

A large warehouse with a blue metal frame and perforated walls. The interior is filled with stacks of white sacks, likely containing grain. In the foreground, several people are working with the sacks, some sitting on the floor and others standing. The scene is brightly lit, possibly by natural light from the perforated walls.

# Rural Employment & Value Chain Approach

**Adding value creates employment?**

# Recent Agricultural Developments

- Rise of supermarket chains
- Concentration at all levels
- Standards dictate production

- Exclusion or inclusion?
- Global or local?





# Rural Employment Trends

1 HIV/AIDS pandemic: productivity

2 Migration: brain gain & remittances



## Brain Gain

Knowledge - Capital – Markets

# Rural Employment Trends



## 3 Agricultural efficiency & flexibility

- Casualisation
- Feminisation
- Inequality

# Targeting

- Small holders produce,  
larger estates provide?

Innovation pays,  
cheap labour deprives?

Social responsibility,  
consumer & political pressure?





# Select sub sectors & interventions

- Diversify economies
  - Define criteria and select sectors
    - leverage
    - multiple interventions
    - innovation & scale
  - Be realistic
    - employment and development
    - no panacea to poverty

# Roles and steps

- Documenting is challenging:
  - Valuating changes
  - Attributing changes
- Where and what to measure?
- Who does what?



Thank you