

## RICE AND DIVERSIFIED CROPS

The goal of the five-year Feed the Future Bangladesh Rice and Diversified Crops Activity is to increase Bangladesh's agricultural productivity and the production of diversified crops. To accomplish this goal, the Activity partners with agricultural companies to make productive agricultural inputs and services more accessible to farmers. For example, through its partnership with Haychem, Rice and Diversified Crops has helped over 30,000 farmers access Trichoderma, an effective, affordable, and productivity-enhancing bio-control agent. The Activity also seeks to incentivize farmers to adopt more effective cropping patterns by promoting crops that offer better economic or nutritional benefits to farmers: rice, maize, oilseeds, and legumes. Rice and Diversified Crops contributes directly to USAID's goal of improving Bangladesh's food security, and the Government of Bangladesh's goal of reducing poverty through increased agricultural productivity.



Rice and Diversified Crops partner, ACI Seeds Ltd, organized a series of roadshows with miking vans and rickshaws to promote their high-yielding and short duration rice variety, RabiDhan-1.

### Intended Results

**500K**

farmers in the Feed the Future Zone of Influence have access to new and improved products, services, or markets.

**50%**

expansion of commercial production and post-harvest-related inputs and services

**50%**

expansion of commercial procurement by collaborating companies in the Feed the Future Zone of Influence.

### Objectives

Rice and Diversified Crops has the following objectives in the Feed the Future Zone of Influence:



Rice and Diversified Crops partner, Xplore, promoted inoculant, a low-cost seed dressing that significantly increases yields in legume crops.

1. Increase farm productivity through improving access to productive inputs, such more suitable and higher-value seeds, bio-remedies, crop protection products, access to finance and mechanized services, and crop and production advisory services.
2. Increase participation in profitable market systems through the introduction of market-suited crop varieties, crop take-off agreements, seed contract farming, processing linkages, integrated services (e.g. input supply, mechanized services and buy-back guarantees), as well as linkages to urban markets.

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## Implementation Approach

The Activity utilizes the following tools in order to achieve its objectives.

- Domestic and international research on appropriate crop varieties, services, and other inputs with a view to sharing best practice with market actors.
- Targeted technical assistance to groups of firms on specific aspects impacting the market systems that could catalyze systemic change to enhance efficiency, effectiveness and scale of impact.
- Provision of cost sharing grants in order to buy down risk for firms establishing, expanding, or improving distribution and/or procurement models to include more underserved market actors in the Feed the Future zone, scaling new input service delivery models, and/or increasing access to financial and mechanized services in rural areas.
- Leveraging learning, knowledge and linkages obtained from the implementation of the Activity to guide and enhance firms' engagement with farmers and expand firm level service offering.

### ACTIVITY DETAILS

**Total Program Value**  
\$24.5 million

**Period of Performance**  
July 13, 2016 to December 12, 2021

### FOR MORE INFORMATION

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## Working Areas and Partners



Rice and Diversified Crops contributes to the U.S. Government's work in the USAID Zone of Influence, which is comprised of 21 southern districts within the divisions of Khulna, Barisal, and Dhaka. USAID's Zone of Influence is a geographic area where U.S. Government Feed the Future investments are focused in order to contribute to measurable and sustainable improvements in food security and nutrition.

Within the Zone of Influence, Rice and Diversified Crops partners with companies such as ACI Seed, Ali Seed Farms, Bayer CropScience, Chaldal, Ispahani, Jadid, Konika Seed, Metal Ltd, Bank Asia, BRAC Bank, Prantojon, and, UOMSCL among others to accomplish the Activity's objectives.

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