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**ASF** Agribusiness Support Fund



# USAID's AGRIBUSINESS PROJECT

## Quarterly Report

*1<sup>st</sup> April to 30<sup>th</sup> June 2012*

Compiled by  
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AGRIBUSINESS SUPPORT FUND



## PROJECT SUMMARY

1<sup>st</sup>April to 30<sup>th</sup> June 2012

<b>Implementing Partner:</b> Agribusiness Support Fund
<b>Project Name:</b> USAID's Agribusiness Project (UAP)
<b>Intermediate Result:</b> <p style="text-align: center;">Increased Income Generating Opportunities</p> <b>Sub-Intermediate Result:</b> <p style="text-align: center;">Competitiveness of Horticulture and Livestock Value Chains Increased</p>
<b>Project Objective:</b> <ul style="list-style-type: none"> <li>▪ To strengthen the capacity in horticulture and livestock value chains to increase sales to domestic and foreign markets;</li> <li>▪ To strengthen the capacity of smallholders and farmer enterprises to operate autonomously and effectively; and</li> <li>▪ To increase agriculture efficiency and productivity through adoption of new farming techniques and technological innovation among targeted beneficiaries.</li> </ul>
<b>Cooperative Agreement No.:</b> Cooperative Agreement No. AID-391-A-12-00001
<b>Life of Activity (start and end dates):</b> November10, 2011 – November09, 2016
<b>Total Estimated Agreement Amount:</b> \$ 89,412,942
<b>Obligations to date:</b> \$10,300,000
<b>Accrued Expenditures this Quarter:</b> \$2,020,967
<b>Activity Cumulative Accrued Expenditures to Date:</b> \$ 2,933,673
<b>Estimated Expenditures Next Quarter:</b> \$ 2,500,000
<b>Report Submitted by:</b> <u>Fida Muhammad</u> Director, Monitoring, Evaluation and Communication
<b>Report Reviewed By:</b> <u>Shad Muhammad</u> Chief of Party
<b>Submission Date:</b> 31 <sup>st</sup> July2012

## 1 INTRODUCTION

### 1.1 Overview of the Project

The USAID's Agribusiness Project (Cooperative Agreement No. AID-391-A-12-00001) is jointly implemented by USAID in collaboration with the Agribusiness Support Fund (ASF). The project commenced on 10<sup>th</sup> November, 2011 and is a five years project. The target sub-sectors for the Project are horticulture and livestock (including dairy and fisheries).

The Project was designed to address the priority problems and constraints impeding the development of agriculture sector in Pakistan. Interventions under the project will focus on improving and strengthening off-farm and on-farm activities by enhancing competitiveness of enterprises to explore and exploit their potential in both domestic and international markets. Keeping in view the diversity and spread of agriculture production in Pakistan, and with a view to ensure effective implementation, a sub-sector cluster approach is being adopted by the Project, whereby areas with the greatest potential for value addition, employment creation and outreach will be prioritized and targeted. The project will serve as a catalyst to leverage private sector's investment in agribusinesses and related enterprises as a means for NGOs/RSPs, BDSPs and other community organizations (FEGs/KFS) to provide agribusiness support services in their communities with the ultimate objective to strengthen private sector value chains to become commercially viable and sustainable. Implementation of activities are carried out in collaboration with international and local partner organizations. The project is in its first year of implementation and undertaking various activities including office establishment and program activities.

### 1.2 Overall Project Goal

The overall goal of the USAID's Agribusiness Project is to support improved conditions for broad-based economic growth, create employment opportunities and contribute to poverty alleviation through increase in competitiveness of horticulture and livestock value chains in partnership with all stakeholders.

### 1.3 Specific Project Objectives

Specific objectives of the project are to;

- strengthen the capacity in horticulture and livestock value chains to increase sales to domestic and foreign markets;
- strengthen the capacity of smallholders and farmer enterprises to operate autonomously and effectively; and,
- increase agriculture efficiency and productivity through adoption of new farming techniques and technological innovation among targeted beneficiaries.

### 1.4 Project Components

The Project activities are organized under two components (having several sub-components) i.e. (i) technical assistance (TA) for capacity building and program support; and, (ii) partnership window-cost-sharing grants.

