Developing countries within agricultural value chains

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Developing country exporters often at the lower end of the value chain

Evidence on cotton, sunflower oil and pulses in Ethiopia, Tanzania and Uganda

SME Competitiveness Outlook 2017, based on SITA firm-level surveys
Complying with niche market certificates helps to move up the value chain, but is not easy for SMEs in developing countries.

Source: CPCCAF and ITC survey of 9396 companies in 17 francophone African countries.
Availability of information on standards/regulations is low. Costs of certification are high.

Bottlenecks for meeting international standards

Source: CPCCAF and ITC survey of 9396 companies in 17 francophone African countries.
Access to information also an issue for managing climate risks

Low bargaining power within value chains contributes to exposure to price and business risks

Source: ITC (2017), SME Guide to Value Chains
Being part of a value chain makes compliance with standards less costly less costly ...

... but to enter a value chain a minimum level of competitiveness has to be reached first

Source: SME Competitiveness Outlook 2016: Meeting the Standard of Trade