

# Agricultural Value Chain Finance



Brian Milder  
Root Capital  
Public-Private Partnerships Workshop  
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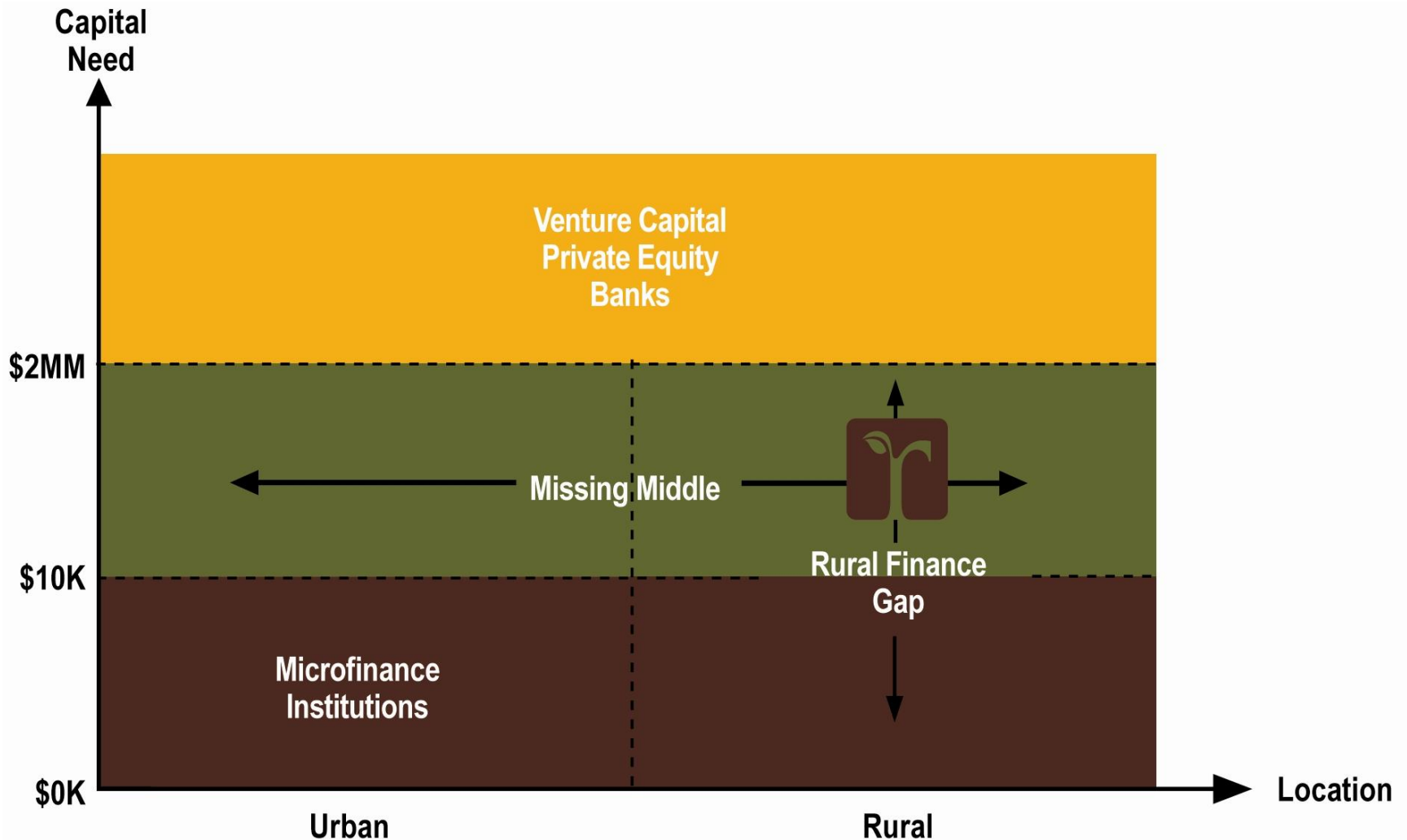
# Root Capital's Mission



