



**AGRIBUSINESS,  
CLIMATE CHANGE  
& MARKET  
DEVELOPMENT**

Africa's largest economics-based consultancy

**G:ENESIS**  
UNLOCKING VALUE FOR 20 YEARS



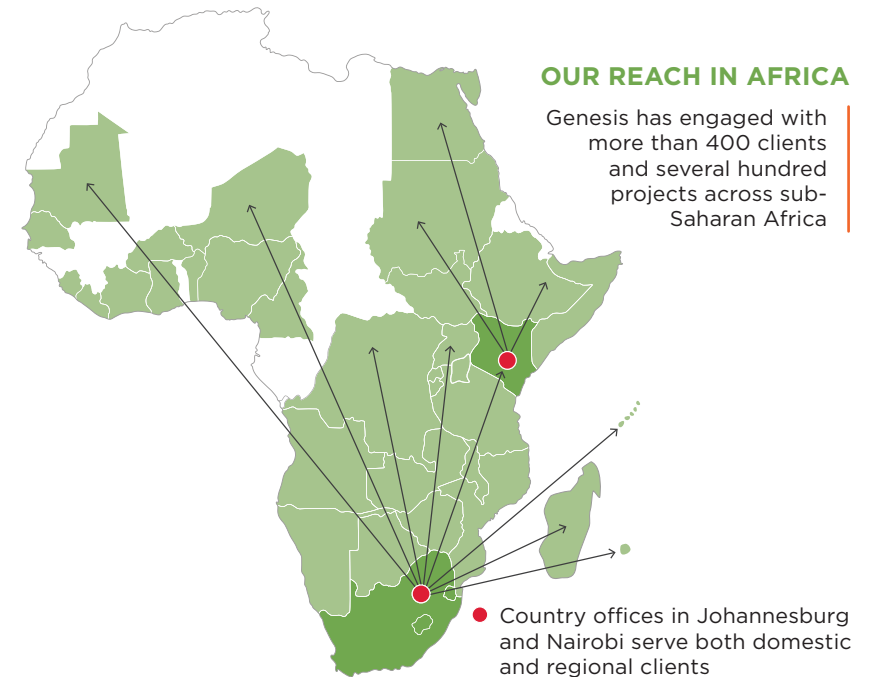
# ABOUT US

Genesis Analytics was one of the first economics-based consultancy firms to be established in Africa and has grown into the largest. More than 50% of our work is now outside of South Africa.

## OUR PURPOSE IS TO UNLOCK VALUE IN AFRICA.

Our 80-plus full-time consultants use their analytical capabilities to improve decision-making and, through better decisions, unlock substantial value for our clients and society. We use a variety of techniques and approaches to bring clarity for decision-makers.

We know that Africa holds great opportunities for unlocking social value and for business growth. The growing youth population in Africa presents a historic opportunity to change the course of the future for the continent.



## OUR AGRIBUSINESS, CLIMATE CHANGE AND MARKET DEVELOPMENT PRACTICE IS ONE OF EIGHT AT GENESIS

Applied Behavioural Economics | Competition Economics | Financial Services Strategy | Health | Infrastructure and PPP Advisory | Monitoring and Evaluation | Shared Value



Agriculture is critical to poverty alleviation on a large scale in Africa. Unlocking the sector's potential requires a combination of political will, enabling regulatory frameworks, improved access to finance, skills investment and climate-change adaptation. An understanding of these interlocking factors underpins our approach to programme design and implementation of market systems agribusiness programmes, as well as strategic and advisory services to governments, the private sector, donors and farmer organisations.

[READ MORE ABOUT GENESIS ON OUR WEBSITE](#)

# WHY CLIENTS CHOOSE GENESIS

Over the past 20 years Genesis has forged relationships with governments, foundations and donor organisations, NGOs and multi-national companies across more than 36 countries in Africa. In AMD, our clients have found value in our ability to work across the design-and-implement project spectrum, combining deep technical expertise with context-specific knowledge and management.



## DESIGN

We co-design **impactful development programmes and projects** across the continent, meeting the needs of both our clients and recipients of development assistance. We have done this across the African continent.



