



Local Value Chain Development



What is it? World Vision's Local Value Chain Development (LVCD) project model helps producers increase their incomes by working together in groups to better understand and connect to markets, thereby increasing their profitability.

Key components:

1. **Participatory 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 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.

Suitable contexts: secure 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

Expected Impacts: *(Estimated for a five year project)*

- 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)

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

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