

Project SN-1:

**Rural Agro-enterprise Development
(RAeD)**

Preface

Market trends are rapidly changing the livelihood prospects for poor smallholder farmers in developing countries. The effects of liberalisation and free trade agreements have led to increasing competition in both domestic and export markets. Iterative rounds of mergers and acquisitions in the private sector have also led to considerable market concentration. These changes have benefited wholesalers, retailers and consumers, but for most farmers, particularly those in developing countries, income earning potential and terms of trade has steadily declined.

To compound these negative effects, many developing countries, have also undergone structural readjustment programmes which has meant that many Governments no longer provide farming communities with direct financing and few offer services. Reduced support means that many smallholders are less organised now than they were 20 years ago and many earn less in real terms.

The consequences of these changes are profound, as farm incomes fall, supply and prices are more prone to volatile movements, thin margins lead to lack of investments in natural resources, business services cannot be supported and the result is that poorly managed farming systems are spreading into increasingly marginal areas. As recognised in many major commodities, the markets then are subject to increasing volumes of lower quality produce, which further weakens the market and suppresses prices.

Given the magnitude of the marketing challenge faced by smallholders, there is both considerable scope and a pressing need to address this challenging situation. This sense of urgency is increasingly reflected in the agenda's of many development agencies which are re-focussing their efforts on "making markets work for the poor".

To support this endeavour, the Rural Agro-enterprise Development Project (RAeD) project, working closely with other CIAT projects and partners from the public and private sector, is conducting research to develop and test a range of new participatory tools, business models, services and policy based approaches to assist in promoting enterprise development and employment in poor rural areas of developing countries.

Some of the key events of the project this year have included:

- supporting CIAT's new initiative in linking farmers to "High Value" markets,
- linking farmers into high value supply chains such as fruits and speciality coffee,
- expansion of a market information service in Honduras and 10 African countries,
- evaluating prospects for smallholder farmer micro-insurance schemes,
- co-implementation of a learning alliance conference in the Netherlands,
- management of a ACP¹ wide conference on Market information and marketing institutions with CTA²,
- establishment of a global learning agro-enterprise learning alliance with international NGOs, and

1. ACP – African, Caribbean and Pacific countries.

2. CTA – Technical Centre for Agriculture in support of ACP countries, part of the EU – Lomé Agreement.

- implementation of an advanced study tour to evaluate farmer group marketing, new finance approaches for the poor and farmer led innovation systems.

These activities are helping to renew the research agenda of the RAeD team and laying the foundation for a global “action based” research platform with hubs in West Africa, Eastern Africa, S. E. Asia, Southern Asia and Latin America. To support these ongoing initiatives the RAeD team is currently publishing the updated set of learning tools and introducing new titles into the good practices guide series. The project is also involved in renovating web-based activities to foster our scaling up processes. Advanced copies of the manuals and links to the new websites are already available on the project website.

New initiatives include (i) insurance for smallholder farmers, (ii) impact analyses of market information services in Uganda, (iii) new strategic partnerships being established with Oxfam in Nicaragua and SNV across Central America, (iv) support to the Challenge program projects in Sub-Saharan Africa and (v) new studies on services for the agricultural sector. These activities were initiated in late 2005 and we hope to expand and intensify this work with partners in 2006.

Project SN-1: Rural Agro-enterprise Development (RAeD)

Project Description

Goal

To improve market access of poor rural communities in developing countries by promoting improved business support services, better means of organisation and policies that enhance smallholder competitiveness.

Objective

To develop strategic research products in collaboration with research and development agencies, private enterprise and the State to promote improved market access of poor smallholder farmers with profitable and dynamic markets.

Purpose

To develop methods, tools and applications that address the entrepreneurial needs of business development partners that support rural communities, with an emphasis on market linkage based on collective action, diversification and value-addition.

Assumptions

- Secular decline in commodity prices does not overwhelm incremental economic and employment advances due to agro-enterprise activities.
- Political and institutional support for sustainable rural and agricultural development at the reference sites and targeted countries is maintained.
- Natural disasters or civil strife do not impede progress toward the project's goal.
- Collaborating institutions have adequate capacity, knowledge, local management support and resources to use the materials and tools developed.

Clients

Technical personnel of GOs, NGOs in rural development, policy makers from public sector and commercial partners from the private sector.

Business partners

Farmer groups (men and women), entrepreneurs (small, medium and large-scale); and BDS providers.