## IMPLEMENTATION

We have developed systems to implement and manage **multi-country projects** and programmes.



## TECHNICAL EXPERTISE

We have deep technical expertise in **agriculture, agribusiness, climate change, rural and agricultural finance**, and **related sectors** that enables us to design and implement relevant projects in Africa.



## IMPACT ANALYSIS

We have **deep impact research expertise** that we use to test the success or failure of intervention theories of change (post implementation); the sustainability of interventions and their scalability beyond the funding cycle.

[READ MORE ABOUT OUR PRACTICE](#)

Our skills and experience enable **OUR CLIENTS** to make better decisions

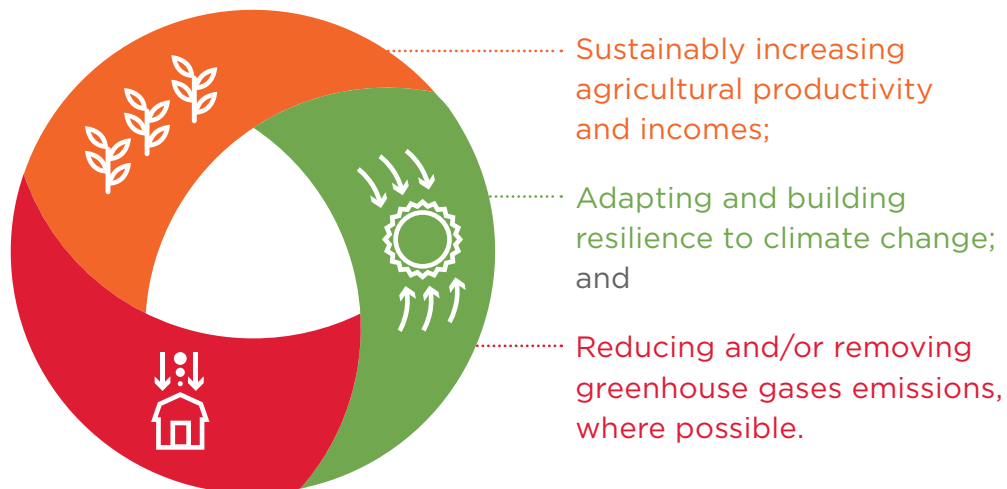




# AGRIBUSINESS & CLIMATE CHANGE

Supporting a transition of current farming systems towards climate resilience is among the most pressing challenges of our generation. Effective measures to sustainably increase productivity and incomes, and build resilience in farming systems, particularly those of smallholders, are priorities. Climate-smart agriculture (CSA) is foremost among the approaches with which to tackle the threats from a changing climate.

This term has been formally defined by the Food and Agriculture Organisation of the United Nations (FAO) as consisting of three components:



## OUR AREAS OF EXPERTISE



### MARKET SYSTEMS DEVELOPMENT

We combine our understanding of market systems, catalytic funding mechanisms and experience in private sector development with deep knowledge and expertise in international M&E standards, including the Donor Committee for Enterprise Development Standard. We use these to design and implement interventions that effect system-wide change to benefit poor producers and consumers by diagnosing the root causes and not just symptoms of market failures. Our approach and team expertise equip us in market-led intervention design, sound and consistent implementation and the use of M&E tools to reveal where an intervention is succeeding and where rapid changes are required. [More about our work](#) ↓

### OUR CORE EXPERTISE

- Programme design, implementation & management
- Market systems development
- Value chain analysis (VCA)
- Market linkage facilitation
- Monitoring and evaluation





## CLIMATE CHANGE

Climate change represents a significant obstacle to sustained economic growth and poverty eradication. In sub-Saharan Africa, poor people are disproportionately exposed and vulnerable to climate change shocks such as floods, droughts and heat waves which destroy livelihoods and assets. We provide design and implementation support for climate-smart agriculture (CSA) programmes, as well as strategic and advisory services to governments, the private sector, donors and farmer organisations, on adaptation and mitigation in land-use sectors. **More about our work** [↓](#)

