FEED THE FUTURE
The U.S. Government's Global Hunger & Food Security Initiative

FISHFIRST! ZAMBIA: SCALING READINESS ASSESSMENT FOR INSTANT COMFA+FISH PORRIDGE

Keagan Kakwasha[1] Netsayi Mudege[1] Lizzy Muzungaire[1] Kathleen Ragsdale[2] Mary Read-Wahidi[2] Robert Kolbila[2]
[1]WorldFish Zambia [2]Mississippi State University, Social Science Research Center

FishFirst! Zambia Learning Event | June 7, 2023 | Lake Safari Lodge, Siavonga District, Southern Province, Zambia

Photo: K. Ragsdale, Mississippi State University

USAID FROM THE AMERICAN PEOPLE

WorldFish

MISSISSIPPI STATE UNIVERSITY™ GLOBAL CENTER FOR AQUATIC HEALTH AND FOOD SECURITY

FEED THE FUTURE
The U.S. Government's Global Hunger & Food Security Initiative

We gratefully acknowledge and thank the United States Agency for International Development (USAID) and the Feed the Future Innovation Lab for Fish for their generous support, which makes our work possible

This presentation is made possible by the generous support of the American people provided to the Feed the Future Innovation Lab for Fish through USAID under award no. 7200AA18CA00030 (M. Lawrence, PI). FishFirst! Zambia is supported by the Fish Innovation Lab under sub-award no. 322554-012200-027000 (K. Ragsdale, Lead PI; N. Mudege, Zambia PI; M. Read-Wahidi, Lead Co-PI)

The contents are the responsibility of the authors and do not necessarily reflect the views of USAID or the United States Government

USAID FROM THE AMERICAN PEOPLE

WorldFish

MISSISSIPPI STATE UNIVERSITY™
GLOBAL CENTER FOR AQUATIC HEALTH AND FOOD SECURITY

INTRODUCTION

- **WHAT IS SCALING?**
- **Scaling:** Deliberate efforts to increase the impact of a successfully tested [agriculture] innovation so that it can benefit more people
- There are three (3) distinct steps that needed to followed when seeking to scale an innovation

SCALING: STEP ONE

- **STEP 1.1:** Clearly define the characteristics of an innovation you want to scale
- **STEP 1.2:** Clearly define your scaling **ambitions** (i.e., your goals) for the innovation you want to scale


Photo: A. Chileya, WorldFish Zambia

SCALING COMFA+FISH INSTANT PORRIDGES

- **STEP 1.1:** Characteristics of ComFA+Fish Instant Porridges:

1. **Key ingredient: DRIED FISH POWDER (DFP)** made from locally available pelagic small fish (e.g., Kapenta, Chisense, Dagaa, other small fish)
2. **Designed to be:** Locally produced by combining **DFP** with other locally available nutrient-dense ingredients (e.g., baobab fruit, groundnut, soybean, orange-fleshed sweet potato)
3. **Designed to address:** Protein and micronutrient deficiencies in infants and young children; Improve birth outcomes for infants and mothers

Photo: K. Ragsdale, Mississippi State University

SCALING COMFA+FISH INSTANT PORRIDGES:

- **STEP 1.2:** Scaling ambitions for ComFA+Fish Instant Porridges:

1. **Consumption** of ComFA+Fish Instant Porridges at household level
2. **Consumption** of ComFA+Fish Instant Porridges through School Feeding Programmes; hospitals
3. **ComFA+Fish scaling:** Anchored in an entrepreneurial business approach with **TIERED LOCAL SCALING PARTNERS** at national-, regional-, and village-levels

SCALING COMFA+FISH INSTANT PORRIDGES

STEP 1.1: CHARACTERISTICS

Key ingredient: DRIED FISH POWDER (DFP) made from locally available pelagic small fish (e.g., Kapenta, Chisense, Dagaa, other small fish)

Designed to be: Locally produced by combining DFP with other locally available nutrient-dense ingredients (e.g., baobab fruit, groundnut, soybean, orange-fleshed sweet potato)

Designed to address: Protein and micronutrient deficiencies in infants and young children; Improve birth outcomes for infants and mothers

STEP 1.2: SCALING AMBITIONS

INTENDED FOR:

- CONSUMPTION at household level
- CONSUMPTION through School Feeding Programmes; hospitals
- SCALING APPROACH: Tiered local scaling partners at national-, regional-, and village-levels

SCALING COMFA+FISH INSTANT PORRIDGES:

- **STEP 2.1:** Define intended scaling outcome:
- The core innovation may be the same but complementary innovations, stakeholders, and intervention landscapes may differ
- There will be different innovation packages depending on intended scaling outcome:
  1. **Scaling** ComFA+Fish Instant Porridges targeting individuals at household level
  2. **Scaling** ComFA+Fish Instant ComFA+ Fish instant porridge for commercialization (income-generation) to improve value chain linkages for smallscale fishers, processors, and fish traders

SCALING COMFA+FISH INSTANT PORRIDGES:

- **STEP 2.2:** Identify the innovation package:
- Core Innovation + Complementary Innovation(s) = Innovation Package
- **Core Innovation:** Primary focus of the project that is brought to scale
- **Complementary Innovation(s):** One or more innovations necessary to scale the core innovation
- **Innovation Packages:** Are often context-specific and related to the broader environment:
  - The broader environment can **ENABLE OR CONSTRAIN** whether the core innovation will be able to achieve impact at scale

