



## LVCD Snapshot

### WHAT IS LVCD?

The Local Value Chain Development (LVCD) project model aims to help producers generate a sustainable income to provide for the needs of their families and children. We see poverty as a symptom of unequal and broken relationships and inequitable access to markets.

Producers are poor because they lack fair access to knowledge, information services, financial and natural resources, and positions of power. Empowering producers to work together in groups, to access to knowledge, information and markets contributes to improved livelihoods and poverty reduction.

The outcomes of the LVCD project model include:

- Sustainable increases in incomes and assets for poor producers
- Improved capacity of producer groups to access and use market information; to work collectively; to address technical challenges
- Profitable relationships between producers, buyers and service providers
- Changed community mindset; increased hope, future orientation, dignity, confidence

### HOW DOES IT WORK: KEY COMPONENTS?

1. Producers participate in market analysis: World Vision works with the community to scope the local economy and identify high-potential products through participatory value chain analysis.

2. Producers are empowered to work collectively: World Vision mobilises and strengthens producer groups to work collectively to purchase inputs, process and market products.

3. Producers are empowered with knowledge and skills: World Vision links producer groups to technical and business training and coaching to ensure they have the required knowledge, skills and behaviours to respond to market requirements.

4. Links are facilitated: World Vision supports producer groups to access savings and finance, extension and business services and new and existing markets by linking them to market actors and service providers, ensuring long-term self-sufficiency.

### WHO DOES IT SUPPORT?

LVCD supports small-scale producers of agricultural products, handicrafts, food, or other goods who have a strong desire to improve their products and practices and increase their household incomes.

### WHERE: SUITABLE CONTEXTS

Urban or rural contexts

### PROJECT LENGTH

Four to five years.

### RESOURCES REQUIRED

USD250,000 for a five year project.

A Market Facilitator with business and facilitation expertise.

### FURTHER INFORMATION

Visit the Local Value Chain Development website at <http://lvcd.projectmodel.org/>

### EXPECTED IMPACTS\*

- 1200 producers increase their annual profit by at least 30%
- 1200 producers have improved knowledge, skills, and attitudes resulting in improved productivity, product quality, gender equity and land management
- 6600 indirect beneficiaries
- ~ USD650,000 of additional income generated over five years (benefits continue beyond five year project)

\*All estimates for a five year project