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Welcome...



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LINKING FARMERS TO MARKETS



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INTRODUCTION

FARMERS: A farmer is a person engaged in agriculture, raising living organisms for food or raw materials.

MARKETS: A regular gathering of people for the purchase and sale of provisions, livestock, and other commodities.





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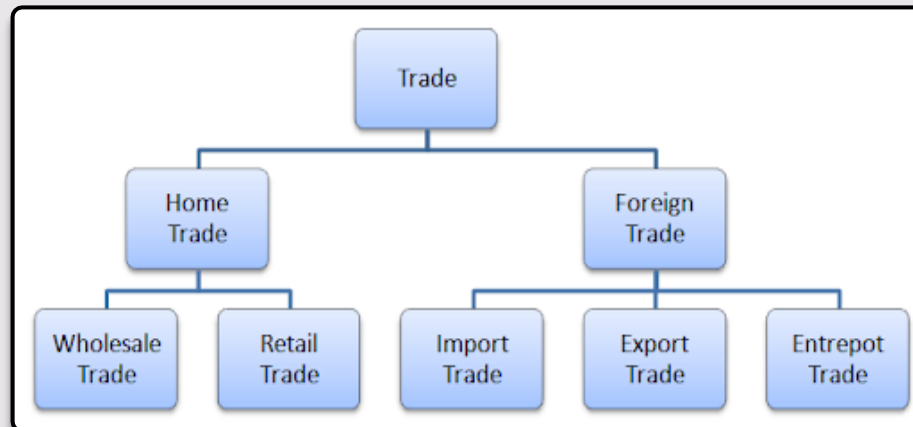
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- The linkages may simply involve working to bulk up supplies so that traders' costs can be reduced.
- Extension worker/NGOs can play important role as **Traders**.

TRADERS: A trader is an individual who engages in the buying and selling.

- They allowed buyers to buy goods from a wider range of sellers, and they allowed sellers to sell goods over a wider area.





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LINKING FARMERS TO MARKETS

- Now- a- days farmers are producing to the requirements of the market rather than relying on the markets to absorb whatever they produce.
- These linkages help improve household level welfare through income growth when commodity prices are realized in the market.
- However, the ability of smallholders to access markets that are characterized by changing demand for higher value and quality goods is problematic due to farm and market level challenges.



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Why is it important to link farmers and markets?

- Bring awareness about the opportunities and challenges in food safety and requirements for getting linked with profitable value chains.
- To bring understanding of pathways of linking farmers to alternative markets like contract farming, e-markets, direct marketing etc.
- Provide exposure to best marketing practices in ensuring food safety, managing supply chains and value addition.
- The goal in linking farmers to market is to invest in ways that enable farmers or group of farmers to access market.



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How to link farmer to markets?

STEP-01: Create a list of potential opportunities.

STEP-02: Identify farmers' strengths and limitations.

STEP-03: Compare market opportunities with farmers' strengths and limitations.

STEP-04: Investigate the short list in detail Survey

STEP-05: Farmers to decide on the opportunities that best suit.

STEP-06: Value Chain Meetings Members need to agree on :how/when to provide feedback to solve any problems; and improvements.

STEP-07: Finalize action plan with farmers.



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VALUE CHAIN EXTENSION

The Agriculture Value Chain Extension curriculum is designed to help farmers succeed in increasing their yield and income by building technical agriculture skills and an Agro-business mindset.

- The curriculum develops skills and knowledge related to in-season, harvest, and post-harvesting farming practices.

EXTENSION :Extension Education is the process of teaching rural people how to live better by learning ways to improve their farm, home and community institutions.

- J. P. Leagans, 1961



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FEATURES

- Provides key technical extension outreach to farmers for their interaction and engagement in the learning process through an applied learning approach
- Outlines effective farmer field days that show case best practices and encourage linkages and relationship building with other value chain actors
- Currently offered for the following value chains: rice, maize, sorghum, soy, cassava, aqua culture, cocoa, millet, cowpea and groundnut.



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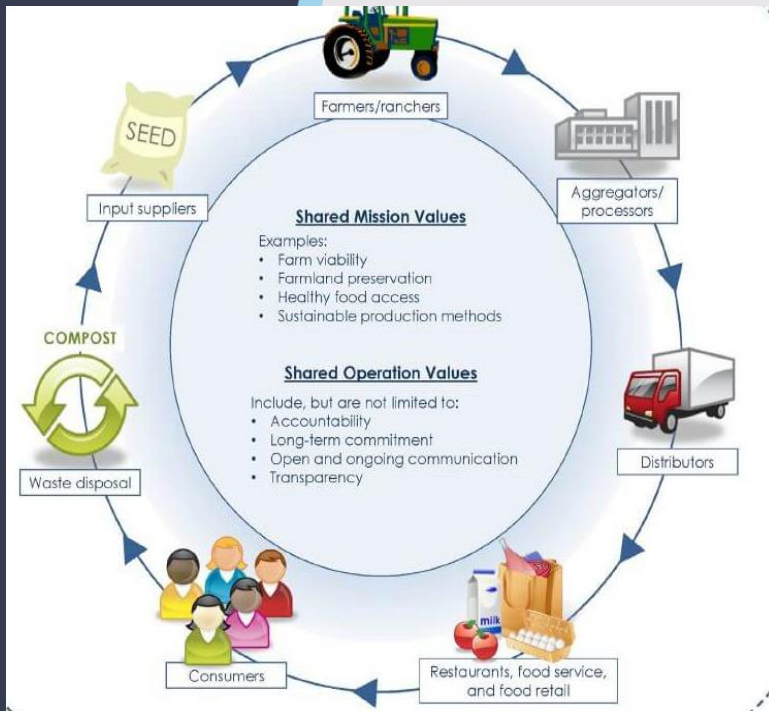
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VALUE CHAIN

