



Financing Agriculture Forum 2015

Lending to Agribusiness: Financing Agricultural Value Chains



Launch of the AgriFin Educational Video Series

Roy Parizat
Senior Economist

World Bank – AgriFin

Introducing the AgriFin Video Series

- A series of short animated videos aimed at bankers working with agricultural clients.
- The videos serve as a primer to specific challenges, techniques and practices related to providing credit to agricultural markets.
- The videos are supported by detailed technical materials housed on the AgriFin website.
- Videos are provided in English, Spanish and French to maximize their reach.

Accessing the Videos is Easy

The videos are available via the AgriFin website, smartphones and tablets.

- **Website:**

- Videos can be streamed via the AgriFin website.
- Videos can be downloaded as movie files to be replicated, shared and viewed offline.

- **Smartphones and Tablets:**

- Android and IOS Apps available for no cost in both the Goggle and Apple app stores.
- When connected to 3G or wifi videos can be viewed on tablets and smartphones or downloaded for later offline viewing.

Who are the Videos For?

Everyone with an interest in agricultural finance!!

This includes:

- Loan officers working with agricultural clients – be they Agribusinesses, Sole Traders or Farmers.
- Back office staff – who need to understand the issues related to agricultural finance, and the means for assessing and managing risks.
- Product designers and bank management.
- Technical specialists and agencies working with agricultural financiers.

What the Videos Cover

The videos are high level introductions to agricultural lending topics, they are there to introduce topics and direct interested parties to more technical information.

- Agricultural Specific Risks for Lenders
- Management of Lending Risks for Agricultural Loans
- Utilizing Value Chain Finance when lending to Agricultural Clients
- Tailoring Loan products to Meet the Needs of the Sector
- Utilizing Alternative Delivery Channels to Reach Rural Populations

Linking to Technical Supporting Materials

For every topic there is a host of materials freely available on our website, there is no need for anyone to “reinvent the wheel”:

- Agricultural Lending Products – Details and Term Sheets
- Credit Risk Manuals and Technical Guides
- Operational Policies relating to Ag Lending
- Staff Training Materials
- Value Chain and Market Assessment
- Technical Cards for Agricultural Crops and Livestock

Linking to Technical Supporting Materials

<http://agrifinfacility.org/agricultural-lending-tools-corner>

ward... Booking Class Align... New Message ICON Generator Product Hunt - Grea... GetWorkDoneMusic... Resumonk | Beautif... Travel Services -

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Tools

- Credit Risk Assessment
- Value Chain & Market Assessment
- Loan Products
- Operational Process and Policy
- Staff Training

Agricultural Lending Tools

The tools corner contains an assortment of lending tools and training materials to help you fine-tune your agricultural lending procedures, develop new products, adjust credit assessment processes and train your staff.

Most of these tools have been developed by AgriFin's technical assistance projects with financial institutions in Africa and Asia. They include agricultural lending guidelines, credit assessment tools, product sheets, training materials, and value chain assessments.

Other institutions that have contributed to the AgriFin's tools corner include USAID, American Bankers Association, and AgChoice Farm Credit.