Collaborators

Development of methods and technology components

Public sector: NRI, PRODAR, IDRC, CIP, KIT, SEARCA, UPWARD

Private sector: Sustainable Food Lab, Busylab, Uganda Grain Traders, Parmalat, IDE

Civil society: CRS, CARE, AfriCARE, GTZ, Swisscontact, SNV and PLAN

Execution of pilot projects

CIPASLA (Colombia), Central American Learning Alliance (Honduras, Nicaragua, El Salvador and Guatemala), Andean Region Learning Alliance (Peru, Ecuador, Bolivia and Colombia), Enabling Rural Innovation projects in Eastern and Southern Africa, in Uganda, Tanzania and Malawi; Global Learning Alliance, DAPA project in Cauca Valley.

Learning Alliance networks

Central American Learning Alliance: (GTZ, CARE, Swisscontact, CATIE, SNV, UNA); Andean Region Learning Alliance (Colombia, Ecuador, Peru, Bolivia).

CRS global learning alliance: (Kenya, Ethiopia, Tanzania, Sudan, Uganda, Rwanda, Burundi, Eritrea, Madagascar, Burkina Faso, Mali, Niger, Gambia, Senegal, Sierra Leone, Ghana, Liberia Democratic Republic of Congo, Honduras, Nicaragua, Guatemala, El Salvador, Haiti, Peru, Ecuador, Afghanistan, India, Pakistan, Philippines, Vietnam, Laos, Cambodia, Timore l'est, Aceh and Myanmar.

Higher degree training

CATIE – diploma course, ICRA.

CIAT: SN-1 Project Log Frame (2005-2006)

Project: Rural Agro-enterprise Development
Project Manager: Shaun Ferris

Project	Outputs	Intended User	Outcome	Impact
Output 1 Enabling Rural Business Development Services	Alternative rural agro-enterprise methods, strategies, and applications that effectively link smallholder farmers and rural services with market opportunities widely adopted by research and development partners, State organizations and private sector. (5 years)	Research and development agencies and service providers including NGOs, Gov extension workers, local business support providers, private sector, farmer organizations.	More effective identification and exploitation of market opportunities by poor rural communities.	Increased and more diversified incomes for poor rural communities.
Output targets 2006	Agro-enterprise methods and strategies validated and adopted on mass by partners, materials published in print and disseminated via electronic formats in English, Spanish, French and at least one other language.	Service providers including NGOs, Gov extension workers, local business support providers, Private sector entrepreneurs engage with increasing emphasis on higher value products	Service providers and farmer organizations focus on market led processes to drive their innovation systems.	
Output targets 2007	Agro-enterprise methods and strategies, market based software applications validated and contextualized with development partners, products published in print and disseminated in electronic formats available in English, Spanish, French, Vietnamese and Swahili.	Development partners and service providers linked to selected market chains , enhance through Local ICT providers, and CBO's	Market based software and ICT market information applications will open new opportunities for commercial investment.	
Output targets 2008	Training materials for agro-enterprise completed, software applications commercialized, web based marketing portals expanded through partners with emphasis on private sector business development partners, available in 10 languages.	Marketing services in East and Western Africa linked to private sector software houses. NGO's, farmer associations, Micro-finance, NGO's, farmer associations	Private sector invest in services and farmers link services and financial investments in higher levels of innovation and market engagement.	
Output 2 Understanding Institutional Innovations for increased rural investment and business expansion	Understanding institutional innovations to facilitate market linkage, collective action and financial support for improved market entry and business development among segmented rural agro-enterprises evaluated and tested with partners in selected sites (10 years)	Strategic partners from NGOs, Gov extension, private enterprise, donor agencies and farmer organisations	New business approaches and financial instruments enable institutions to extend enterprise opportunities deep into rural communities targeting both high volume and high value markets, with scaling opportunities realized through ICT expansion and co-investment between public and private sector partners	Increased and more diversified incomes for poor rural communities