SCALING COMFA+FISH INSTANT PORRIDGES

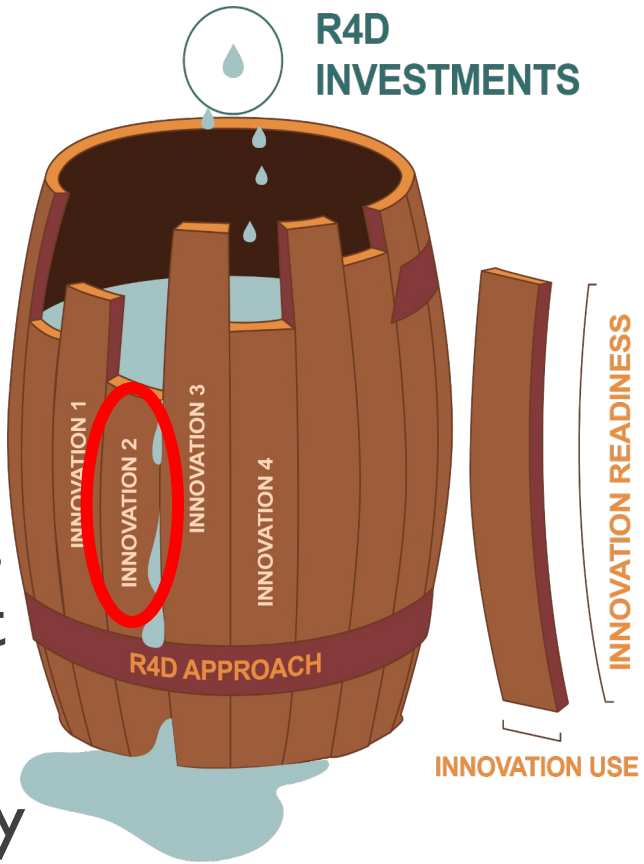
- **STEP 3:** Understanding your **Innovation System:**
- **Innovation System:** Refers 'to the complex interplay between an innovation and the environment or landscape in which it is developed, tested, or scaled'
- **Three primary landscapes:**
  - Innovation Landscapes
  - Intervention Landscapes
  - Stakeholder Landscapes
- Understanding each type of landscape will help you identify site-specific **BOTTLE NECKS** that may need to be addressed to achieve impact at scale

THREE PRIMARY LANDSCAPES

- **INNOVATION LANDSCAPES:** The complementary innovations that may impede or support scaling of the core innovation
- **INTERVENTION LANDSCAPES:** Sets of projects, programs, and other initiatives in the broader environment that are:
  - Working on similar problems and/or objectives
  - Promoting **COMPATIBLE OR COMPETING** core innovations and/or complementary innovations
- **STAKEHOLDER LANDSCAPES:** The networks of stakeholders who can influence, develop, or contribute to the process of scaling innovations

LIEBIG'S LAW OF THE MINIMUM

- Originally applied to agricultural science, Liebig's **LAW OF THE MINIMUM** states that just as a barrel's capacity to hold water is **LIMITED** by the barrel's shortest stave, so a plant's growth is limited by the nutrient in shortest supply.
- Likewise, an **INNOVATION PACKAGE'S** component with the lowest score (stave) will **LIMIT** the entire package's **CAPACITY** to achieve impact at scale
- This image of **LIEBIG'S BARREL** illustrates how **INNOVATION 2** has limited the ability of all 4 innovations achieve their full potential for impact
- As a result, R4D investments are being wasted as they are leaking away



FEED THE FUTURE
The U.S. Government's Global Hunger & Food Security Initiative

Twalumba Kapati!

We gratefully acknowledge and thank the United States Agency for International Development (USAID) and the Feed the Future Innovation Lab for Fish for their generous support, which makes our work possible

This presentation is made possible by the generous support of the American people provided to the Feed the Future Innovation Lab for Fish through USAID under award no. 7200AA18CA00030 (M. Lawrence, PI). FishFirst! Zambia is supported by the Fish Innovation Lab under sub-award no. 322554-012200-027000 (K. Ragsdale, Lead PI; N. Mudege, Zambia PI; M. Read-Wahidi, Lead Co-PI)

The contents are the responsibility of the authors and do not necessarily reflect the views of USAID or the United States Government

USAID FROM THE AMERICAN PEOPLE

WorldFish

MISSISSIPPI STATE UNIVERSITY™
GLOBAL CENTER FOR AQUATIC HEALTH AND FOOD SECURITY

FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

www.feedthefuture.gov

USAID FROM THE AMERICAN PEOPLE

WorldFish

MISSISSIPPI STATE UNIVERSITY™ GLOBAL CENTER FOR AQUATIC HEALTH AND FOOD SECURITY

This presentation is made possible by generous support of the American people provided by the Feed the Future Innovation Lab for Fish through USAID under award no. 7200AA18CA00030 (M. Lawrence, PI). FishFirst! Zambia is supported under sub-award no. 322554-012200-027000 (K. Ragsdale, US PI; N. Mudege, Zambia PI; M. Read-Wahidi, US Co-PI). The contents are the responsibility of the authors and do not necessarily reflect the views of USAID or the U.S. Government.