- A set of connected activities that work together to add value to a product, while linking producers to processors and markets.

AGRICULTURAL VALUE CHAIN:

The goods, services and processes involved in an agricultural product moving from the farm to the final customer.





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An agricultural value chain usually includes a wide range of activities, including

- Input supply.
- Farm production.
- Post-harvest handling and processing.
- Production and handling technologies.
- Grading criteria and facilities.
- Cooling and packing technologies.



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COMPONENTS OF VALUE CHAIN

In his concept of a value chain, Porter splits a business's activities into two categories, "**primary**" and "**support**".

Primary Activities :

1. Inbound logistics
2. Operations
3. Outbound logistics
4. Marketing and sales
5. Service



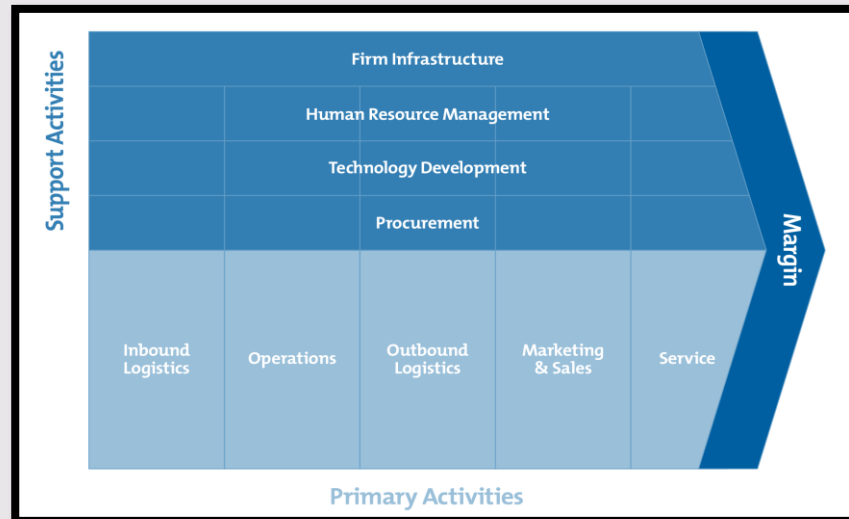
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Support Activities: The role of support activities is to help make the primary activities more efficient.

1. Procurement
2. Technological development
3. Human resources (HR) management
4. Infrastructure





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TYPES OF VALUE CHAIN

- Firm level
- Industry level
- Global level

Strengthening value chain:

It fosters productive diversification and expands participation in the segment of the production structure with the greatest knowledge intensity or highest demand growth, and in this way contributes to structural change.



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HOW DOES VALUE CHAIN WORK?

- The value chain framework helps organizations identify and group their own business functions into primary and secondary activities.
- Analyzing these value chain activities, sub activities and the relationships between them helps organizations understand them as a system of interrelated functions.
- Then, organizations can individually analyze each to assess whether the output of each activity or sub activity can be improved -- relative to the cost, time and effort they require.

When an organization applies the value chain concept to its own activities, it is called a **value chain analysis**.



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HOW DOES VALUE CHAIN SUPPORT FARMERS?

High value chains can contribute to food security in the dimensions of access, availability, and quality of food primarily by the increase of production volumes, farm diversification, generating higher incomes, reducing postharvest losses, and upgrading technologies to use more efficiently natural resources.