### OUR CORE EXPERTISE

- Climate-smart agriculture (CSA) design, implementation & evaluation
- Climate risk and vulnerability analysis
- CSA options analysis, screening & evaluation
- Climate change adaptation strategy formulation
- Climate proofing of investments



## YOUTH IN AGRICULTURE

Africa has the largest youth population in the world, with 65% under the age of 35 – a number that is set to double by 2045. Most of the youth are unemployed, with an estimated 72% in Africa considered to be either unemployed or vulnerably employed. To address this challenge, we work with governments, donors, foundations and the private sector to design and implement youth-inclusive programmes across the continent. **More about our work** [↓](#)



## RURAL & AGRICULTURAL FINANCE

Smallholder and emerging commercial farmers represent a significant share of African agricultural production. However, limited access to finance traps these farmers in low input-low output production models. To bridge the access to finance gap, we work with financial service providers to develop products and services that profitably address farmers' finance needs. We do this with farmers so that they are better prepared to access finance.



## PROJECT IMPACT ANALYSIS

We have done project impact analysis to inform donors and governments on the success of their agricultural projects. Our deep impact research expertise tests the success or failure of intervention theories of change (post implementation), the sustainability of interventions and their scalability beyond the funding.



## MONITORING & EVALUATION

We combine our understanding of market systems, catalytic funding mechanisms and experience in private sector development with deep knowledge and expertise in international M&E standards, including the Donor Committee for Enterprise Development Standard, to provide practical and useful results measurement for programmes that requires one to think outside of the traditional linear approach to achieving impact. **More about our work** [↓](#)





# OUR PROJECTS

## Genesis leads DFID project on CSA support

The Climate-Smart Agricultural Education and Policy Project (CSEP) is an 18-month climate-smart agricultural education and policy support project. It aims to support the governments of Malawi, Mozambique and Zimbabwe in three areas: climate education, climate policy and climate finance.

CSEP is a prime example of how coordination and sustainability can be built into donor-funded work. It builds on the important work that Genesis implemented under the DFID-funded Vuna programme in 2017-2018. [Read more](#) ↓



## Building innovation models for CSA

The Vuna project, funded by DFID, sought to contribute to building a knowledge base for better design and implementation of sustainable and impactful CSA interventions at scale, particularly in smallholder systems. This project deepened the understanding of what works, and under what conditions, in promoting the adoption of CSA.

Many of the models that were assessed in Malawi, Mozambique, Tanzania, Zambia and Zimbabwe had a strong private sector orientation, in line with a recent shift towards a business approach in building resilient farmers. [Read more](#) ↓



## Cases show way for climate-smart farming in Zimbabwe

Seven successful cases of climate-smart agriculture (CSA) in Zimbabwe, documented by Genesis, were included in the climate-smart agriculture Manual for Agriculture Education in Zimbabwe that was written for the country's eight agricultural colleges.

Genesis was contracted by Vuna, a regional DFID-funded programme on CSA, to document these cases. Genesis has also assisted the Department of Agriculture in Zimbabwe on the process of establishing a unit dedicated to climate change. [Read more](#) ↓



## Genesis is USAID's technical expert on agri trade project

Genesis is part of the consortium implementing USAID's flagship Southern Africa Trade and Investment hub (SATIH) programme in Southern Africa. As part of the Agribusiness Trade and Export Competitiveness teams, Genesis supports SATIH activities in trade policy harmonisation, and unblocking bottlenecks to increased regional trade in grains and staples as well as supporting greater exports of cotton, textile and apparel (CTA) regionally and internationally.

SATIH is a five-year project funded by USAID that aims to address barriers to trade and investment experienced by SADC's 16-member states. [Read more](#) ↓







## OUR PROJECTS



### **Seed project increases Zimbabwean farmers' yields by 20%**

Genesis was appointed by Vuna to work with a number of stakeholders to coordinate the implementation of a community-level seed production and distribution model in semi-arid districts of Zimbabwe.