Under component-1, The Project will offer on-going technical and capacity building assistance to upgrade and strengthen the priority value chains in horticulture and livestock sub-sectors and will serve as a basis to facilitate interventions under component 2. Component-1 encompasses four sub-components i.e. (1) International Technical Assistance & Program Delivery Support, (2) International Market Linkages Development, (3) Kissan Field (Schools) (KFS), and (4) Capacity Building, Training & Awareness.

Component-2 of the Project involves launching of a national cost-sharing grants program, offering a wide range of customized and demand based matching grant products to all players within the selected priority value chains. Within the priority value chains, agribusinesses (including processors, exporters, marketers, value adding and other related SMEs), farmers and farmer enterprise groups are eligible under different categories of grant for better integration into domestic and export market chains. Grants will also be provided to farmers' associations, processors and exporters, transporters, service providers, universities and research institutes, Non-Governmental Organizations, Rural Support Programs (RSPs) and other key players in order to address weakness and market failures with the ultimate objective to strengthen capacities in value chains.

### **1.5 Quarterly Report-3**

This quarterly report is submitted as required under the cooperative agreement and covers the period from 1<sup>st</sup> April to 30<sup>th</sup> June 2012. The report covers briefly the actual accomplishments and its comparison to the planned targets and its relations to the goals and objectives of the project. Data is presented using indicators given in the project logical framework supported by brief summary narrations. The report presents progress on the output of projects in both quantitative and qualitative forms. The report also lists issues and constraints that have affected the performance and reasons for delays encountered, and as to how activities were accordingly adjusted or rescheduled. It also provides a summary of the financial expenditures incurred during the quarter.

## 2 PROGRESS DURING THE QUARTER

### 2.1 Progress Summary

Major activities undertaken during the reporting period included mobilization of human resources for the start-up phase, recruitment of staff, establishing/renting office premises, mobilization of staff of CNFA, development of a plan for conducting public consultations for scoping statement regarding environmental assessment, conducting participatory rapid horticulture and livestock appraisals, and launching of the first grant cycle.

During the quarter, focus was on preparatory steps to launch activities in the field, introduction of the grant program through advertisement and calls for expression of interest, and taking steps to develop management process and mechanisms especially for grant appraisal and approval.

### 2.2 Brief Narrative on the Progress

#### 2.2.1 Staffing and Establishment

ASF continued staff recruitment for various positions. A total of 158 staff positions were filled out by the end of the quarter which included 130 male and 28 female incumbents in total since the inception of the project. In the quarter under reporting, 27 persons were recruited of which 7 were female candidates. Details of the staffing of project are given in Table 1.

**Table 1: Status of Staffing as on 30<sup>th</sup> June 2012**

Progress By Location	Achievements During Previous Quarter		Achievements During the Quarter		Cumulative Total As on 30 <sup>th</sup> June 2012
	As on March 31, 2012		April 1 – June 30, 2012		
	Male	Female	Male	Female	
Project Office-Islamabad	10	4	7	2	23
ASF Head Office	26	4	5	2	37
Regional Office-Lahore	2	-	-	-	2
Regional Office-Peshawar	17	2	-	1	20
Regional Office-DI Khan	19	-	1	-	20
Regional Office-Gilgit	11	5	1	-	17
Regional Office-Sukkur	6	1	1	-	8
Regional Office-Karachi	11	4	1	-	16
Regional Office-Multan	6	-	3	2	11
Regional Office-Faisalabad	-	-	1	-	1
Regional Office-Quetta	-	-	-	-	-
<b>Total</b>	<b>110</b>	<b>21</b>	<b>20</b>	<b>7</b>	<b>158</b>

#### 2.2.2 Progress Update

Work planning and progress review of the project is being done on a regular basis which provides an opportunity to project staff better orientation of the project in line with priorities. A Strategic Management Committee (SMC) and Planning and Review Committee (PRC) of the project has been constituted in order to provide a forum for the project staff through which they can contribute to the direction and overall effectiveness of the project implementation. Regular meeting of SMC and PRC would be conducted on a monthly basis.

#### 2.2.3 Orientation and Training of Staff

Formal orientation sessions were held for the staff on the project scope, strategies and plans. Separate orientation trainings were held on M&E/Communication and grants/procurement for relevant staff. In addition, project staff members were nominated for training programs outside the project. These included the following trainings:

- Training on Financial Management for Middle Managers organized by LUMS at Lahore (April 2-6, 2012): 5 staff member participated;
- Training on HR Management and Administration for Middle Managers organized by LUMS at Lahore (May 29-June 01, 2012): 4 staff member participated.

