AMEA 2026
A Breakthrough Year

AMEA remains focused on transforming the systems that support farmers organisations and agri-SMEs to create value for farmers and themselves. We provide global and national platforms to enable stakeholders to learn, innovate and scale up the most effective ecosystem approaches for supporting farmers. AMEA supports 8 Platforms in Benin, Cote d'Ivoire, Ethiopia, Ghana, Kenya, Rwanda, Tanzania and Uganda. We aim for improved, coordinated BDS to be delivered to agri-SMEs enabling 50m farmers to significantly improve their lives by 2030.

2025 Performance

In 2025 AMEA achieved significant milestones which contributed to BDS Roadmaps as follows:

- Launch of processes to adopt ISO 18716 in Benin, Ghana, Uganda, and Tanzania
- Launch of the Segmentation Guide and additional learning e.g. ATI Ethiopia case study
- Ethiopia BDS dialogues which has led to the BDS Standards process
- Launch of the Tanzania BDS Roadmap and BDS Guidelines
- Launch of the Benin BDS Platform and plan to expand the Shared Database on Coops
- Accreditation Framework development which led to a new BDS Association in Uganda
- Start up of the Uganda BDS Cost Share Facility
- IFC's investment in Local BDS Providers
- Start-up of Environmental and Youth Workstreams
- Learning on digitally enabled approaches such as L-IFT and AMI

AMEA's Global Tool survey showed over 2.1m farmers directly benefiting from BDS provided by 65 projects in 29 countries, and over 12m people benefitting indirectly.

AMEA's Network Survey showed that we also continue to deliver value to members and partners with an average score of 4.1 out of 5 across the 14 dimensions. Uganda, Tanzania, Ethiopia and Benin are progressing well. Rwanda, Ghana and Kenya are still at an early stage of development. Cote d'Ivoire needs a re-start which is also reflected by the lack of any results from the survey.
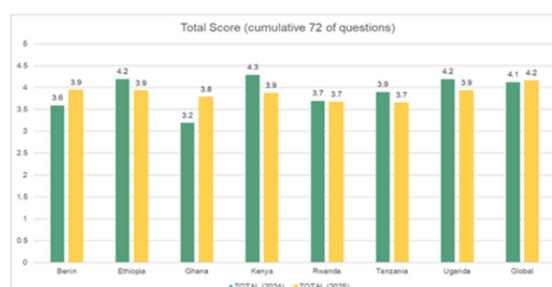
2026 Priorities

BDS Market transformation is driven by context specific, multi-stakeholder National BDS Roadmaps that map out the strategic actions required to change the supply and demand drivers in the BDS Market. The following priorities have been developed based on these Roadmaps.

Objective 1: Support Scaling Of BDS Best Practices
The plan presented below has been chosen based on the opportunities in each Country and the level of maturity of the Local Network.

Activity 1

Support developent of a vibrand Multi-Stakeholder Platform (MSP)

Benin will continue to support the Agri-BDS Platform led by National Chamber of Agriculture and the Directorate of Agricultural Advice, Innovations and Entrepreneurial Training (DCAIFE). This platform has developed a 5 year strategic and operational plan to improve BDS.

Cote d'Ivoire will partner with the Cacao and Cashew value chain platforms to promote best practices in BDS.

Ethiopia will continue to support the BDS Multi-stakeholder Platform. AMEA and SNV were elected to co-chair in 2026.

Ghana will create a 3 year BDS Roadmap through a Multi-stakeholder platform.

Kenya's BDS Vision will be launched and a Multi-stakeholder Platform will be established.

Activity 2

Support development and implementation of guidelines and standards that can incentivize improvements in BDS quality

Benin will work with strategic projects to integrate ISO 18716 indicators. Cote d'Ivoire will work with strategic cacao and cashew projects to integrate ISO 18716 with value chain standards such as ARS-1000 (Africa's Sustainable Cocoa Standard).

