

### **Fresh produce export value chain development, Uzbekistan, USAID**

Ongoing produce value chain program to develop Uzbekistan produce exports. Working with cold chain for produce, identifying weaknesses and addressing issues to support exports to the Central and Southern Asia region. Providing expertise at all stages of the chain from HACCP and Fairtrade to operations and logistics. This effort has taken is to trade events in Germany (Fruit Logistica) and Dubai (Gulfoods) with additional face-to-face meetings through trade missions in countries as diverse as Russia and India and Japan.

### **Honey Joint Venture, Ethiopia, USAID**

Through the AGP-AMDe program funded by USAID, 20/20DC identified and facilitated the cooperative effort between a global buyer of honey, trading roughly 6% of the world's honey by value, and a producer owned cooperative in rural Ethiopia. This effort culminated in a resource partnership between the global buyer, USAID and Zenbaba honey cooperative. The buyer subsequently opened an office in Ethiopia to facilitate and coordinate regional efforts. Efforts for honey continue with ongoing support of Ethiopian and Zambian honey producers for sales to North America and Japan.

Honey PPP in Zambia to move producers to apiculture from honey hunting and Zambian exports of honey to the USA, Zambia – ITC, USAID and African Bee Challenge 2020 (ABC 2020)

Through coordination of multiple development project efforts, the private sector and the ABC 2020 advances in Zambian honey production and marketing supported by the ITC, through PPP negotiated by 2020DCC, and sales of honey to the USA supported by USAID and ABC 2020.

### **Red quinoa (Pasankalla), Peru, USAID**

Identifying the opportunities presented by a “new” variety of quinoa 20/20DC facilitated the buyers visit to Peru where he concluded the first ever pre-production and pre-paid contract for quinoa on the Altiplano of Peru. Taking available seed from the limited quantity (near extinct) to commercial relevance required time due to the restrictions of nature, however, the private sector now estimates that the volume of this product ranges between \$80 and \$120 million USD in export from Peru and Bolivia.

### **Fancy Food Show, USA, International Trade Center (ITC)**

Coordinated ITC efforts to integrate Mali value added food processors into the USA market. Facilitated trade mission to visit buyers in the Washington DC to NYC corridor prior to the Fancy Food Show in NYC. Presented exporters to buyers in face-to-face meetings with purchasing power in excess of \$100 million dollars.

### **High-end Fashion, Peru, Private Sector**

Introduced premier Peruvian fashion designer to Nordstroms in North America. Facilitated trunk shows in Florida and Texas to introduce the Peruvian designer to leading markets in the USA. Applied the principles developed by 20/20DC to a market driven not by price like most food products but by design and consumer appeal.

### **Commercial Trade Events, Globally**

20/20DC has participated in leading tradeshows in all markets including Europe (Fruit Logistica, Anuga, Food Ingredients, and Foodtech), USA (FMI, IFT, Supply Chain, Natural Foods, Chemspec, Interpharm) Asia (FoodEx, Hofex, Fruit Logistica), Africa and the Middle East (Gulfoods), Latin America (Alimentaria - Mexico, ABRAS - Brazil) and others globally.

### **Market integration, tradeshows and training, Ethiopian agriculture, USAID/Ethiopia**

Connecting small and medium chickpea, honey and sesame export businesses with global markets. Trained farmer cooperatives on effective marketing practices and set up meetings with 80+ buyers. Developing business plans for exporters, including financing requirements, improved marketing materials for farmer cooperative unions and other exporters. Participated in the Gulfoods show to support market development.

### **Cashmere value chain analysis and business association development, Mongolia, USAID**

Oversaw program activities to promote the cashmere industry as part of USAID/Mongolia Economic Policy Reform and Competitiveness (EPRC) project's value chain strategy. Identified high value opportunities for partnership and intervention across the value chain. Recommended future technical assistance activities. Met with cashmere business leaders and hosted a workshop to mobilize active support across the industry. Supported value chain analysis to increase exports of Mongolian cashmere and identified ways to increase value through increased downstream processing in Mongolia. Analyzed demand potential among select cashmere buyers in Hong Kong, China and internationally to market cashmere products.

### **Pakistani mango to Europe, USAID/Pakistan**

Identified distribution channels and analyzed the volume, value and growth of mango imports into the EU market. Recommended strategy for increasing mango exports to the EU from Pakistan. Performed price analysis of dried mango imports to the EU. Traveled to export destinations in Europe and to work in conjunction with buyers and mango sector technical advisor.

#### **20/20DC Experience in Value Chain Interventions**

20/20DC experts have extensive expertise in value chain interventions in developing markets globally, from assessment stage to action planning and market linkage execution. Our Team Members have operated at different stages across the value chain in the private sector as business leaders in food processing, marketing and distribution businesses. This real-world experience coupled with academic expertise and development experience provides the 20/20DC team with unparalleled expertise.

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### **European mango value chain review and trail shipment study, USAID/Pakistan**

Identified distribution channels and analyzed the volume, value and growth of mango imports into the EU market. Recommended strategy for increasing mango exports to the EU from Pakistan. Performed price analysis of dried mango imports to the EU. Traveled to export destinations in Europe and to work in conjunction with buyers and mango sector technical advisor.

Value chain intervention: increased trade and investment in Ethiopian agriculture, USAID/Ethiopia Connecting small and medium chickpea, honey and sesame export businesses with global markets. Trained farmer cooperatives on effective marketing practices and set up meetings with 80+ buyers. Developing business plans for exporters, including financing requirements, improved marketing materials for farmer cooperative unions and other exporters.

### **Agricultural value chain assessment in two regions in the Democratic Republic of the Congo, USAID/DRC**

Six value chains in each region were assessed on criteria including how potential interventions could create inclusive growth (reducing poverty), improve food security, support women and youth and be climate change robust. Using a market-systems value chain approach, an end market analysis; interviewed 100+ stakeholders in the field to guide the design of new agricultural activities that will promote inclusive growth to reduce poverty, while increasing food security and improving nutrition. Delivered two-day workshop to USAID/DRC to support program design and work plan development.

### **Sector value chain development and program design, Tanzania, World Bank**

Identified the highest value opportunities and constraints to growth for eight sectors, examining productivity, access to markets, quality control and upgrading, and the general business environment. Interviewed 100+ private and public sector stakeholders in eight key sectors to perform value chain assessment and create a stakeholder map, collaborated by desktop research. Hosted stakeholder workshops to develop program to improve industry-wide competitiveness, build trade linkages and exports, and create jobs.

Value chain and market development to achieve biodiversity and sustainable incomes, USAID/Peru The “Identifying Commercial Opportunities for Wood Species” market development assessment identified new business linkages for local suppliers of Peruvian wood species by analyzing global supply and demand factors.

**Apiculture value chain analysis – Ethiopia and Kenya - USAID, Zambia - ITC**

Have done extensive work on apiculture (bee) chains in several African countries. Analysis includes field studies and production studies coupled with desk studies of market demand. Designed and deployed PPP for investment from private sector into Ethiopian cooperative supporting production and exports