

Title: Development of a Business Plan for AGRA's Soil Health Program

Date: June 2008 – February 2009

Client: Alliance for a Green Revolution in Africa (AGRA)

Country / Region: Africa

CEPA advised AGRA on the structuring and development of a 5-year business plan for the \$180m Soil Health Program (SHP). The SHP aims to: improve African smallholder farmers' physical and financial access to locally appropriate fertilisers; deliver demand-led and locally effective Integrated Soil Fertility Management (ISFM) agronomic knowledge to farmers; create accommodative national policy environments for investments in fertilisers and ISFM.

CEPA structured and developed the business plan document for AGRA. The work focused on developing the key principles, operational procedures and delivery mechanisms for each of the objectives under the Program, as well as carrying out country specific research and analysis to determine the highest impact combination, timing and cost of investments under the SHP.

CEPA's work involved extensive meetings with relevant stakeholders in 10 focus countries to be covered by the SHP as well as developing a detailed financial and economic impacts model of the portfolio of investments across countries and activities.

Links:

- [Alliance for a Green Revolution \(AGRA\)](#)