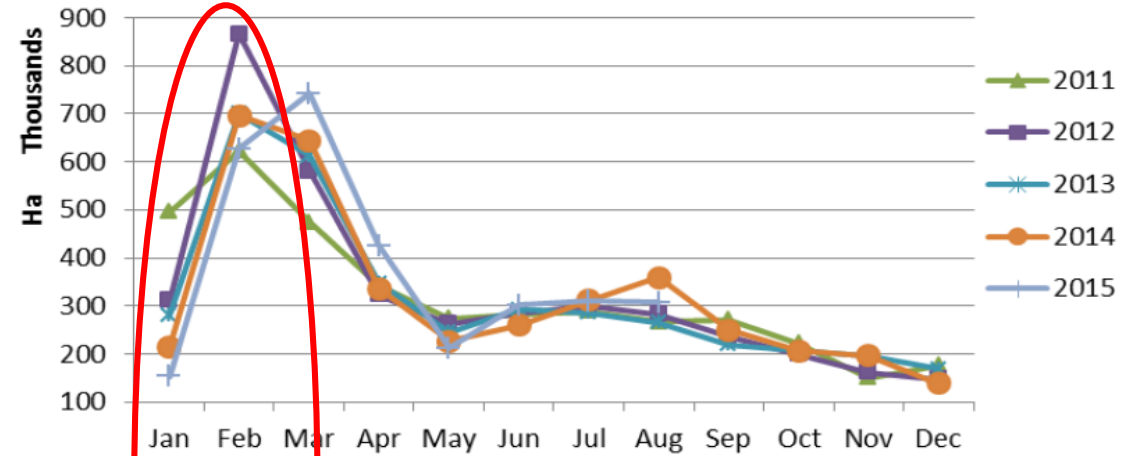
### Increasing Production

Corn Yields (Domestic vs Imported) MT/ha



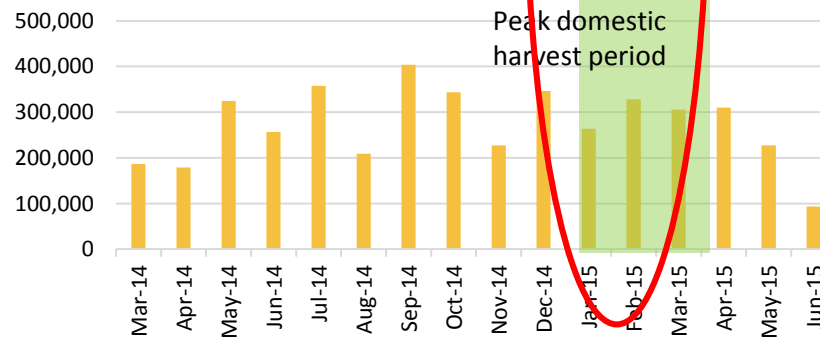
Source: Cargill Grain & Oilseed Supply Chain analysis

