

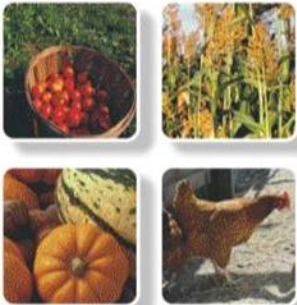
TRANSFORMING TECHNOLOGY INTO VALUE ADDED PRODUCTS FOR MARKETS



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OVERVIEW

- African agriculture has been sluggish despite organized agricultural research for 80 years; such research had been primarily planned and implemented by scientists.
- There has been a disconnect between research that emphasizes research outputs and a “system” that translates research outputs into products. There has been minimal input by end-users i.e The private Sector.
- The research emphasized technology to increase productivity but ignored the need to facilitate uptake of the innovations and relevance to existing market demands.



1.

OVERVIEW Cont.

- The global market for agricultural products expand, opening up opportunities for African produce but also pose new challenges.
- Globalization is however an opportunity for acceleration of technology uptake by the private sector which should lead to improvement in agricultural productivity and revenue.
- This calls collective efforts to promote “Research systems” that involves all stakeholders and translates research outputs into products.
- Technology adaptation, acquisition, and application are key to agribusiness development and competitiveness in the regional and global market.



CHALLENGES

- Little collaboration in research project formulation and implementation btw ARD institutes and the private sector.
- Minimal transformation of research outcomes into value added products.
- Little incentive for the private sector to invest in research due to high cost of collaboration with ARD institutes.
- The profit motivation by the private sector hence little sharing of proprietary knowledge or uptake of technology that they do not “own”.
- Inadequate training opportunities for private sector personnel to apply the technology.



OPPORTUNITY AREAS

The private sector want to partner and participate in innovations that:

- a) Varieties that are fast maturing, give better yields and are drought & disease resistant.
- b) Provide alternative uses to staple foods such as cassava, sorghum, plantain etc.
- c) Reduce operational costs.
- d) Can easily be taken up through minimum extension service.
- e) Offer opportunity for their personnel to obtain training and scholarship.



PANAAC OVERVIEW



- PanAAC is a continental network that seeks increase productivity and expand markets through better uptake of knowledge & innovation, entrepreneurship & investment
- PanAAC was conceived in June 2007 at the FARA GA in Jo'burg and established at a consolidation meeting in Accra, Ghana, in November 2007.
- PanAAC has thereafter organized the first East and Central Africa agribusiness workshop with the other three workshops planned for the other three sub-regions.
- PanAAC is developing programs that aim at bridging the gap between research and agribusiness enterprises (corporate and MSMEs).



5.

INTERVENTIONS BY PANAAC



- Provide forum for engagement with institutions of higher learning to build capacity in business and demand driven agribusiness training,
- Provide platform for collaboration between ARD institutions and the private sector for conceptualization and implementation of demand driven research initiatives.
- Engage the corporate agribusiness enterprises in supporting demand driven research initiatives.
- Providing feedback to ARD institutions on the effectiveness of the their innovations on the ground. **6.**



INTERVENTION BY PANAAC

- Strengthening ability of the private sector to manage innovation i.e. diffusing an innovation culture; and disseminating technological information.
- Reducing financial barriers to innovation i.e. facilitating the development of market mechanisms for equity financing for innovative start-ups.
- Enable the private sector access national and global innovation networks.



7.

BENEFICIARIES

- African agribusinesses that will improve on their revenues due to the application of the new technology and innovation.
- Small scale farmers who will improve their productivity and incomes,
- ARD institutions that will get feed back on the impact of their research programs.
- Governments, policy makers etc who will obtain feed back on effectiveness of their strategies and to enable them develop best practices.



WAY FORWARD

- Lobbying for more research resources to sub sectors that present best opportunities.
- Development and hosting agribusiness data, information & intelligence on best bet technologies.
- Strengthening collaborations btw IA4RD and corporate agribusiness.
- Transforming research outputs into products thro' value addition & innovation.
- Providing a platform for the researchers to show case their technology to the private sector.
- Link the private sector with national and global innovation networks.



THANK YOU VERY MUCH !!