Project	Outputs	Intended User	Outcome	Impact
Output targets 2006	Processes of co-development in agro-enterprise topics initiated with partners in at least 15 countries in Latin America, Africa, and Asia and available in at least 3 major languages.	Strategic partners from NGOs, Gov extension, private enterprise, donor agencies and farmer organisations	Strategic partners invest in learning process and integrate marketing skills into project development and implementation	
Output targets 2007	ICT based knowledge management systems and first level enterprise “tool box” learning alliance completed in selected sites in LA, SE Asia and Africa, scaled up to 30 countries.	Clients: Strategic partners from NGOs, Gov extension, private enterprise, donor agencies and farmer organisations	Strategic partners invest in learning process and integrate marketing skills into project development and implementation	
Output targets 2008	Expansion of and ICT related knowledge management systems expanded and deepened in 30 countries, with second order “strategic” learning alliances established and University courses mainstream agro-enterprise concepts with partners in Latin America and Africa and rural finance mechanisms linked with non-financial business development services	Strategic partners involved with co-innovation of new processes and products	Strategic partners invest in new areas for co-innovation, such as linkage between HIV and enterprise, Gender and market chain equity, local policy reform and enterprise	
Output 3 Pro-poor policy options for the rural communities in LDCs and DCs	Policy options to enhance access to markets for small holder farmers developed and advocated with partners at local, national and international levels. (5 years)	National and regional policy makers in Asia, Africa and Latin America; donors and private sector, NGOs, advocacy groups.	Partners using national and cross continental data to formulate better policy options for smallholder farmers in LDC countries to enhance access to selected high volume, higher value and value added markets.	Increased and more diversified incomes for poor rural communities
Output targets 2006	Guide on policy mechanisms to link small-scale farmers effectively to regional, national and international agri-chains, including super markets and to improve governance and equity in the production chain approach developed, based on research with development partners and state organizations.	- Policy makers in Andean region - Donor and private sector partners	- Policy makers have new options to support local enterprise development - Change in arrangements between target partners.	
Output targets 2007	Projects developed to link major private sector firm and smallholder farmers with criteria of equity, NRM and economic sustainability, with reference to the impact of globalization trends on selected trade opportunities for small-scale producers in selected sites.	Advocacy groups, NGO’s, Policy and economics researchers, National – regional trade policy groups, Private sector firms	- Debate for alternative trade policy options. - Workable model for linking smallholders with major private sector firms in a sustainable fashion.	
Output targets 2008	Guide on policy mechanisms to link small-scale farmers effectively to regional, national and international agri-chains, and to improve governance and equity in the production chain approach validated and adjusted.	Policy groups as above	Broader understanding of impact of current policies on CGIAR clients and beneficiaries	

Introduction

Making “**markets work for the poor**” is a critical challenge being faced by many research and development agencies as a means of underpinning processes and pathways to achieve targets such as the Millennium Development Goals. Increasing attention on the market focus is clearly reflected in the science council’s recent shift to place greater emphasis on high value products as a means of providing smallholder farmers with new income streams. The private sector is also keen to strengthen supply chains due to concerns about the viability of marginalised, farmers as regular suppliers of quality goods and Governments also need to secure competitive supplies of basic food to feed rapidly expanding urban centres.

The changing research agenda of the CGIAR clearly needs to address the desires of these different constituencies in finding innovative ways to achieve stable supplies of agricultural produce that provides food security but also promotes growth. The role of market research is equally important however, in monitoring the effects of greater commercialisation in terms of equity, governance, risk management and environmental parameters, particularly for the more marginalised communities who have little voice in process of change and have much to loose when markets fail or when shocks severely impede their ability to access markets.

It is unfortunately the case that the marketing problems faced by smallholders in identifying and accessing markets with existing and new products are complex and mounting. There are few silver bullets and strategies to improve market access for the poor, depends upon many factors and circumstances. These include:- location, history, assets, education, skills, organisation, natural resources, access to services, level of innovation, surrounding economic growth conditions and political stability.

Clearly, the marketing prospects for smallholders, to a large extent, depend upon how well the surrounding economy is doing. For example in many parts of S.E. Asia, Southern Asia and Latin America the economies are currently achieving strong growth and in these countries, farmers near market centres are rapidly becoming more organised and taking advantage of new productive technologies, modern communication services and finance options. Strategies in these regions are often focussed on finding ways of linking marginalised areas and ethnic groups into the economic success that surrounds them for both high volume and higher value products. In Africa, the poorest continent, growth is elusive, with much depending upon local governance issues and political stability. In many African countries however, marketing strategies are focussed on maintaining stable product supplies and raising competitiveness where possible to offset declining market share in traditional export markets and imports.

Given the complex nature of the marketing context, market intervention projects require skilled and knowledgeable staff to devise practical interventions that will improve market linkage. This is especially the case if development projects are of a short duration and ongoing marketing strategies are to be implemented by the communities themselves. Invariably, market interventions need to be tailored to local situations and take best advantage of the available human and natural resources.

To support and facilitate rural communities and their service providers in a transition towards greater market engagement, RAeD is developing strategies that seek to leverage to maximise benefits for smallholder farmers. To be successful the methods, tools and

applications that have been developed by RAeD need to be used in a flexible and innovative manner, such that marketing rhetoric is translated into simple, practical and positive impact in the field.

