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# ALLIANCES IN ACTION

## RWANDAN PYRETHRUM VALUE CHAIN ALLIANCE

### DEVELOPMENT CHALLENGE

Although Rwanda has made substantial progress since the 1994 genocide, economic opportunities remain limited. Approximately 80% of Rwandans rely on agriculture for their livelihood, but constraints to agricultural growth are severe and production is far below its potential. As for private sector development, Rwanda is home to only 240 enterprises which employ 30 to 100 people. Moreover, a lack of infrastructure stalls the development of agricultural export-related industries. Nonetheless, a potential growth industry for Rwanda is pyrethrum, a naturally-occurring insecticide derived from chrysanthemums.

### BUSINESS CHALLENGE

Companies prize pyrethrum as an organic alternative to synthetic pesticides since it lacks adverse health and environmental impacts and degrades quickly in the environment. Companies that rely on access to pyrethrum require a sustainable and consistent high-quality source of correctly processed flowers.

### APPROACH

USAID, SC Johnson, and Texas AgriLife Research Institute are working together to ensure the long-term, sustainable and responsible development of Rwanda's pyrethrum flower industry. By working with farmers to setup cooperatives that promote best practices in terms of pyrethrum collection, transportation and drying, partners seek to improve and accelerate training of farmers in flower production. Alliance partners are also working with the country's only pyrethrum processing plant to design and implement a credit program that will enable smallholder farmer groups to borrow money to purchase equipment for properly drying flowers. Through these efforts, alliance partners hope to increase production from the 219 tons of dried flowers produced in 2008 to 500 tons in 2010 while also increasing their pyrethrin content.

### PARTNERS



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### RESULTS

- To date, 24 farmers' cooperatives have been formed and farmers are now paid 20-40% more than in 2008.
- 4,000 additional farmers now grow pyrethrum.
- The quality of dried flowers has increased to 1.5 of pyrethrin content, up from 0.9 before the project started.
- During the first harvest season, production of pyrethrum grew by 89 tons and farmers are on track to see a 140% increase in their harvests from 2008.

### FAST FACTS

START: 2009    END: 2011

PARTNER CONTRIBUTIONS:

USAID: \$143,660

SC JOHNSON: \$160,404

TEXAS AGRILIFE RESEARCH: \$23,373

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