**CREDIT RISK
ASSESSMENT**



**VALUE CHAIN &
MARKET ASSESSMENT**



LOAN PRODUCTS

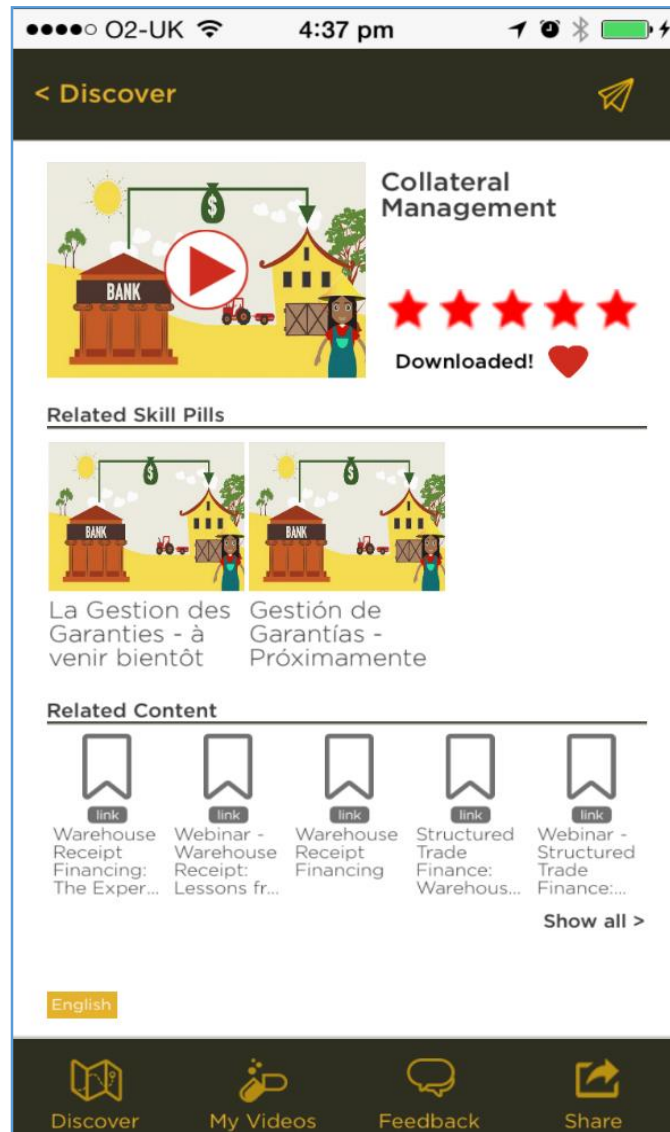


**OPERATIONAL
PROCESS & POLICY**

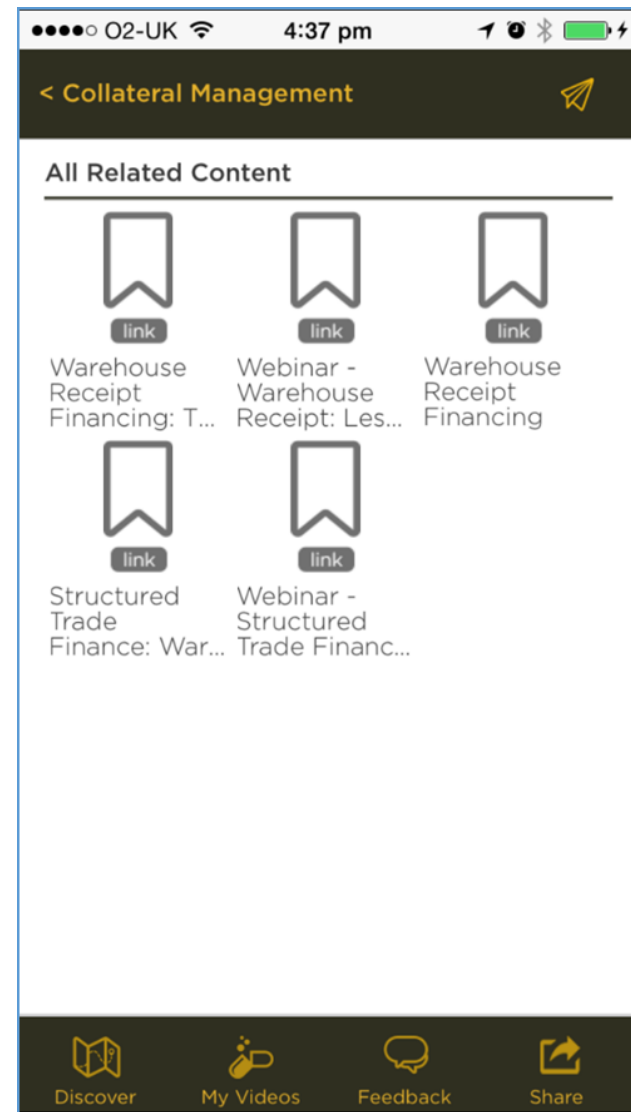
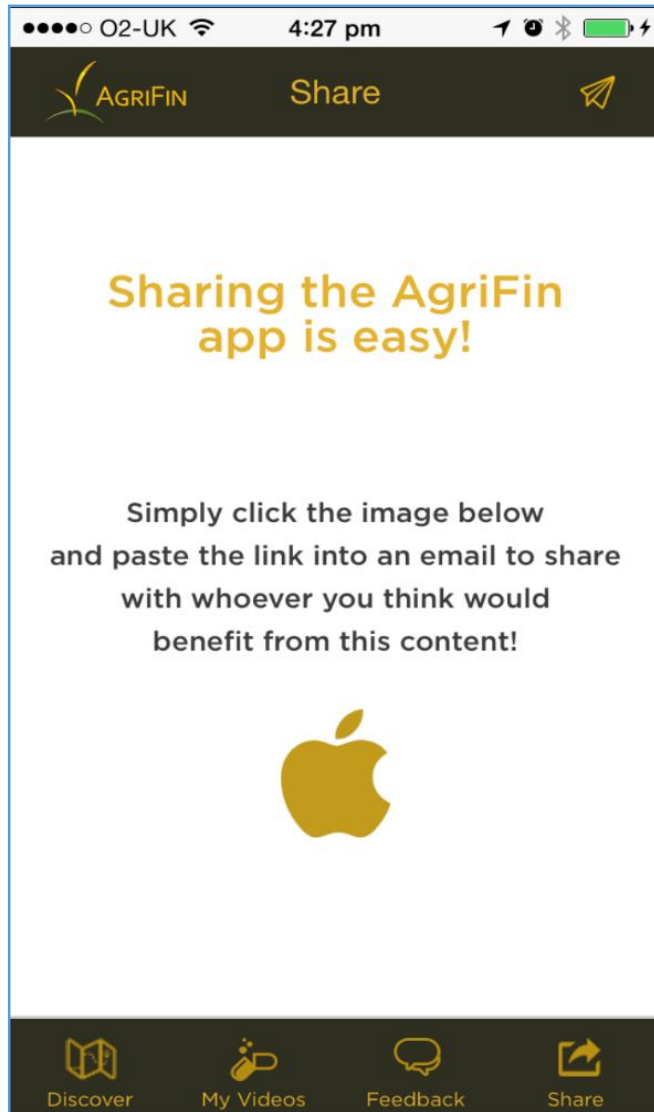


