

Successful Agri-business Projects

- **Lebanon Industry Value Chain Development Project – USAID** the 20/20DC team was a late addition to the LIVCD team to support their market development of companies supported by the project since the inception. 20/20DC provided numerous business-to-business meetings in the corridor between Washington DC and NYC prior to the 2018 NYC Fancy Food Show. The results of this effort have been significant with anticipated sales in 2019 as a result of this effort to exceed several million USD of Lebanese products to the USA market.

- **Value Chain Marketing: Ethiopian Sesame, Pulses, Chickpeas, Honey and Coffee:** 20/20DC created agribusiness linkages via direct marketing and trade shows, assessing and implementing technology upgrades to processing of products and providing entrepreneurial, HACCP and other training through USAID/Ethiopia's Agribusiness and Market Development Program (AGP-AMDe). Initiated successful Public-Private-Partnership with USAID and Parodi Apicultura, a global honey processor, to co-invest in the Ethiopian honey chain.

- **Georgian Wine Industry:** Through three different USAID supported projects, 20/20DC and our experts with Masters of Wine credentials have supported and improved the Georgian wine industry with both technical expertise and marketing. Through our efforts, Georgian wine is now widely available at Whole Foods Markets.

Tajikistan dried fruit: working with the European Bank of Reconstruction and Development (EBRD) 20/20DC has introduced a “new” dried fruit product to Japan expected to provide millions of dollars of sales beginning with the 2018 harvest. 20/20DC is solely responsible for this project including concept, design, market linkages, plant redesign and modernization, financial model development and export coordination.

Ukrainian fruits & vegetables exports: working with the International Trade Center (ITC) 20/20DC is advancing exports of fruits & vegetables from Southern Ukraine to Europe, the Middle East and North America. Efforts include market assessment, business plan development, product recommendations, training, Business-to-Business meeting facilitation, Tradeshow participation and follow-up.

- **Value Chain studies and market assessments –** under contracts on behalf of the USDA and the ITC the 20/20DC team has completed value chain and market assessments for diverse products and supply chains from honey in Zambia and cashew nuts in Tanzania to cheese in Nicaragua. Each of the 20/20DC Entrepreneurs have applied value chain studies to achieve their own business success. Through the course of our careers, we have developed several tools for assessing strengths and weaknesses beyond the standardized consultant SWOT analysis.

Blueberries for USAID/Mongolia: 20/20DC created market linkages by connecting small jam processors in the wild Mongolian blueberry industry with Japanese buyers. The Mongolian nomad producers assisted through 20/20DC's Japanese technical team were able to meet Japanese Agricultural Standards in production, sanitation and quality resulting in ongoing sales of their jam in the Japanese market.

Food Process Engineering and HACCP review and training: Perform feasibility studies and provided food process engineering, equipment procurement assistance for production of honey, dried fruit, tomato products, condiments, and value-added chickpea products for numerous clients. Delivered training on HACCP and provide an overview and detailed courses on available certifications including HACCP, GlobalGAP, BRC, Organic, Halal, Kosher, and Fairtrade.

African Bee Challenge 20/20: this 20/20DC initiative utilizes demand driven development objectives in the honey sector to increase youth employment and empowerment in Africa through Apiculture. This builds upon our work in the region with Mercy Corps (USAID), Adam Smith (DFID) and the International Trade Center (ITC) and builds upon our success in Ethiopia and Kenya working with youth groups and cooperatives in the honey sector with the support of the private sector (buyers). This effort resulted in a PPP between Parodi Apicultura and the ITC for development of the Zambian honey industry. Furthermore, sales have been achieved between Zambian and Ethiopian honey producers and buyers in the USA for Zambian honey.

- Kenyan Juice Processing: Through an economic feasibility study and engineering design of a juice processing plant in Kenya, 20/20DC enabled a cooperative effort between the Gates Foundation and Coca Cola for production of beverages marketed throughout 27 countries in Africa.

- Nigerian Sesame: Working with USAID's Nigeria Expanded Exports Program, 20/20DC expanded export opportunities for producers including linking directly to Japanese buyers as well as to markets in South Korea, Japan, China, Turkey and Brazil.

- Global Shea Butter Alliance (GSA): Through an MOU with the GSA, the trade association for shea butter based in Ghana, 20/20DC developed and implemented a strategy to engage brands and retailers in the global shea industry. 20/20DC organized and coordination of USA based GSA forum in NYC during 2013 and 2014. Provided recommendations to the Government of Ghana on price floor policy to enhance incomes and profitability of small shea nut producers. Provided entrepreneurial training at conference in Nigeria to shea producing and collecting women's' groups, companies and NGOs.

- Quinoa with USAID/Peru and the Government of Peru: Through a cooperative effort between businesses in Peru and in the US, 20/20DC discovered a "new" variety of quinoa and established a market niche. From the original 1kg of seeds available, this variety has since been multiplied and provides sufficient volume for commercial markets in the US. Because of 20/20DC's efforts, demand still exceeds supply, and a new cadre of small, successful producers has emerged. This product now has a global market with demand exceeding supply annually and high prices supporting continued investment into the industry. It is estimated that this variety went from the 1 kg identified by our founder to more than \$90 million USD in trade.

- Sugar Alternative "Stevia" for USAID/Paraguay: 20/20DC worked with the private sector in Paraguay to expand exports for Stevia, a sugar alternative including the introduction of Cargill to Paraguayan Stevia that catalyzed the export opportunity's growth. A key 20/20DC report is credited with opening the doors for Stevia to achieve GRAS status in the USA. Stevia sales to the US market are expected to exceed US\$1 billion by the year 2020.

- Sustainable Wood Exports for USAID/Peru. 20/20DC worked with wood producers to create higher value, by developing sustainable markets, identified and quantified market opportunities for secondary Peruvian wood species for the US, the EU, Brazil and Chinese markets. Identified and created value for secondary species thus allowing more sustainable and rewarding harvests for the industry.

- Sacha Inchi with private sector and NGOs in Peru: 20/20DC introduced new Omega 3 oils-rich product from Peru to the Japanese market, provided technical assistance and marketing support to the private sector in both Peru and Japan.