Ethiopia aims to support the development of a BDS Policy Brief, BDS Standards and a BDSP certification system. This is led by Ministry of Labour and Skills, with support from SNV.

Kenya will develop a BDS Standards Position paper to contribute to the BDS Standards process which is being initiated by the Ministry of MSMEs and Cooperatives.

Tanzania will work with the Tanzania Cooperative Development Commission on integrating standardized assessment data into their Guidelines.

Uganda will support the development of BDS Policy and a review of National Cooperative Policy.

Activity 3 — Support to BDS service providers to organize themselves

Benin aims to support the establishment of a BDSP platform with a Code of Ethics.

Ethiopia will support the Ethiopian Business Advisory Service Providers Association (EBASPA) to develop a medium term plan to achieve sustainable financing for the Association.

Kenya aims to establish a BDS Forum, building from existing Networks such as BDS Donor Coordination Group (BDCG). The initial aim is that this will be a Community of Practice.

Rwanda will work with MINICOM to develop a BDS platform.

Tanzania will strengthen the existing BDS Association which will provide specific information on BDS with experience in the Agricultural sector.

Uganda has now registered the United Business Support Professionals (U) Ltd and will be working with the Ministry of Trade, Industry and Cooperatives to support this Association to become a platform for BDSPs to connect, learn and eventually be certified.

Activity 4 — Support BDS service providers to improve their services

Global – We will be running a campaign to recruit leading BDS providers to benchmark their approach against ISO 18716. An "AMEA/ISO 18716 certified" stamp is being considered.

Benin, as part of the above initiative, aims to support 25 BDS providers to improve their approaches by benchmarking to ISO 18716, with the aim to create a shared data platform which can enable deeper learning across the BDSPs.

Kenya will support the development of a Best Practice Service Delivery Framework.

Uganda is supporting 60 BDSPs to improve their services and 6 of the leading BDSPs are piloting a Cost Share Facility.

Objective 2: Generate Insights into BDS Market Systems that incentivize changes by key stakeholders

Activity 1

Deliver high quality strategic case studies

A pipeline of 35 projects with strategic learning opportunities has been identified.In 2026 AMEA is also looking for projects which can contribute to Environmental and Youth Working Group plans to analyze and disseminate best practice. The pipeline includes:

- Government led projects, where there is a good-enough data and an openness to learn. This also enables engagement with multi-lateral donors.
- Donors who are ambitiously aiming to scale approaches, such as Mastercard.
- Innovations from partners to the AMEA Toolbox e.g. IFC Global Agri-Entrepreneurship Academy and AgriGRADE
- Blended delivery of BDS, such as AMI and MEDA projects.
- Specific value chains where we can build from previous work e.g. cocoa in West Africa

Activity 2

Support at least 1 national dialogue in each Local Network to disseminate learning and consider future action related to the BDS Roadmap

The purpose of National Dialogues is to: 1) disseminate our learning; 2) attract interest in applying best practices and develop partnerships; 3) build AMEA's reputation and attract more members. Local Networks will be encouraged to leverage other National events in order to bring in large audiences for these dialogues. There may also be opportunities for Local Networks to collaborate with the AMEA Environmental Working Group.

Activity 3

Access to Finance Working Group

There is renewed demand for an Access to Finance Working Group. We will explore this idea with members such as AGRA, Cordaid and Rikolto.

How we will deliver this

The critical success factor is that AMEA's members and partners continue to collaborate and contribute resources to our Mission to transform BDS. AMEA continues to secure catalytic funds that enable Networks to leverage contributions and in 2026 we have already secured over 50% of our high-end budget. We also expect significant grants in the first half of 2026.

AMEA will also be assessing progress and taking hard decisions as needed. This includes changing Network Leadership and Facilitation in countries to accelerate progress and, where necessary, closing Local Networks if they do not make sufficient progress. This is a time where we must ensure we invest where we have potential for the greatest returns. Decisions will be made based on quarterly reviews, assessing progress against milestones and KPIs. Our risk management matrix will also guide our decision making.

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