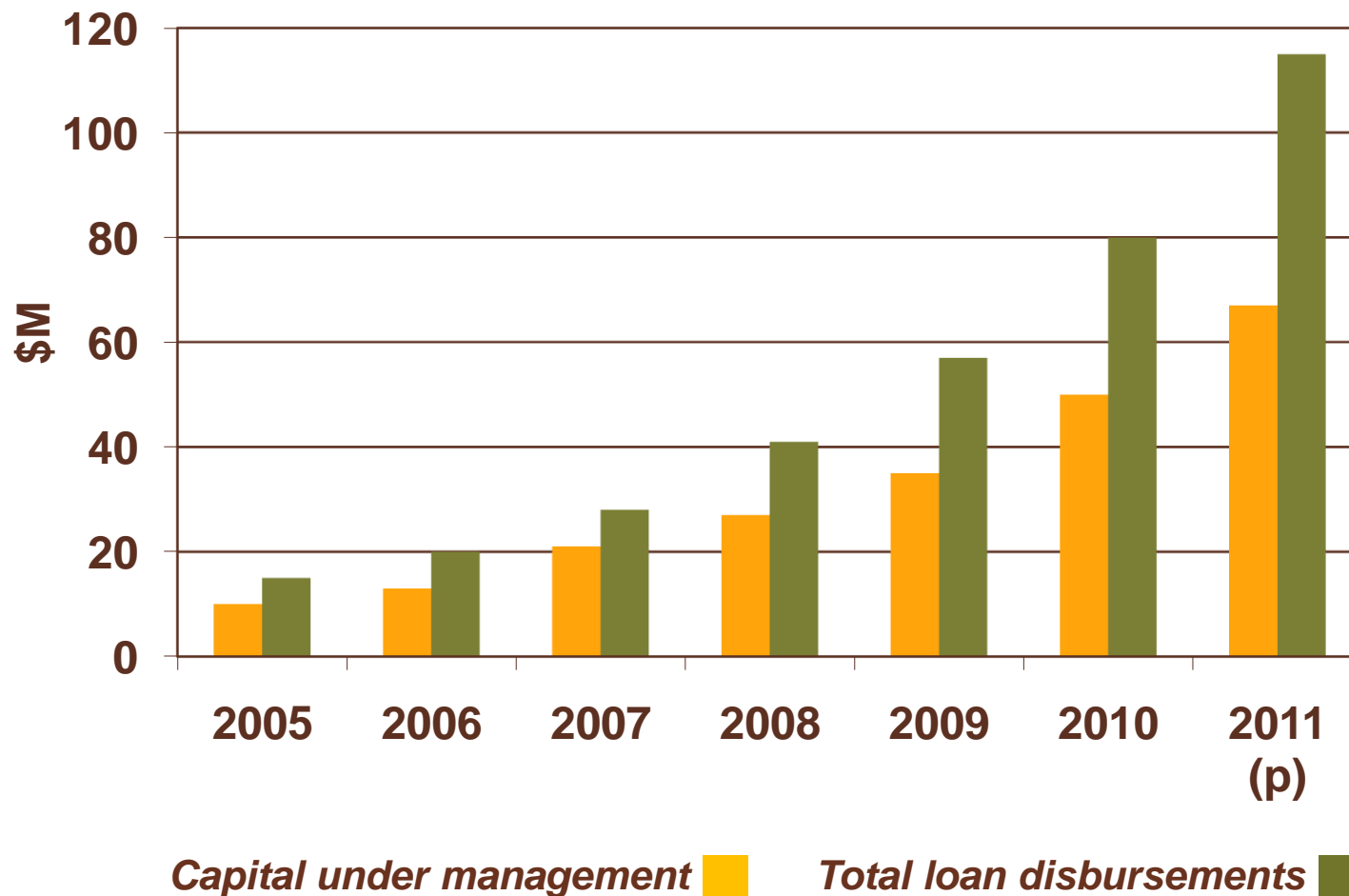
*“To pioneer finance for grassroots businesses that build sustainable livelihoods and transform rural communities in poor, environmentally vulnerable places.”*