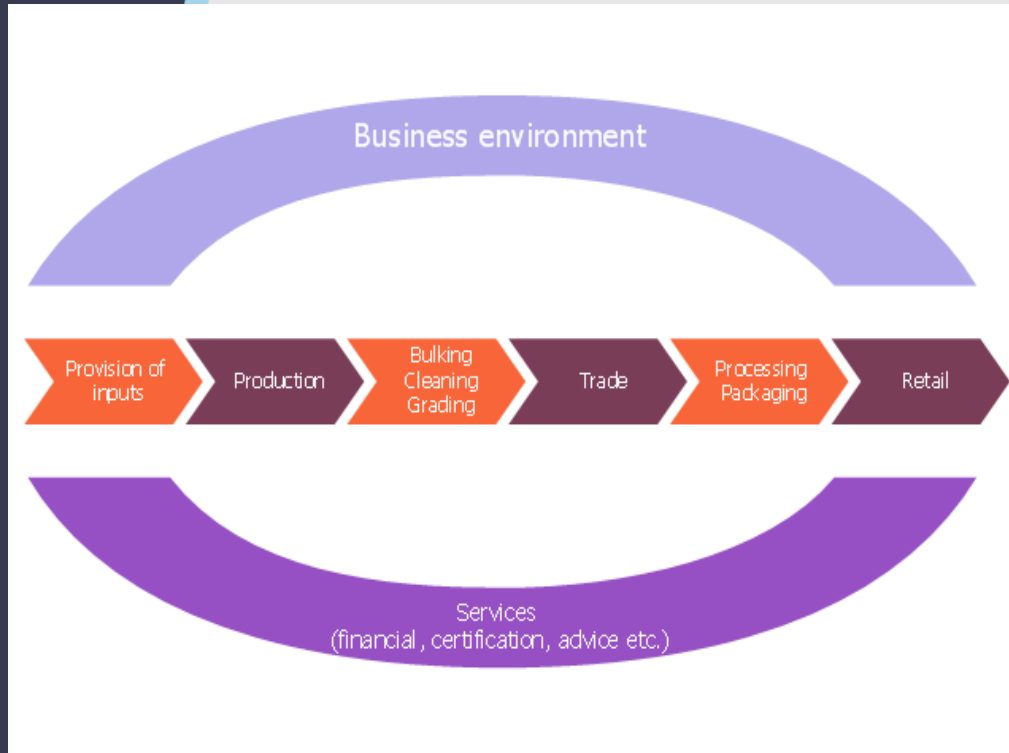
Three main steps can be distinguished in value chain analysis:

1. Identify the main functions and types of firms in the value chain;
2. Analyze structural connections; and
3. Analyze dynamics.



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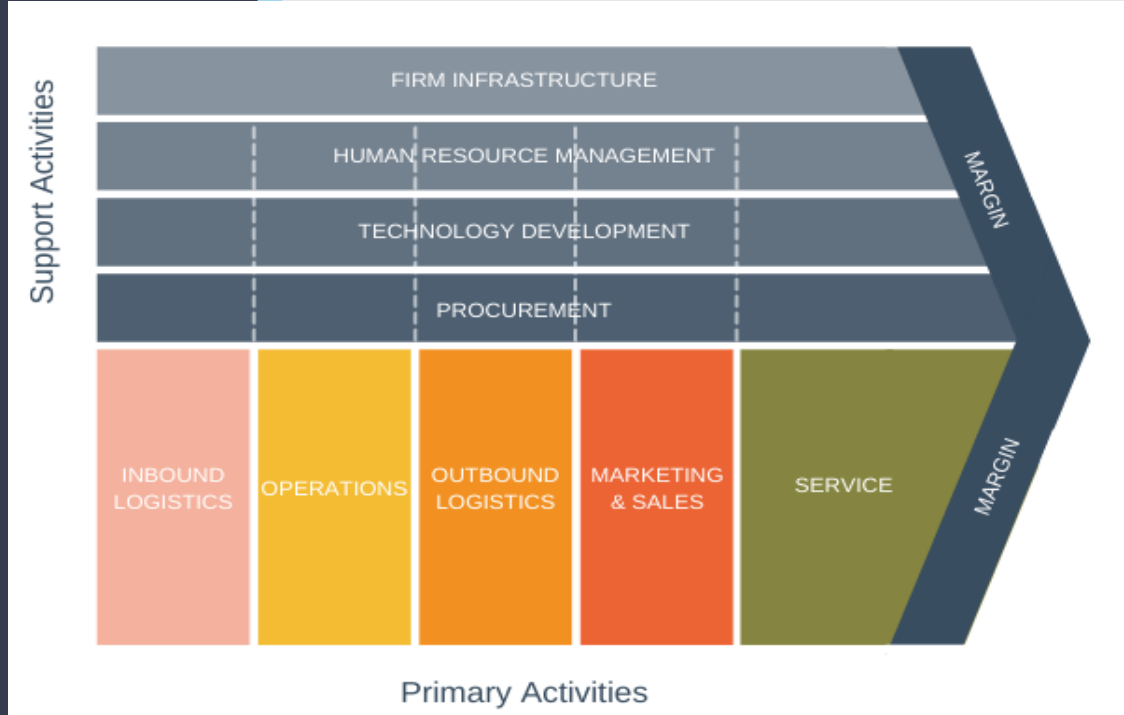


VALUE CHAIN



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PORTER'S VALUE CHAIN MODEL



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AGRI FOOD SYSTEM:

Agrifood systems encompass the primary production of food and non-food agricultural products, as well as in food storage, aggregation, post-harvest handling, transportation, processing, distribution, marketing, disposal, and consumption.

Examples of local food systems include community-supported agriculture, farmers markets and farm to school programs.





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Agrifood systems have three main components:

1. Primary production
2. Food distribution
3. Household consumption

Importance of agri-food system:

- Food systems can help combat environmental degradation or climate change.
- Sustainable agri-food systems can deliver food security and nutrition for all.



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REGULATIONS OF AGRI-FOOD SYSTEM