Whilst strong partnerships and sound market analysis are essential steps in devising effective market interventions, the point of intervention within a market chain depends on local conditions and the parameters of a given market chain / sub-sector. When working with rural service providers, RAeD is emphasising the need to **“think outside the farm”**, this is because many research and development agencies find it difficult to evaluate opportunities for change that do not START at the farm. To support the broader market chain perspective, we are also emphasising the positive role played by traders, with the mantra **“all traders are wonderful”**. Whilst many agencies are still disparaging about the role of traders, our experience shows that in many remote, poor rural areas, traders are often the only reliable service provider. Traders can play a critical role in change marketing prospects of farmers particularly when attempts are made to strengthen business relations based on equity and trust.

Experience shows that in many cases, market linkage can be achieved more quickly by introducing a buyer to farmers within a producing region, rather than working from the farmer up. Similarly, market interventions should always evaluate if and how an improved local service could play a catalytic role in opening up the possibility of accessing new markets, improving product quality and or reducing product costs. In addition to these options, it is very often the case that organising farmers is a helpful process, particularly with bulky goods that are being sold into distant markets. However, once again, this is not always the case and therefore market facilitation needs to be assessed from an objective analytical perspective and not based on dogma.

RAeD is keenly aware that assisting poor, often marginalised communities in raising their marketing linkage is not a simple task and that in some situations it will take several years of incremental change before most national R&D institutions and non Governmental organisations, the front line of R&D activities, will have the necessary skills and capacity to support market based projects. However, the process of change is taking place and one of the key roles for the RAeD team is to provide research outputs on processes and impact, foster new partners in the marketing arena, help to share knowledge and learning processes and provide well documented best practices and case studies to support the case for market intervention with poor communities.

Demand for CIAT’s agro-enterprise research findings and methods are increasing with new requests for joint activities from a range of partners wanting to test and adapt the information systems, methods and training materials to local needs. The current developments in the “learning alliances” have expanded rapidly with partners in at least 30 countries from Africa, the Americas and Asia, seeking more specialised types of partnerships, some tools based, some more strategic in nature and others focussing on business requirements.

Through our alliances, CIAT’s findings are being tested more systematically, research challenges are more focussed and the team is able to work with dedicated partners that are generating new findings more quickly and disseminating these results more effectively through ever more efficient ICT options.

Project Inputs

RAeD Staff List

Name	Position	Location
<i>Africa</i>	<i>Africa</i>	<i>Africa</i>
Shaun Ferris, PhD	Agro-enterprise Project Manager	Kampala, Uganda
Elly Kaganzi, BA	Regional agro-enterprise support	Kampala, Uganda
Patrick Engoru, MSc	Economist	Kampala, Uganda
Flavia Asiimwe, BSc	Economist	Tororo, Uganda
Loyce Kaitira, BSc	Economist	Lilongwe, Malawi
To be hired, BSc	Economist	Lilongwe, Malawi
<i>Asia</i>	<i>Asia</i>	<i>Asia</i>
Willie Bourne, MSc	Outgoing SADU ³ co-ordinator	Hanoi, Vietnam
Tiago Wandschneider MSc	Senior Marketing Advisor SADU	Hanoi, Vietnam
Cu Thi Le Thuy, BA	Economist SADU	Hanoi, Vietnam
Nguyen Thi Hiep Hoa	Finance & Administration	Hanoi, Vietnam
Ms. Hoang Thu Thao	Administrative Assistant.	Hanoi, Vietnam
Tran Manh Chien, MSc	Post harvest SADU	Hanoi, Vietnam
Phan Van Quy, BA	Provincial Coordinator	Hue, Vietnam
Dang Ngoc Toan, MSc	Community Planning	Daklak, Vietnam
Do Thanh Chung, BA	Provincial Coordinator	Daklak, Vietnam
John Connell,* (50%)	Community development specialist	Vientiane, Lao PDR
Ounkeo Pathammavong	Educationalist SADU	Vientiane, Lao PDR
<i>Andean Latin America</i>	<i>Andean Latin America</i>	<i>Andean Latin America</i>
Verónica Gottret, PhD	Socio - economist	Cali, Colombia
Carlos F Ostertag, MSIM	Business and market specialist	Cali, Colombia
Dora Patricia Arévalo, BA	Social communicator InforCOM**	Cali, Colombia
Sandra Rivera, BSc	Industrial engineer	Cali, Colombia
Clara Feijoo, BSc	Administrative Assistant	Cali, Colombia
Carlos Chilito	BDS / Agro-industrial processing	Cali, Colombia
Diego Izquierdo, BA	Economist	Cali, Colombia
Diego Tenorio	Agro-enterprise management	Cali, Colombia
Juan Francisco Barona, BSc	Marketing and Business	Cali, Colombia
Oscar Andrés Sandoval, BSc	Agro-industrial Engineer	Cali, Colombia
Fernando Rodríguez, BSc	Agro-industrial Engineer	Cali, Colombia
<i>Central Latin America</i>	<i>Central Latin America</i>	<i>Central Latin America</i>
Mark Lundy, MA, MSc	Rural agro-enterprise specialist	Cali, Colombia
Marco A Vásquez, MBA	Enterprise specialist	Tegucigalpa, Honduras
Jhon J Hurtado, BSc	Food Technologist Info specialist	Cali, Colombia
Angela Arenas, BA	Social communicator	Cali, Colombia
Erika Eliana Mosquera, BA	Social communicator	Cali, Colombia