## **2.2.4 Scoping and Consultations**

Scoping assessments and consultations with stakeholders were carried out by the project. Meetings with different stakeholders, including the chambers of commerce and industries, were held in various regions to disseminate information on grants and other project initiatives. This helped introduce opportunities available under this project to various business members of the chambers. A successful orientation workshop on Grants and EoI submission was conducted on June 7, 2012 in Karachi in collaboration with Sindh Enterprise Development Fund (SEDF).

## **2.2.5 Programmatic Environmental Assessment**

The project activities are contingent upon a programmatic environmental assessment (EA), for which technical assistance is being provided by CNFA. The umbrella PERSUAP and initial environmental examination (IEE) have already been done. The later determined the need for a programmatic environmental assessment (PEA) for various project activities excluding those considered under categorical exclusion. A series of public consultations (one in each province and the federal capital) for the scoping exercise related to Environmental Assessment (EA) were planned to be organized under the project. The first workshop of the series was conducted in Lahore on June 27, 2012. These public consultations are required to identify environmental issues and mitigation measures that need to be undertaken by the project under various interventions. These public consultations would contribute towards finalization of scoping statement for EA. The EA, if deemed required, will be initiated and will be completed in the next quarter.

## **2.2.6 Branding, Marking and Communication**

The USAID Agribusiness Project Communication Plan for 5 years was developed which outlined the Branding and Marking guidelines for the project. The document also outlined the various mediums of communication to use in order to communicate the project goals to specified stakeholders and role players. The project has already standardized backdrops, standees and streamers for various public activities, workshop, seminars and displays. Videos and Photographs for the events were prepared based on the guidelines. PTC + and BRC training event collateral was also developed on the same theme. Website Development work was initiated and its content are being finalized.

## **2.2.7 Development of Specifications for the Integrated Management Software**

The project will automate its grants, M&E, HR, Administration and Finance department by developing and installing integrated management software. Specifications for the software were developed and expressions of interest (EoI) were called for pre-qualification of vendors for the provision of services for software development, installation and capacity building. Five vendors were pre-qualified for submission of technical proposal. The selection of international consultant was also finalized to assist the project in developing detailed SoW and RFP document.

## **2.2.8 Participatory Appraisal and Baseline Studies**

Field work for participatory rural horticultural/livestock appraisals was completed during the quarter. Data has been compiled while regions are currently working on finalizing the reports which will assist in prioritization of value chains within the project regions/cluster. The PRHA/PRLA exercise will provide basis for the baseline studies.

## **2.2.9 Technical and Managerial Training**

Training events were organized on various themes for the agribusiness sector stakeholders. During the quarter 4 training events were organized including (i) 2 training events on "Train the Public Trainer Program – GlobalGAP" thematic focus on fruit and vegetable, (ii) one training event on "Train the Public Trainer Program – GlobalGAP" thematic focus on livestock and dairy, and, (iii) IFS Good Auditing Practices & Legal Regulations. A total of 105 participants benefited from the training including 8 female and 6 project staff.

### 3 PERFORMANCE DURING THE QUARTER

Currently the project is undertaking activities which are preparatory in nature and therefore the present report will focus on giving status update on outputs and outcomes. During the reporting quarter, the project advertised various interventions including grants and grants products and TA components. Applications received are being evaluated and as the project implementation undergoes progress, performance as measured against the indicators will be reported.

<b>Intermediate Result 1:</b>	<b>Increased income generating opportunities</b>
Performance Indicator 1.1:	Number of full-time equivalent jobs created as a result of project assistance
Performance Indicator 1.2:	Percent increase in the incomes of project assisted beneficiaries

**Status:**

1.1 As of June 30<sup>th</sup>, 2012, no assessment has been done to measure person years of jobs created directly or indirectly as a result of the Project recruitment in various regions.

1.2 As of June 30<sup>th</sup>, 2012, no assessment has been done to measure increase in income as a result of the project interventions.

