



Partnering for Innovation

BRINGING NEW AGRICULTURAL PRODUCTS AND SERVICES TO EMERGING MARKETS

Feed the Future Partnering for Innovation is changing the landscape for supporting agriculture in emerging markets by empowering the private sector to raise incomes and reduce hunger. Partnering for Innovation, a USAID-funded program, builds partnerships with agribusinesses to help them sell new products and services to smallholder farmers, who represent a potential market of more than 500 million customers worldwide. Businesses are provided with the investment assistance, expert guidance, and technical support they need to expand in emerging markets and create a growing and lasting customer base for their agricultural innovations.



PROGRAM ACHIEVEMENTS

- **8** years, **75** partners, and **24** countries
- **133** new agricultural technologies and management practices commercially available to smallholder farmers
- **More than 1.7 million** smallholder farmers gaining access to opportunities to increase their productivity and incomes, reinvest in their businesses, and strengthen food security
- **Over \$151 million** invested in commercializing new agricultural technologies and services, including more than \$104 million leveraged by private sector partners
- **\$110 million in sales** of new agricultural technologies and services to smallholder farmers by local, US, and multinational businesses



OUR APPROACH

The Partnering for Innovation approach considers factors that determine business market success and strives to bolster each link in the agricultural supply chain by:

- Strengthening businesses that serve smallholder farmers.
- Carefully selecting the right partners and maximizing opportunities for success.
- Providing expertise and guidance in agricultural development, public-private partnerships, and collaboration with smallholder farmers.

Learn more about how together we can improve agricultural productivity at partneringforinnovation.org

“It’s great to be incentivized to develop a strategic plan that informs the implementation of activities under this partnership and guides our businesses growth. This is something we would not have done otherwise.”

– JOÃO CARRIÇO
Adicional
Mozambique

“The COVID-19 pandemic slowed our sales and threatened the survival of our business. Partnering for Innovation support came at a critical time to provide a way forward for our growing company.”

– AFFIONG WILLIAMS
Founder and CEO, ReelFruits
Nigeria

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Twitter: @FTF_PI

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Website: partneringforinnovation.org

Email: innovation@fintrac.com

