



*For immediate release*

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## MEDIA STATEMENT

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### **CTA announces ACP Media Competition on Value Chains**

**[Wageningen, The Netherlands, 4 May 2012]** – The Technical Centre for Agricultural and Rural Cooperation ACP-EU (CTA) in collaboration with its national, regional and international partners is delighted to announce the launch of the 2012 African, Caribbean and Pacific Group of States (ACP) Media Competition on value chains.

Open to all media and communication professionals from the ACP, the competition aims to encourage journalists and media specialists to investigate the challenges and opportunities for involving smallholder farmers in value chains, showcase success stories and best practices that can be replicated and raise awareness on the important role of value chains in agricultural and rural development..

The competition is being held in conjunction with the International Conference on value chains development, which will take place from 6 – 9 November 2012 in Addis Ababa, Ethiopia. The top six finalists will be supported to attend the conference and provide media coverage. The top three winners will be announced during the event. Submissions are invited to discuss one or more of the following themes:

- Trends on value chain development
- Value chain innovations
- Enabling environments
- Sustainability and scaling up, and
- Capacity development

Interested candidates are invited to send in one original print or audio-visual piece in English or French to [makingtheconnection@cta.int](mailto:makingtheconnection@cta.int), copying Mikenga@cta.int by 10 August 2012. For full details of the competition please visit <http://makingtheconnection.cta.int/>.

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#### **About CTA**

The Technical Centre for Agricultural and Rural Cooperation (CTA) is a joint ACP-EU institution active in agricultural and rural development in ACP countries. Its mission is to advance food and nutritional security, increase prosperity and encourage sound natural

resource management in ACP countries. It does this by providing access to information and knowledge and strengthening the capacity of agricultural and rural development institutions and communities in ACP countries. CTA also facilitates multi-stakeholder engagements and dialogue in agriculture and rural development, thereby providing an enabling environment for knowledge sharing, consensus building and learning, to inform policies and decision making processes and improve rural livelihoods. CTA puts priority on enhancing value chain governance and competitiveness across ACP regions to improve agricultural productivity and reduce poverty. For more information on CTA visit, [www.cta.int](http://www.cta.int) .

### **About value chains**

The value chain refers to the full range of activities required to take a primary product from conceptualisation through design, product development, production, processing, marketing, distribution, consumption, and disposal after use. This implies a linear (and hierarchical) flow of value-adding activities, knowledge and resources – but in practice it involves multiple actors with differing power relationships across a range of interlinked activities. Generally, the goal is to achieve an overall win–win situation that benefits consumers, producers, and other actors in the chain alike. However, in many cases it is the actors with decision-making power over the related activities who ultimately gain the most from value chains. ACP countries have a long history of engaging in value chains (e.g. banana, cocoa, sugar, tea, etc.). Most often, ACP producers are at the lower end of the value chain, while the bulk of the value is captured by large-scale producers, intermediaries and enterprises ('lead firms'). An important issue is to assess the value that accrues to the different actors in the chain (farmers, traders, processors, retailers, etc), with an emphasis on ensuring that farmers obtain a remunerative share of this value.

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