**Scope:** The UAP is expected to generate direct and indirect full-time equivalent employment of 1.3 million through its various interventions. The centres of job-creation would be the agribusiness enterprises, including farmer enterprise groups, kisan field schools, processing and marketing enterprises which will have a triggering affect on job creation in allied industries and service providers. The project will strive to create impact on gender and marginalised communities as well. Job creation will address poverty through the creation of employment, and the development of market-oriented enterprises and help to reduce the vulnerability of small holders in the domestic and international markets especially for women. In the first two years, job creation will be relatively slower, thereafter picking momentum since the early phase will consist primarily of planning, preparation and initiation. Nevertheless job creation will remain the overriding focus of all interventions.

Increase in income is the second indicator which will be impacted under the project. The project is expected to raise income of agribusiness enterprises and individuals engaged directly and indirectly in project related activities. A baseline will be established through a study to be undertaken in the next two quarters. Increase in the income will be measured compared to the baseline situation which will be established in the next quarter. Gross incomes will be worked out for as a measure of income.

**Update:** Significant progress was made on activities as per annual work plan for the first year. This included invitation to submit EOI for cost sharing grants, completion of competitive process for selecting implementation partners for formation of Farmer Enterprise Groups, issuance of RFP to FAO for Kissan Field Schools, inviting applications under support for solar dryers (fruits and vegetables), screen houses, tissue culture laboratories and milk chillers. A total of 158 job were created directly through hiring of project staff, while the grant support provided to women entrepreneurs in Islamabad created self employment for 32 women.

<b>Intermediate Result 1.1:</b>	<b>Strengthened Market Linkages in Select Value Chains</b>
Performance Indicator 1.1.1:	Percent increase in sales by project assisted beneficiaries
Performance Indicator 1.1.2:	Number of new contract issues between buyers and sellers

**Status:**

1.1.1 As of June 30<sup>th</sup>, 2012, preparatory steps were made to plan for the achievement against this indicator.

1.1.2 As of June 30<sup>th</sup>, 2012, preparatory steps were made to plan for the achievement against this indicator.

**Scope:** The project will assist in strengthening capacity within the value chains in horticulture and livestock sub-sectors to increase sales to domestic and foreign markets. During the first year, the focus will be on developing criteria for prioritization/selection of priorities within the selected value chains to be eligible for technical assistance and capacity building support. Specific support will be in acquiring export, quality assurance and food-

safety compliance certifications; participation in international exhibitions, trade shows, exposure visits etc.; organization of stakeholders participatory platforms. An international firm will be engaged to structure and implement a comprehensive market linkages program to link selected project beneficiary enterprises with international markets chains, including buyers targeting high end markets inside the country.

**Update:**

Four value chain platforms were established under the project during the previous quarter. A meeting of the members of National Technical Working Group (sub-focus fruit and vegetables) on GlobalGAP was held on May 29, 2012 to discuss social standards under GlobalGAP for Pakistan. In addition consultative dialogue was held at the "National Agribusiness Form" which will be strengthened as a national platform for the agribusiness stakeholders. Applications also invited from private sector regarding assistance for international quality certification and market access (participation in World Food Moscow). Initial draft of the Scope of Work for International market linkages program was also developed.

<b>Intermediate Result 1.2:</b>	<b>Strengthened Capacity of Small-holders and farmer enterprises</b>
Performance Indicator 1.2.1:	Percent assisted associations get registered and 50% of these negotiate contracts
Performance Indicator 1.2.2:	Percent of women producers' groups negotiate marketing contract with commercial buyers
Performance Indicator 1.2.3:	Percent of small-holders benefit from new agreements with buyers

<b>Status:</b>	1.2.1 As of June 30 <sup>th</sup> , 2012, preparatory steps were made to plan for the achievement against this indicator.
	1.2.2 As of June 30 <sup>th</sup> , 2012, preparatory steps were made to plan for the achievement against this indicator.
	1.2.3 As of June 30 <sup>th</sup> , 2012, preparatory steps were made to plan for the achievement against this indicator.

**Scope:** Through the project interventions, capacity of smallholders and farmer enterprises will be strengthened to operate in a commercially viable manner and effectively undertake value addition, processing and marketing. First year's strategy towards achievement of this objective will involve organization of technical and managerial training program in partnership with universities and training institutes; organization of Kisan Field Schools in the selected value chains; technical assistance and capacity building of BDS providers; formation of Farmer Enterprise Groups (FEGs) in partnership with NGOs / RSPs; and matching-grants support to FEGs and associations.