### Balancing Production with Demand



Source: USDA Grains Report, 2015

Indonesian Corn Import Volumes (MT/month) 2014/15

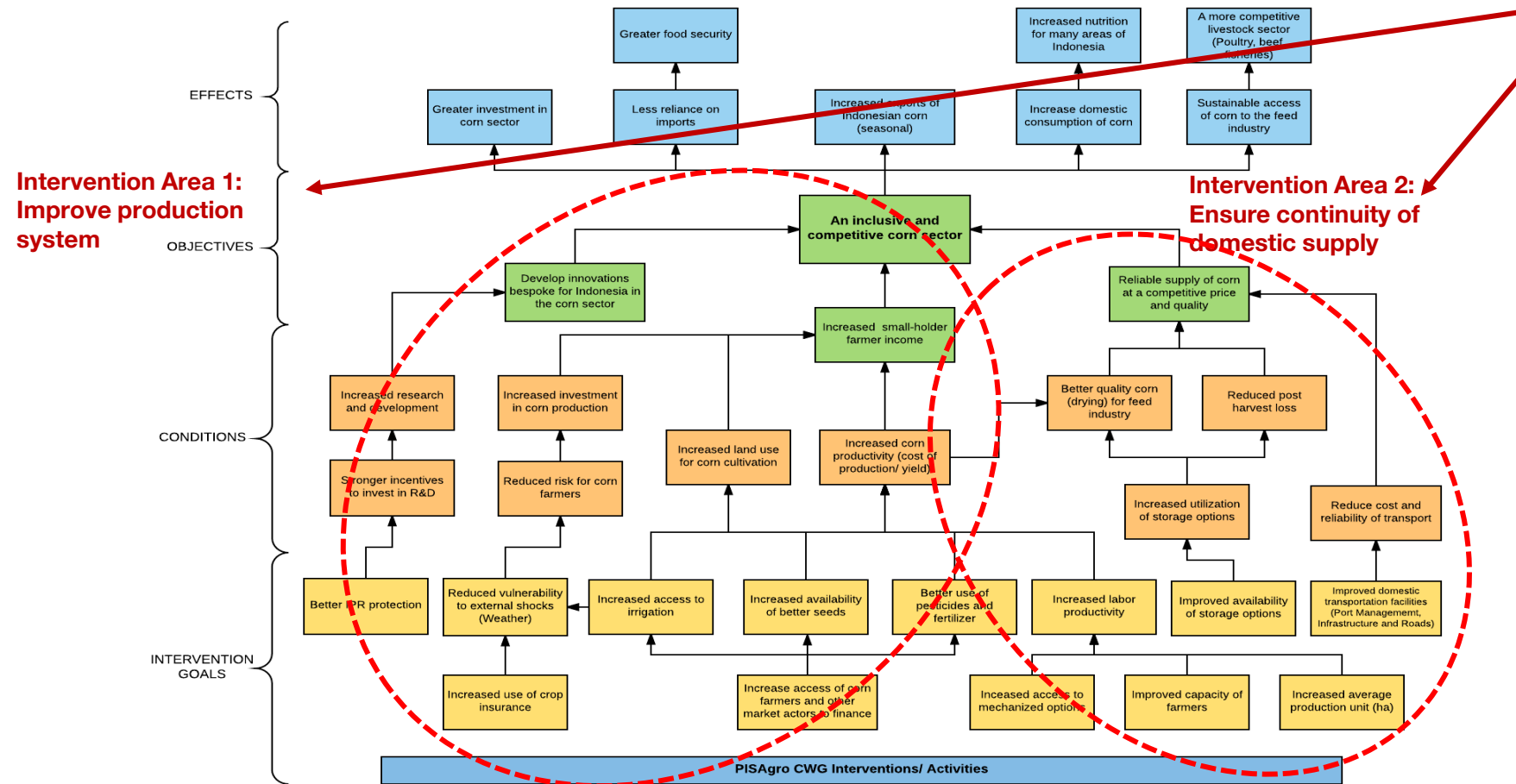


# Towards Scale & Impact in the CWG

## The Strategy, Part 1: A consistent vision of the sector

### A Competitive and Inclusive Corn Sector

The Strategic Focus



# Towards Scale & Impact in the CWG

## The Strategy, Part 2: How the CWG implements this Vision

### Why are the current intervention/projects “Not Scaling”

- They do not appeal to the “core business” of the members
- They are seen as short-term activities and not long term opportunities
- They are not monitored to see what worked and what did not and why

