

markets

- 1 Availability of market facilities for smallholder farmers
- 2 Market intelligence or information
- 3 Establishment and enforcement of quality standards
 - 1 Market requirements - what's required on export or local market (final consumers)
 - 2 Production planning for market needs and prices
 - 3 Strategies (individual and organizational) to allow small farmers to know and meet market requirements
- 1 Transforming disruptive markets (supermarkets, monopolies, regulations and standards) Domestic (extension educations) and international policy (Phytosanitary and tariffs)

1. Availability of accessible market facilities and infrastructure including transportation 2. Market intelligence, requirements, production and postharvest planning 3. Standards: quality, safety, phytosanitary

Raised the issue of credit for marketing - banks are reluctant to advance credit for marketing horticultural products

Grouped the strategies for issue 1 into two:
Facilitate the provision of physical market facilities. Survey what's available, look for government and other partners to work on providing needed infrastructure. Identify local, national, and export needs. Encourage groupings of small-holders to provide market leverage and production flexibility.

Value addition through processing (minimal and food processing), and preparation for market (washing, grading, sorting, packing, branding)

Grouped the strategies for issue 2 into three:
Training in production planning, diversification and other strategies to meet market needs
Extension technologies - cell phone, IT, knowing where to get the information about the markets
Market evaluation studies - collection and evaluation of information, building market research capacity (farmer led, regular, continuous)

Grouped the strategies for issue 3 into two Develop standards (participatory and pro-poor process), working with local and government agencies (also consider branding opportunities). Think about internal quality rather than simple cosmetics. Simplify and translate into local languages using appropriate visual aids.

Extension education training of growers in quality and safety standards

Compared to the GHA, we touched each of the issues.

How could the CRSP contribute - strengthen producer organizations?

Shorten the value chain?

Opportunities for fresh-cut processing - safety issues Products that are high labor, added value, produce more income Record keeping a weakness...

Voice to text application for illiterate farmers Use classrooms as a platform for education