STAFF TRAINING

The AgriFin App (IOS and Android)

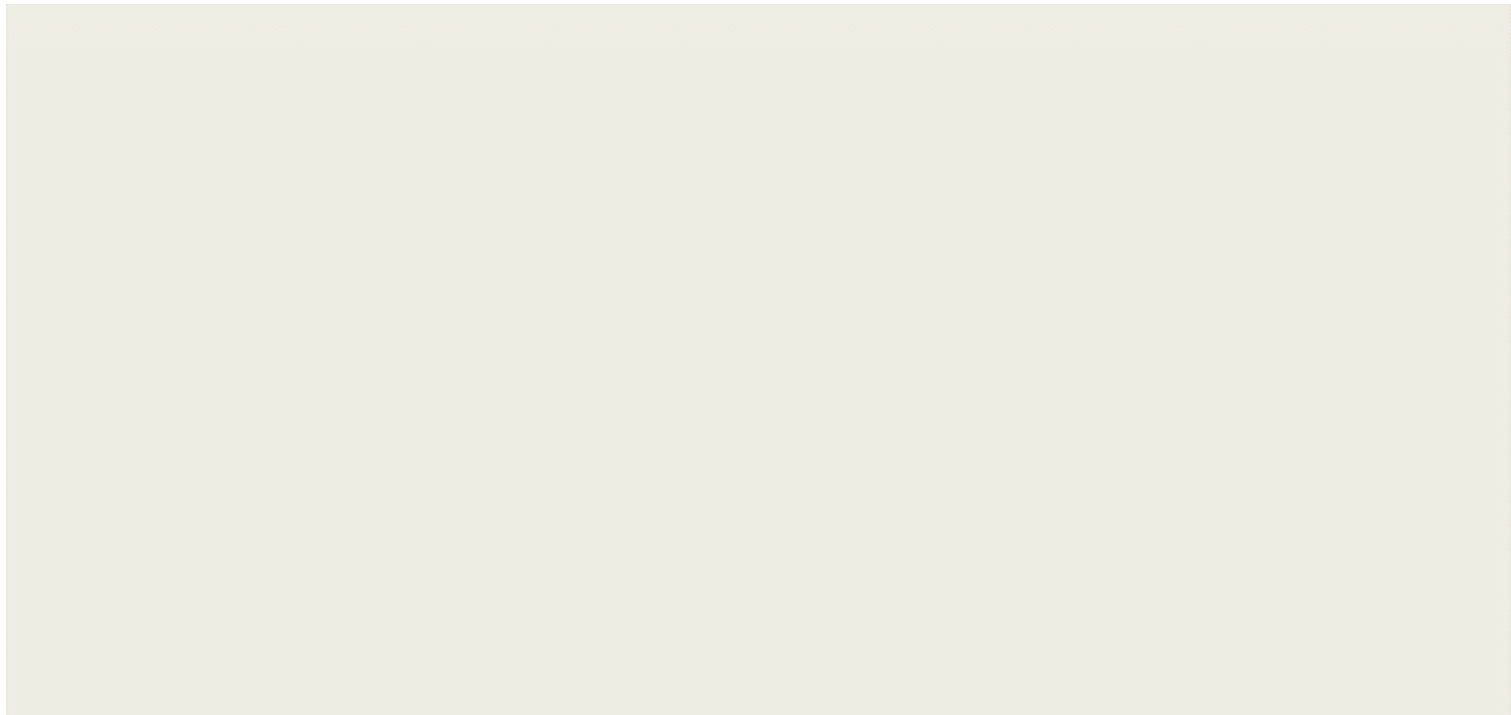


The App is Easy to Share with Colleagues & Link to the AgriFin Related Materials



A Sample Video

**Expanding Lending Through the Use of Collateral
Management Agreements**



A Sample Video

What is Agriculture Finance and why is it different from other types of finance

What is agricultural finance and why is it different from other types of finance?

Next Steps

- The Apps (both IOS and Android) will be Launched by end June – AgriFin will send out a newsletter to let you know.
- The videos will also be available on the AgriFin website.
- Once launched please share widely with your teams, colleagues and friends who may benefit from learning more about Agricultural Finance.
- Feel free to download the videos and share them however you wish – we couldn't be happier to see these used as widely as possible.
- Any feedback – let us know via the app or the web or even a call.