3. SADU Small-scale Agro-enterprise Development in the Uplands of Lao PDR and Vietnam project.

Name	Position	Location
<i>Students</i>	<i>Level</i>	<i>Students</i>
James Barnham	PhD	Arusha, Tanzania
Reinhild Bode	PhD	Cali, Colombia
Elly Kaganzi, BA	MSc	Kampala, Uganda

All 100% dedication to project unless otherwise indicated.

List of Partners

<i>Private Sector</i>	<i>Private Sector</i>	<i>Private Sector</i>
ASIAVA	Asociación de Ingenieros Agrónomos del Valle Colombia	Colombia
Biotrópico	Biotrópico, Colombia	Colombia
Busylab	Busylab – ICT incubator company	Ghana
CC	Corpotunía, Colombia	Colombia
CDP	Consultant for Development Programme EA Ltd.	Tanzania
CIPAV	CIPAV, Colombia	Colombia
DELAP	DELAP	Bolivia
CORPEI	Corporación para la Promoción de Exportaciones, Ecuador	Ecuador
Ecopetrol	Ecopetrol, Colombia	Colombia
EDC	Marketing consulting firm, Vietnam	Vietnam
EDC	Enterprise Development Centre	Tanzania
EPSA	Colombia	Colombia
FAIDHA MALI	FAIDHA Market Link (Private business service provider)	Tanzania
FCC	Fundación Carvajal, Colombia	Colombia
FDQ	Fundación para el Desarrollo del Quindío (FDQ)	Colombia
FEAC	Fundación El Alcarabán, Colombia	Colombia
FIT (Uganda)	Private Specialist Business Development Services provider	East Africa
Frutiginebra	Frutiginebra, Colombia	Colombia
IDE	Marketing and consultancy firm, Vietnam	Vietnam
Inteligencia	Coffee export company	USA
Nandos	Nandos Uganda. Fast food African chain restaurants	Uganda
NDJSC	Nam Dong Joint Stock Company	Vietnam
OIMC	Organización Internacional de Migraciones, Colombia	Colombia
Parmalat	Parmalat, Colombia	Colombia
Radio Works	FM radio company, Uganda	Uganda
SAG	Sociedad de Agricultores y Ganaderos del Valle, Colombia	Colombia
SC	Serraniagua, Colombia	Colombia
SCC	Smurfit Cartón de Colombia	Colombia

