



# FEED<sup>THE</sup>FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## USAID Feed the Future Asia Innovative Farmers Project

*Building an Innovation Machine*



### USAID

FROM THE AMERICAN PEOPLE



WINROCK  
INTERNATIONAL

FARMER PRODUCTIVITY

MARKET LINKAGES

POST-HARVEST HANDLING

YOUTH DEVELOPMENT

mechanization

## FARMER PRODUCTIVITY

inputs

irrigation

drying

storage

## POST-HARVEST HANDLING

processing

price discovery

## MARKET LINKAGES

communications

transactions

informing

inspiring

## YOUTH DEVELOPMENT

connecting

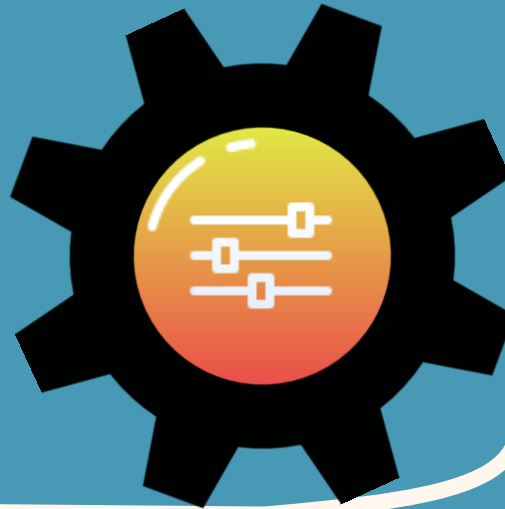
**SOURCE**

**ADAPT**

**ADOPT**

**SCALE**

**INNOVATION  
MACHINE**





- > Tech4Farmers Asia Challenges
- > Investor Alliance
- > Universities
- > Private Sector







- > Agriculture
- > Manufacturing
- > Distribution
- > Consumer





# ADOPT



- > Social Networks
- > Innovation Hubs
- > Early Adopters
- > Youth Engagement







- > Extension Services
- > Private Sector
- > Development Partners
- > Learning Exchanges

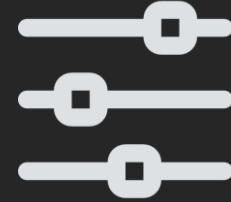




**SOURCE**



**ADAPT**



**How can we collaborate?**



**ADOPT**



**SCALE**

## SOURCE

## ADAPT

## ADOPT

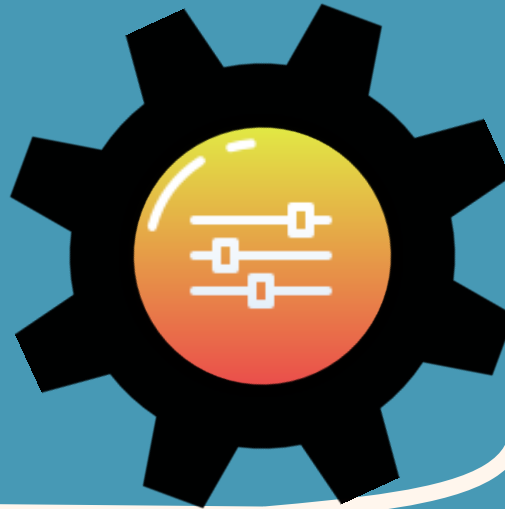
## SCALE

#1  
Export your  
technologies to  
new markets



#2  
Help us import  
technologies  
you need

INNOVATION  
MACHINE



#3  
Share innovations  
with extension  
network

#4  
Link innovations to  
your development  
projects



#5  
Build an  
innovation machine  
in your country



# Innovation Machine : Enabling Environment

| Source  | Adapt   | Adopt  | Scale   | Transfer  |
|---|---|--|---|---|
| <p>Respond to<br/><b>market requirements</b></p> <ul style="list-style-type: none"> <li>• Incubator structures</li> <li>• Youth programs</li> <li>• IP policy</li> <li>• Seed capital</li> <li>• External linkages</li> <li>• Discovery mechanisms</li> <li>• National statistics and analysis</li> </ul> | <p>Ensure technical and<br/><b>market viability</b></p> <ul style="list-style-type: none"> <li>• University capabilities</li> <li>• Lab capacity</li> <li>• Business development service providers</li> <li>• Certifications and licensing</li> <li>• Raw material accessibility</li> </ul> | <p>Facilitate initial<br/><b>market acceptance</b></p> <ul style="list-style-type: none"> <li>• Extension services</li> <li>• Manufacturing capabilities</li> <li>• Infrastructure</li> <li>• Distribution channels</li> <li>• Development programs</li> <li>• Partnerships</li> </ul> | <p>Increase and sustain<br/><b>market penetration</b></p> <ul style="list-style-type: none"> <li>• Private sector actors</li> <li>• Business associations</li> <li>• Investors and investment mechanisms</li> <li>• Supply chain structure</li> <li>• Consumer outreach</li> <li>• Market barriers</li> </ul> | <p>Increase regional<br/><b>market access</b></p> <ul style="list-style-type: none"> <li>• SPS policy</li> <li>• Product classifications</li> <li>• Tariffs and duties</li> <li>• Registration requirements</li> <li>• Certification recognition</li> <li>• Inspection fees and transparency</li> </ul> |



Want to get involved?



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[www.feedthefuture.gov](http://www.feedthefuture.gov)



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