**Update:** Significant progress was made in technical and managerial training program sub-component. During the quarter, three batches of training courses of 'Train-the-Public Trainer Program' on the themes of Fruits and Vegetables and Livestock were carried out in collaboration with GlobalGAP Germany, in which 90 participants were trained. In addition, another 15 participants were trained on 'Good Auditing Practices & Legal Requirements' by IFS Germany. In total 7 training events have been successfully completed.

Implementing partners for formation of Farmer Enterprise Groups have been pre-selected for submission of technical and financial proposals. Scope of work for both BDSPs strengthening and implementation of Kisan Field School Program were developed during the quarter. RFP document is being prepared for the KFS and initial negotiations have been made with UN-FAO.

<b>Intermediate Result 1.3:</b>	<b>Improved Technological Innovations</b>
Performance Indicator 1.3.1:	Percent of project assisted beneficiaries using improved technological innovation and practices
Performance Indicator 1.3.2:	Percent increase in yield in project assisted value chains
Performance Indicator 1.3.3:	Percent reduction in dairy, horticulture and fisheries post harvest losses

Performance Indicator 1.3.4:	Percent of farms/farmers have access to quality /effective off-farm storage/cold-chain, processing and export markets for their products
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**Status:** As of June 30<sup>th</sup>, 2012, preparatory steps were made to plan for achievement against all the above indicators.

**Scope:** This intermediate result focuses on increasing agricultural efficiency and productivity through adoption of new on-farm and off-farm techniques and technological innovation among targeted beneficiaries. While all of the afore-mentioned activities, particularly KFS, FEGs and Technical Trainings, will also contribute towards achievement of this objective, the Project will also provide focused matching-grants support to farmers and enterprises to support investment in adoption of new techniques and technical innovation in production, processing and marketing.

**Update:** Outcomes of KFS and various on-farm grants would be realized in the form of increased yields, reduction in postharvest losses and usage of improved technologies as well as increased area under improved production system. Support program for milk chillers was launched for which will result in increased income and decrease in losses.

## 4 FINANCIAL PROGRESS

The financial progress during the quarter is given in Table 2.

**Table 2 : Financial Progress During the Quarter ending 30<sup>th</sup> June 2012**

Accounts Head	April – June 2012
Salary, Wages & STTA	327,851
Fringe Benefits	213,367
Travel	111,681
Equipment	417,250
Supplies	297,837
Communication	2,840
Security Cost	6,217
Training	1,391
Sub-Contracts	109,130
Sub-Grants	15,884
Others Direct Costs	517,519
<b>TOTAL</b>	<b>2,020,967</b>

## 5 PROBLEMS AND OPPORTUNITIES

The need for lead time required to office establishment and preparatory steps resulted in the delay regarding meeting deadlines for various activities. This will be partially overcome during the next quarter following progressive implementation strategy.

The volatile security situation in some of the project areas such as Quetta, Gilgit-Baltistan, and DI Khan may hamper the timely implementation of the activities and achieving results. Mitigation measures are being undertaken by the project to deal with potential risks. The project has prepared draft security plan/manual which will be shared with USAID for approval.

Timely completion of EA is important to allow for the implementation of most activities in the field. Public consultations have been initiated which will be completed to articulate scoping statement for EA and will be shared with Mission Environmental Officer for approval.

## 6 CHANGES IN PLANNED ACTIVITIES

Three umbrella approvals were sought and provided by AOR, which are briefly discussed below;

1. Support to commercial tissue culture laboratory: A grant product was prepared by the project to promote investment in plant propagation through tissue culture technology. The product will be launched through advertisement and invitation of proposals from private sector investors'
2. Promotion of food processing through solar dryer: A grant product was prepared including its technical specification. The concept was approved by AOR and is advertised to invite proposals from private sector;
3. Fruit plant screen houses: A grant product was prepared and approved by AOR regarding support to private sector nursery men and entrepreneurs to establish screen houses so that true to type bud/graft wood is made available in the industry.
4. Reactivation of existing FEGs: A number of FEGs were formed by ASF under the previous project which could be reactivated. A concept proposal was developed regarding provision of support to existing FEGs for enterprise development. The program will provide assistance for provision of improved breed of goat, chickens, kitchen gardening etc.