The project improved farmers' access to climate-smart seed that can increase yields by as much as 20%, even if other conditions remain the same. About 1 500 seed multipliers contracted by the private seed company have diversified their cropping mix to include specialised seed production. [Read more](#) ↓

### **M4P advisory to Swiss Development Corporation in Mozambique**

Since 2014 Genesis has been retained by the Swiss Development Corporation in Mozambique to sit on a Strategic Advisory Committee (SAC) that advises the corporation on private sector-led systemic approaches to agricultural development.

In this role, Genesis oversees the design, implementation and evaluation of two market-systems development programmes in the horticulture, soya, pigeon peas and seed sub-sectors. Through this engagement Genesis has mapped the agricultural programming landscape in northern Mozambique to ensure that donors coordinate their activities and avoid duplication of initiatives in an area of Mozambique that has seen significant donor investment over the past two decades. [Read more](#) ↓





### Digital credit-scoring tool to expand credit to MSMEs

Genesis has proposed the development of a digital credit-scoring tool for micro, small and medium enterprise lending in Zimbabwe. The tool will be developed to enable financial service providers to lend to previously excluded entrepreneurs and MSMEs across a number of economic sectors using alternative data and non-traditional sources of data.

The market-scoping assignment identified sources of appropriate data and commercially viable markets for the digital-risk scoring tool, once that is developed.

[Read more](#) ↓



### Seed strategy to increase output of smallholder Mozambican farmers

Genesis developed a seed business-development strategy for the International Institute of Tropical Agriculture (IITA) as a tool that will guide, orient and define expected outputs in how the project interacts and collaborates with seed stakeholders in Mozambique.

The aim is to improve the capacity for management, planning, production and distribution of basic and certified seeds to farmers and other stakeholders in the project locations.

[Read more](#) ↓



## OTHER PROJECTS



### ZADT

The Zimbabwe Agricultural Development Trust (ZADT) commissioned Genesis to develop an inclusive financial product that can support a transition by smallholder farmers to climate-smart agriculture (CSA). The product, under the ZADT's CREATE Fund, will focus on women and youth.

The product is designed to enable smallholder farmers to build resilience to the impacts of climate change and enable them to: Access finance directly from financial institutions at affordable concessionary rates; access flexible financial products with repayment periods tailored and adapted to the farmers' production and marketing cycle; access a guaranteed offtake market; and access technical assistance and timely extension services. [Read more](#) ↓

### Assessing job creation in Botswana

TechnoServe Botswana commissioned Genesis to conduct an audit of the impact assessment of its Tokafala Enterprise Development programme. Together with its partners, Anglo America, Debswana, De Beers and the Government of Botswana, TechnoServe wanted to validate the programme's contribution towards revenue generation, job creation, access to finance and access to markets of the beneficiaries' enterprises. Based on the findings and methodologies used by Genesis, improved methods and processes were recommended to improve Tokafala's future impact assessments.

### Raising incomes by 50% in Niger Delta

Genesis was employed to provide market systems development advisory services to DFID's programme in the Niger Delta, which is Nigeria's second-poorest region and where the concentration of oil industries has created wage and commodities inflation, raising the cost of living and intensifying poverty among the poor. [Read more](#) ↓

### Helping innovation financing for Africa's rural farm families

One Acre Fund and the MasterCard Foundation engaged Genesis to conduct the mid-term evaluation of their programme to extend financing, technical support and other services to smallholder farmers. The One Acre Fund was established to extend financing, technical support and other services to smallholder farmers in Burundi, Kenya and Rwanda. [Read more](#) ↓

### Working models for inclusive agricultural business in SA

Genesis applied its experience in value-chain analysis to determine which South African agricultural value chains presented the highest potential inclusive business models for international donor organisation GIZ. Three value chains were selected, and their inclusive business model design investigated to identify what type of facilitation efforts GIZ could adopt to support model replication and scaling. [Read more](#) ↓

### Developing market links for smallholder farmers in South Africa

Genesis worked with the TGVCI Farmer Support and Linkages project to link smallholder farmers to established retail markets through emerging commercial farming hubs that act as collection, standardisation and distribution points of product, as well as a source of inputs, market information, technical advice and training. [Read more](#) ↓



## High impact framework to engage youth

Alliance for A Green Revolution in Africa (AGRA) commissioned Genesis to conduct a study to generate evidence and strategies for mass-market and high impact youth engagements in agriculture along the value chain that would include rural, urban, educated and non-educated young people.