# Financing the Rural Missing Middle



# Market-Oriented “PPP” Platform



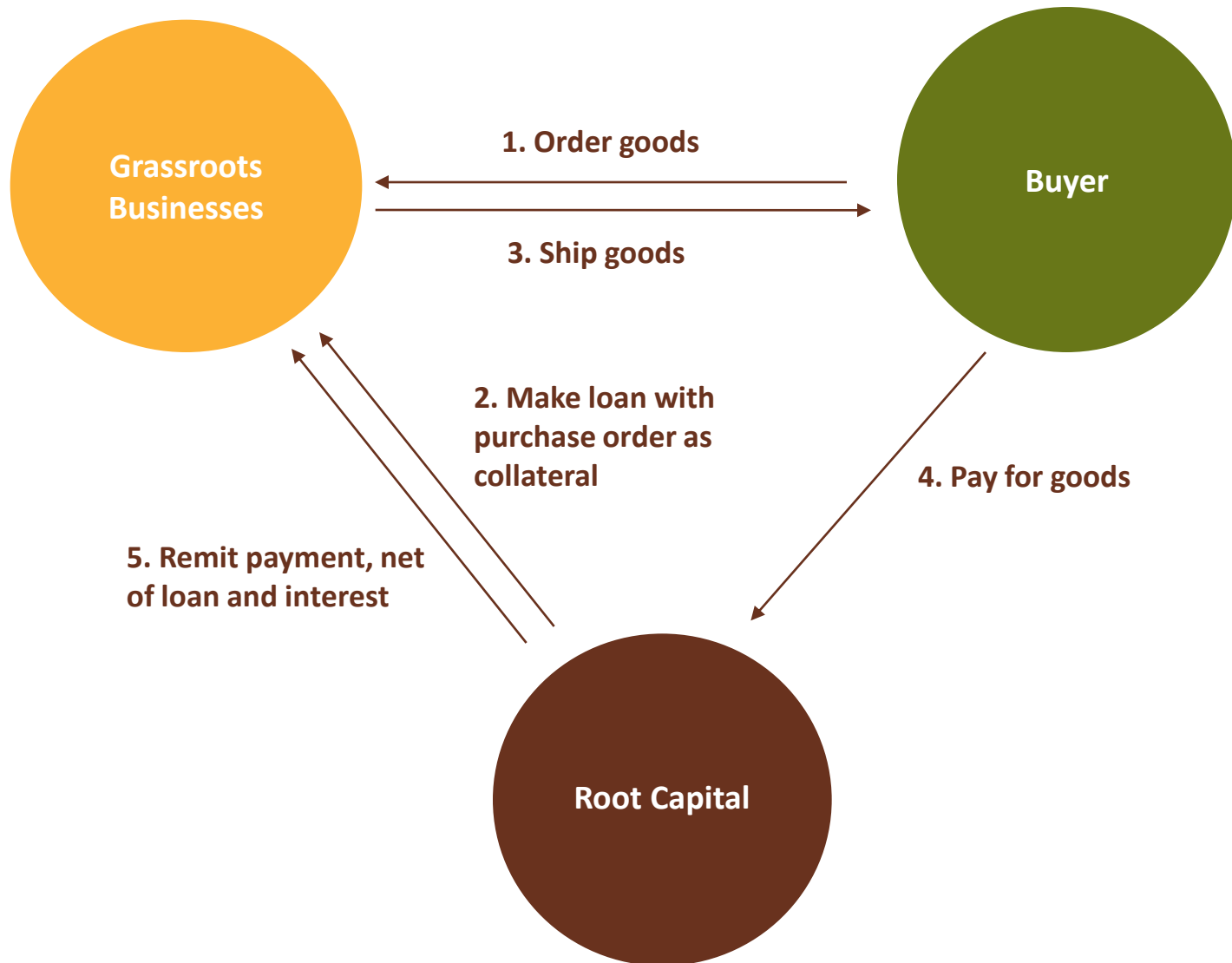
## Investors include:



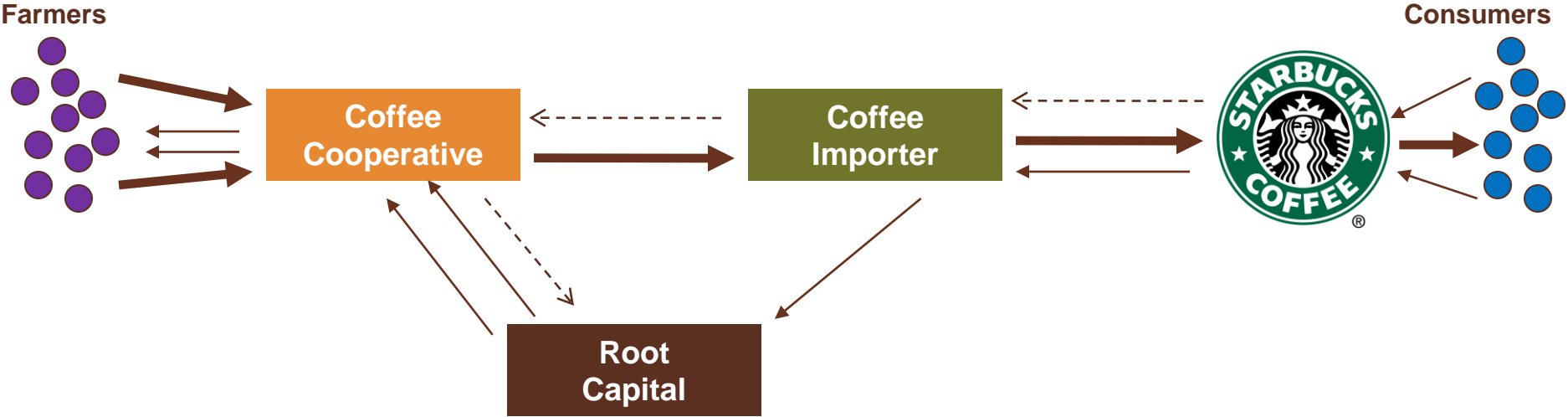
GENERAL MILLS



# Value Chain Finance Model

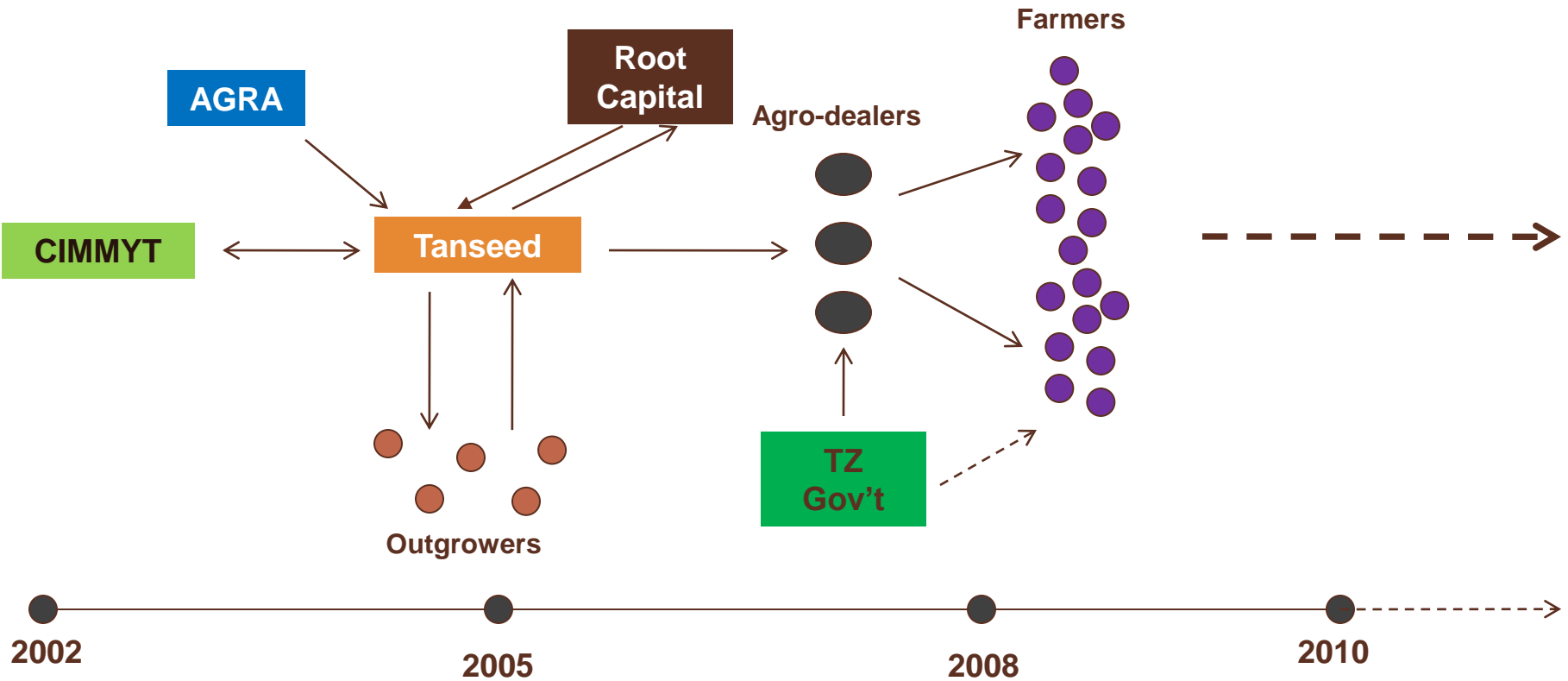


# Value Chain Finance: Coffee Exports





# Value Chain Finance: Improved Maize Seed



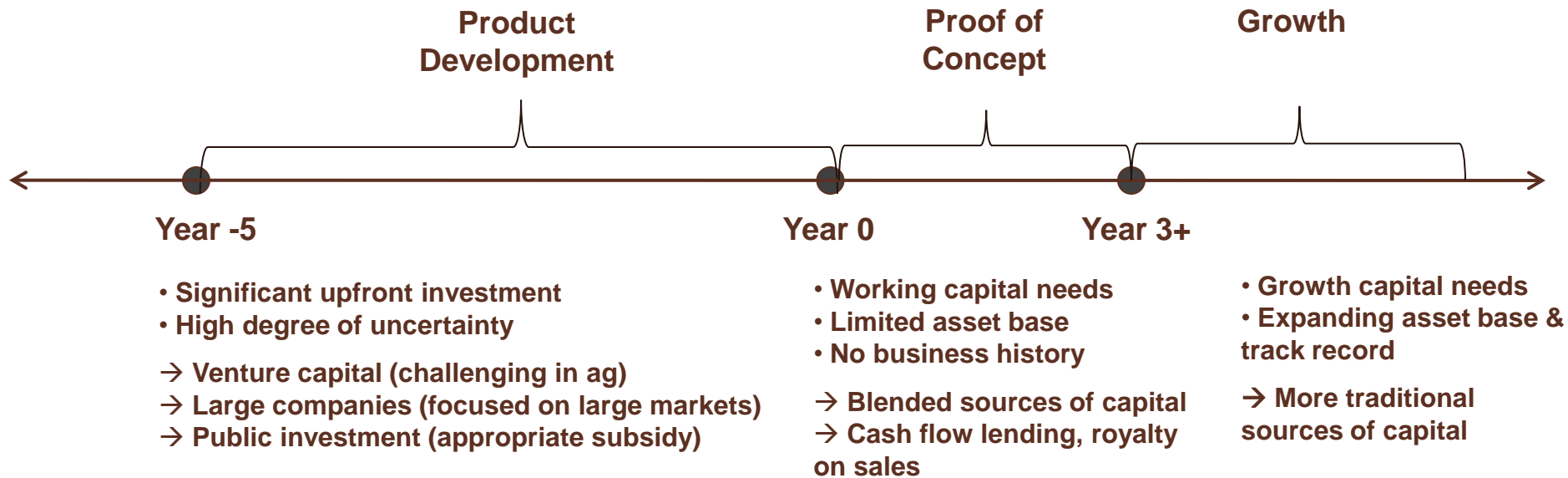
- Worked with TZ gov't varieties
  - limited seed supply
  - no sales

- Partnered w/ **CIMMYT** to develop & register private varieties of improved maize
- Built capacity of outgrowers & agrodealers

- Begin generating sales
- Business grant from **AGRA**
- Root Capital loan of \$150K with partial guarantee from **USAID**



# Financing an Innovation Pipeline







# Private Sector Motivations for PPPs

**Corporate Social  
Responsibility**

**Core Business  
Activity**

**Image** ←—————→ **Profit**

**“Technical  
Philanthropy”**

←-----→