## 7 NEXT QUARTER RESULTS AND RELATED TASKS

Activities planned for the next quarter include the following:

1. Preparatory Studies: During the next quarter the participatory appraisals, baseline studies, value assessment and thematic studies on fruit plant certification, database development and commercial feed mill (techno-commercial feasibility) will be carried out. The scoping exercise for environmental assessment will also be completed during the next quarter.
2. **TA for Quality Assurance and Food Safety Certifications**; during the next quarter assistance will be provided to 10 enterprises in attaining compliance certifications to various standards.
3. **Matching Grants and Grants Products**: RFA would be issued to shortlisted applicants for various grants and subsequently grants would be awarded. Applications received for Solar Dryers, Tissue culture Lab, Screen Houses and milk chillers will be evaluated and cost sharing grants would be awarded.
4. **TA under International Market Access Program**: Assistance will be provided to 10 enterprises for participation in World Food Moscow-2012 to be held in September.
5. **TA for International Market Linkages Program**: Scope of Work and Request for Proposal will be developed for hiring international firm for implementation of the program to link agribusinesses to international and domestic high end markets.
6. **Organization of Kissan Field Schools**: Request for Proposal will be issued to implementing partner for development of proposal. Contract will be awarded during the quarter for the implantation of the program and Training of Facilitators would be initiated to organize 500 KFS having participation of 1.2500 farmers.
7. **Formation of Farmer Enterprise Groups**: Proposals are expected from implementing partners for the formation of FEGs and contracts will be awarded to initiated formation of 700 FEGs encompassing 10,500 farmers.
8. **Technical and Managerial training**: Training events will be organized on relevant themes by the regions. During the quarter 17 training events will organized.

## 8 ANNEXURE-1: SUMMARY PERFORMANCE MONITORING REPORT

Strategic Assistance Objective: Improved Condition for broad-based growth

Performance indicators	Project Targets (Five Years Cumulative) 10 <sup>th</sup> November 2011 – 09 <sup>th</sup> November 2016	Project start-up 1 <sup>st</sup> January – 31 <sup>st</sup> March 2012
<b>IR-1: Increased income generating opportunities</b>	1.3 million person years	158 jobs through staff hiring for project implementation and 32 women self employed through grant support in ICT
	20% increase in the income of beneficiaries	Preparatory activities are being implemented
<b>SIR-1.1: Competitiveness of Horticulture &amp; Livestock value chains increased</b>	20% increase in sales to domestic market – USAID assisted value chains	Preparatory activities are being implemented
	20% increase in sales to international market – USAID assisted value chains	Preparatory activities are being implemented
	40% increase in sales – USAID assisted beneficiaries in value chains	Preparatory activities are being implemented
<b>SIR-1.1.1: Strengthened market linkages in selected value chains</b>	40% increase in sales-domestic/international market	Preparatory activities are being implemented
	20% increase in value added of selected value chains-domestic/ international marketing	Preparatory activities are being implemented
	10 formal agreement negotiated between buyers and sellers	Preparatory activities are being implemented
<b>S-IR 1.1.2: Strengthened capacity of smallholders, farmer enterprises</b>	700 FEGs formed, trained and registered with RSPs/NGOs	Preparatory activities are being implemented
	80 of assisted Farmer Associations become registered as enterprises/cooperatives	Preparatory activities are being implemented
	100 cost-sharing grants received by FEGs/FEGs associations	Preparatory activities are being implemented
	50% having formal contracts for input supplies/produce sales/service acquisitions	Preparatory activities are being implemented
	30% of assisted women's producer groups have	Preparatory activities are being implemented

	formal marketing contracts with buyers/input suppliers/service providers	
	Approximately 315,000 small holders benefiting from formal agreements with buyers	Preparatory activities are being implemented
<b>S-IR 1.1.3: Improved technological innovation</b>	70% of beneficiaries using improved technology and practices	Preparatory activities are being implemented
	20% increase in yields in project -assisted value chains	Preparatory activities are being implemented
	60% reduction in post-harvest losses in the case of beneficiaries within the horticulture and livestock sub-sectors	Preparatory activities are being implemented
	30% of cold storage capacity/processing capacity up-graded in project assisted beneficiaries within the target value chains	Preparatory activities are being implemented