The study was conducted through a rapid market analysis of youth interventions in Burkina Faso, Mozambique, Nigeria and Tanzania.

The objectives of the market analysis were to examine the extent to which youth in agriculture interventions in the four countries have been successful in engaging the youth, establishing government policies, strategies and initiatives on youth empowerment and identifying the systemic constraints that impede youth engagement in agriculture. Through the use of its Youth in Agriculture Framework, Genesis proposed high impact and inclusive youth interventions that will inform AGRA's youth in agriculture strategy.

[Read more](#) ↓



## Developing products to catalyse youth in Rwanda

Vision Fund Rwanda (VFR) commissioned Genesis to do a market assessment of youth-targeted financial services in rural Rwanda. The goal was to develop financial products aimed at catalysing youth participation in entrepreneurship, particularly in agriculture and tourism in that country.

Genesis conducted an in-country assessment of government and donor-led youth vocational programmes and access to finance opportunities available to rural youth graduates of these programmes. In addition, Genesis assessed technical and vocational training colleges' curricula to ascertain their relevance to the prevailing market conditions in Rwanda.

This data was then used to highlight gaps in the vocational training programmes, and challenges presented to young people trying to access finance to start or expand businesses. Genesis provided recommendations on vocational skills development models and illustrative youth friendly financial products that VFR and its partners could develop to reach the rural youth at scale across Rwanda.



### SME soy-based food processing in Mozambique

Genesis was contracted by the Alliance for a Green Revolution in Africa (AGRA) to conduct a feasibility study in Mozambique to determine strategies that would foster the widespread adoption of soybean processing at SME level and consumption at household level.

The study found that AGRA could support the scaling of soy-food processing and consumption in Mozambique by addressing the following key constraints: consumer knowledge on the benefits of soy-based food, SME soy-processing expertise and capacity, and equipment financing. [Read more](#) ↓



### Plan to create 45 000 jobs in Ethiopia

Ethiopia has witnessed rapid economic growth with real gross domestic product (GDP) growth averaging 10.9% between 2004 and 2014. Enterprise Partners employed Genesis to provide technical support in their programme to further bolster growth over the next six years through integrating the poor, especially women, in sustainable economic enterprises that create jobs and improve incomes. [Read more](#) ↓

### Mid-term review of project to support agri-finance innovation

Genesis was contracted to conduct a mid-term evaluation of the Financial Inclusion for Smallholder Farmers in Africa Project, which is aimed at improving food security and incomes of over 700 000 smallholder farmers in Ghana, Kenya and Tanzania.

FISFAP is a five-year USD 15.5-million project, funded by the MasterCard Foundation and implemented by AGRA, that provides grants and technical assistance to organisations by developing innovations that improve farmer access to critical financial and non-financial services that can improve their productivity and operations. It also conducts a range of learning activities, aimed at crowding in financial service providers, governments and other organisations to deliver improved financial and non-financial products and services for smallholder farmers. [Read more](#) ↓





# OUR TEAM

Our Agribusiness practice is part of the 80-plus full-time consultants at Genesis. The Genesis team has decades of experience working across 32 countries in Africa.



## SOME OF OUR QUALIFICATIONS INCLUDE

PhD Food Security | MSc Agriculture | MBA | MSc in Agricultural Economics |  
MSc in Sustainable Agriculture and Rural Development | MSc Geography |

## SPECIALIST KNOWLEDGE

- Climate-smart agriculture (CSA) design, implementation and evaluation
- Market systems development
- Youth in agriculture
- Rural and agricultural finance
- Project impact analysis
- Monitoring and evaluation
- Competition economics
- Trade

We are here to help YOU make better decisions

[FURTHER INFORMATION ON OUR TEAM >](#)

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