

Better Rice, Better Life

Better Rice Initiative Asia:

A Multi-Stakeholder Partnership
to Improve Farmers' Livelihoods



Implemented by:
giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



The Challenge

The population increase in Asia leads to a rising demand for the staple food rice in Indonesia alone by about 40 percent in the next 25 years. Constraints are stagnating yields, climate change, environmental degradation, decreasing cultivable land and lack of young rice farmers because of low incomes and limited market access. To achieve food security and improve incomes of rice farmers in South East Asia, farming businesses have to be modernized. Until now, most farmers live on subsistence farming, often with no access to local markets. Farmers lack knowledge about efficient agricultural practice, environmentally friendly production techniques and access to finance and local as well as regional markets. Government extension services often lack personnel and financial resources to train smallholder farmers accordingly. Another regional problem is malnutrition, the so-called 'Hidden Hunger.' Vitamin A deficiency causes blindness in children and without zinc, they suffer from growth retardation as well as weak immune systems. Consequently, a prominent task remains for governments to provide a broad base of the population with nutritious, affordable food.

Our Approach

On behalf of the BMZ, Bayer CropScience and BASF, Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ - German Development Cooperation Agency) started the 'Better Rice Initiative Asia' (BRIA) project. BRIA is implemented in Indonesia, the Philippines, Thailand and Vietnam.

To improve the population's nutrition status and rice farmers' incomes, BRIA strengthens the whole rice value chain in the project countries, starting with farmer trainings on different farming practices and then marketing of rice at local and regional markets. The projects are realized in close cooperation with government institutions of the project countries. They are supported in implementing policies in the rice and health sector such as expanding agricultural extension services or introducing and controlling national food quality standards.

Our Services

In each project country, GIZ, the Ministries of Agriculture in the respective countries and the participating companies BASF, Bayer CropScience, DSM and Yara jointly work on tailor-made approaches to improve livelihoods of rice farmers and enhance the countries' nutritional situations. BRIA follows a Training of Trainers

approach to train agricultural extensionists and lead farmers, who act decentrally and provide knowledge to farmers in a total of 11 provinces. The trained trainers act as multipliers and will transmit their gained knowledge to farmers and cooperatives. In total, 28,500 farmers in the respective communities and districts will be reached by an improved training and advisory offer. Young rice farmers as well as women are promoted in particular. The idea is to maintain rice farming's attractiveness within the scope of an entrepreneurial perspective, especially for young farmers. Training topics cover tillage, seeds, soil fertility, irrigation, Integrated Pest Management (IPM) and fertilization. Special emphasis is given to basics in business planning, record keeping and marketing. As a consequence, farmers gain competences in the establishment of long-term business relations with further actors such as rice millers and traders.

“An improved offer of trainings by BRIA enables rice farmers to produce more and better rice. They gain independence, consequently supporting our rural development strategy.”

Proceso Alcala, Secretary Department of Agriculture (DA) in the Philippines

Objectives and Outputs

Indonesia and the Philippines still rely on rice imports, which is why the project aims to increase yield and quality of rice production in these countries. In **Indonesia**, 375 centres for sustainable rice production will be established until 2017 in the three provinces of North Sumatra, East Java, and Central Java. 125 trained agricultural advisors will teach 7,500 rice farmers, which will act as multipliers in their respective communities. Next to farmer trainings, producers of cooking oil and rice millers are enabled to fortify their products with micronutrients such as vitamins, iron and zinc. BRIA supports the Indonesian Government in establishing social security systems which provide nutritious food for poor people. As a first step, BRIA conducts studies showing the effectiveness of fortified food as potential means to fight against malnutrition.

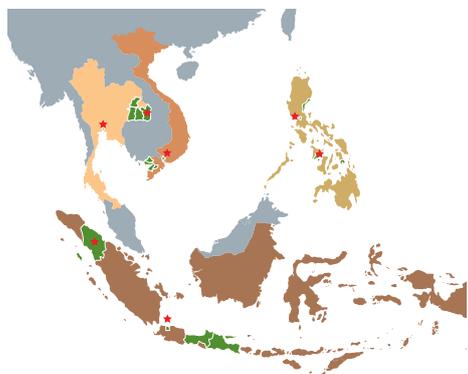
In **the Philippines**, 200 communal agricultural extensionists and lead farmers in the provinces of Iloilo, Aurora and Southern Leyte will be trained as multipliers to improve farmers' knowledge on rice farming and marketing of their produce. Furthermore, innovative marketing channels for rice farming will be established. BRIA supports govern-

ment policies on Food Self Sufficiency, in order to decrease dependency on rice imports. The project aims to increase the yields of 8,000 rice farmers by 20 percent and their incomes by 15 percent.

Thailand and Vietnam, in contrast, are rice exporters. Here, trainings focus on efficient and conservational farm practices to e.g. reduce the application of toxic crop protection substances. In **Thailand**, with the help of trainings in so-called Community Rice Centers (CRCs) supported by BRIA, smallholder farmers can increase their incomes by up to 20 percent and reduce pesticide application by 40 percent. To decrease postharvest losses, improved postharvest management strategies, such as optimized storage and drying techniques, are developed together with the Thai Rice Department. The project supports the processing of byproducts in rice production. In about 200 CRCs, lead farmers will be trained as multipliers for sustainable rice production in the north-eastern provinces of Ubon Ratchathani, Roi Et, Sisaket and Surin, reaching a total of 10,000 farmers. Furthermore, BRIA, together with its public and private partners, produces an edutainment TV

show in which two teams of farmers from Ayutthaya and Suphanburi provinces impart knowledge about responsible and judicious use of production inputs to their peers. The show is aired on an agricultural channel.

In **Vietnam**, BRIA is engaged in the provinces of Dong Thap, Hau Giang and Kien Giang. The objectives are to improve rice quality and farmers' incomes, promote market linkages and enhance the capacity of Farmer Cooperatives by fostering multi-stakeholder partnerships between farmers, rice millers, input suppliers and government extension service workers. In total, about 3,000 rice farmers will participate in trainings and consequently produce several thousand tons of socially and ecologically sustainable rice annually. Introduction of rice quality standards will facilitate marketing, raising rice farmers' incomes by up to 20 percent.



Period: 2013 to 2017

Countries: Indonesia, Philippines, Thailand, Vietnam

Objectives: Promote sustainable rice production, strengthen value chains, raise incomes of rice farmers, develop capacity, and contribute to improved nutrition of the population.

Partners: BASE, Bayer CropScience, Royal DSM, Yara, Olam, Deutsche Bank, and National Agencies such as Thai Rice Department, Philippine Department of Agriculture, Indonesian Ministry of Agriculture, and Vietnamese Ministry of Agriculture and Rural Development

Outputs:

- Participating rice farmers apply sustainable farming practices; they increase yields, quality and incomes.
- Rice farmers are better linked to local markets and stable business relations with rice millers are established.

In Collaboration with



Bayer CropScience



Knowledge grows



Deutsche Bank

BRIA Regional Secretariat Office

Mr. Suriyan Vichitlekarn, Regional Project Director

T : +66 2255 4202, ext. 111

F : +66 2255 4203

E : BRIA@giz.de

I : www.better-rice-initiative-asia.org

Address : 39/1 Soi Sukhumvit 13, Sukhumvit Road, Klongtoey Nua, Wattana, Bangkok 10110 Thailand