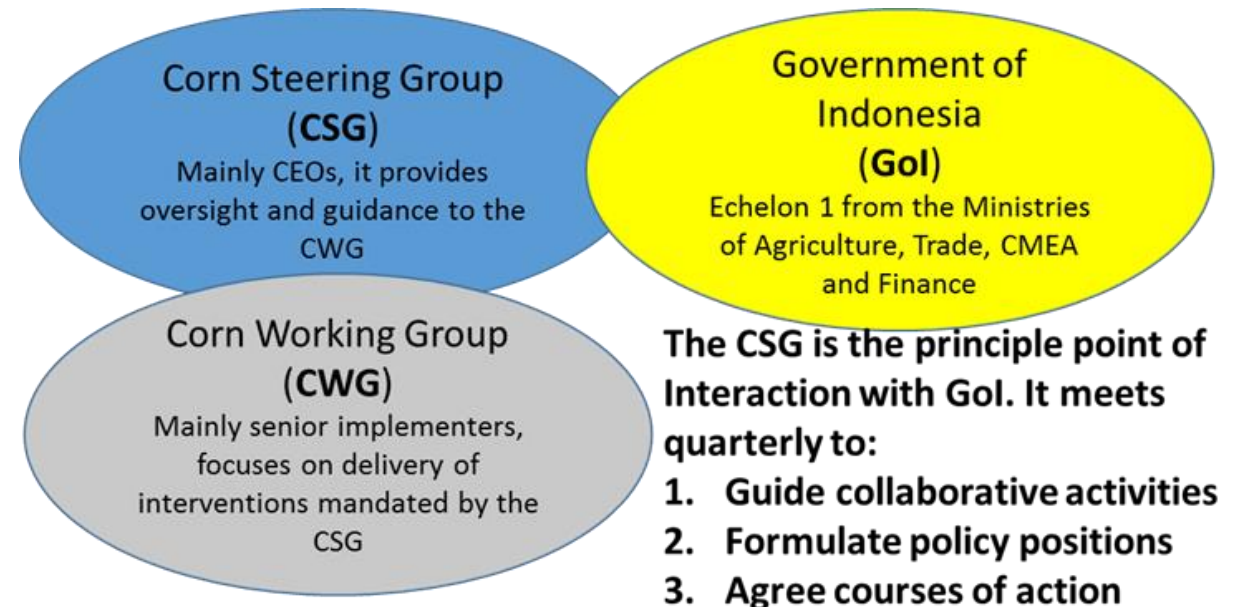


# Towards Scale & Impact in the CWG

## The Strategy, Part 2: How the CWG Implements this Vision

### 1. Upgrade the CWG structure

1. Expand its representation
2. Add a steering committee



# Towards Scale & Impact in the CWG

## The Strategy, Part 2: How the CWG Implements this Vision

### 2. Appoint a dedicated and strategic coordinator

1. A mid level business professional (IDR 15-20 million per month)
2. ToRs:
  - Secretariat to the Corn Steering Group
  - Sector strategy development
  - Intervention design, and monitoring
  - Eliciting support of the group members
  - Measurement of results
  - Resource mobilization
  - Reporting to the Group and the Board

# Towards Scale & Impact in the CWG

## The Strategy, Part 2: How the CWG Implements this Vision

### 3. Assess the portfolio of interventions

1. Review current portfolio to either drop, put on hold or scale
2. Develop a second wave of interventions
3. Ensure all are consistent with the “vision”

#### Examples of new interventions:

Madura with 5 partners

Off season production

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## The Strategy, Part 2: How the CWG Implements this Vision

### 4. Engage more with GoI

1. All members want this
2. The DG Food Crops is willing but
3. The approach should be informal
4. Part 1 of the Corn Strategy can help with this engagement

# Towards Scale & Impact in the CWG

## The Strategy, Part 2: How the CWG Implements this Vision

### 5. Be Consistent in the measurement of results

1. Current figures are for access only not impact
2. They are not monitored or updated
3. Need a standard across all WGs
4. Ask Grow Asia for support

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## Conclusions:

- PISAgro and the CWG has done well on voluntary support, but..
- It needs to invest in its future.
- This can only come from a blend of:
  - Exceptional volunteers, and an
  - Adequate number of dedicated professional staff
- These people should
  - Save costs
  - Generate investment and revenue and
  - Deliver value for money, and should be supported by...
- A business plan with achievable 6-monthly KPIs