Private Sector	Private Sector	Private Sector
SFL	Sustainable Food Lab	USA
SINCHI	SINCHI, Colombia	Colombia
SMS Media	SMS service provider, Uganda	Uganda
Tonnet Enterprises	Tonnet Enterprises (Agro- processing machinery)	Uganda
UGT	Uganda Grain Traders	Uganda
Vallenpaz	Vallenpaz, Colombia	Colombia
Virmax Café	Virmax Café	Colombia
Public Sector	Public Sector	Public Sector
ACT	Agencia de Cooperación Técnica, Ecuador	Ecuador
AIR	Agro-industrial Rural Committee of CIPASLA	Colombia
ASPS	Agricultural Sector Program Support	Uganda
AUV	Alcaldía y UMATA de Versalles, Colombia	Colombia
BTC	Belgium Technical Cooperation, European Union	Europe
CATIE	Centro Agronómico Tropical de Investigación y Enseñanza, Costa Rica	Costa Rica
CEUHB	Committee on Ethnic and Uplands in Hoa Binh	Vietnam
CIPASLA	Consorcio Interinstitucional para una Agricultura Sostenible en Laderas, Colombia	Colombia
CIPAV	Centro para la Investigación en Sistemas Sostenibles de Producción Agropecuaria, Colombia	Colombia
CLAYUCA	Consorcio Latinoamericano y del Caribe de Apoyo a la Investigación y Desarrollo de la Yuca	Colombia
CLODEST	Comité Local para el Desarrollo Sostenible de la Cuenca del río Tascalapa, Honduras	Honduras
CNEARC	Centre national d'études agronomiques des regions chaudes, France	France
CONCOPE	Consorcio de Consejos Provinciales del Ecuador	Ecuador
CONDESAN	Consorcio para el Desarrollo Sostenible de la Ecorregión Andina, Peru	Peru
CORFOCIAL	Corporación para el Fomento de los Comités de Investigación Agropecuaria Local, Colombia	Colombia
CORPAMAG	CORPAMAG, Colombia	
CORPOICA	Corporación Colombiana de Investigación Agropecuaria	Colombia
CORPOTUNIA	Corporación para el desarrollo de Tunia, Colombia	Colombia
CreA	Centro Regional Andina of IICA	
CREPIC	Centro Regional de Productividad e Innovación del Departamento del Cauca	Colombia
CTA	Centre for Technical Assistance in the ACP	Netherlands
CTB	Corporación Técnica Belga, Peru	Peru
CTB	Corporación Técnica Belga	Belgium
DALDO	District Agricultural Development and Livestock Office	Tanzania
DARD, Vietnam	Hue Provincial Department of Agriculture and Rural Development (DARD), Hoa Binh DARD, Dak Lak DARD	Vietnam
DARD, Vietnam	Hue Provincial Department of Agriculture and Rural Development (DARD), Hoa Binh DARD, Dak Lak DARD, DARD Nghe An	Vietnam

Public Sector	Public Sector	Public Sector
DARS	Department of Agriculture and Research Systems	Malawi
DPC, Vietnam	District People's Committees (DPC) of Da Bac, Tan Lac, M'drac, Krongbong, Nam Dong and A'luoi	Vietnam
EARO	Ethiopian Agricultural Research Organisation	Ethiopia
EARTH	Escuela Agricola de la Región Tropico Humedo, Costa Rica	Costa Rica
ETSP	Extension and Training Support Program, Vietnam	Vietnam
FOODNET	Marketing and Agro-enterprise Network for Eastern and Central Africa	East Africa
FRG	Fondo Regional de Garantías, Colombia	Colombia
ICA	ICA Magdalena, Colombia	Colombia
IICA	Instituto Interamericano de Cooperación para la Agricultura	Area Andina
Incoder	Incoder Guaviare, Colombia	Colombia
IPMS	Integrated Promotion of Market Oriented Agriculture in Ethiopia	Ethiopia
IPRA	Investigación Participativa en Agricultura of CIAT	Colombia
IRD	Integrated Rural Development Program, Colombia	Colombia
ITDG	Intermediate Technology Development Group, Kenya, UK	UK
LADD	Lilongwe Agricultural Development Division (Government Division Malawi)	Malawi
LRC	Livestock Research Center (Lao PDR)	Lao PDR
MADR	Ministerio de Agricultura y Desarrollo Rural, Colombia	Colombia
MAE	Ministère des Affaires Etrangères, France	France
MARD, Vietnam	Ministry of Agriculture and Rural Development	Vietnam
NAFRI	National Agriculture and Forestry Research Institution	Lao PDR
NARO	National Agricultural Research Organisation, Uganda	Uganda
PAFO	Agriculture and Forestry Organization, Lao PDR; Xieng Khouang and Luang Prabang provinces	Lao PDR
PDPM	Programa de Desarrollo y Paz del Magdalena Medio	Colombia
PHTI	Post-Harvest Technology Institute, Vietnam	Vietnam
PPC, Vietnam	Provincial People's Committees (PPC) of Thua Thien Hue, Hoa Binh, Daklak and Nghe An	Vietnam
PRGA	Participatory Research and Gender Analysis Programs	Latin America
PRODAR	Programa Cooperativa de Desarrollo Agro-industrial Rural	Latin America Caribbean
PROINPA	Fundación de Promoción e Investigación en Productos Andinos de Bolivia	Bolivia
SAM	Secretaría de Agricultura Magdalena, Colombia	Colombia
SAP	Secretaría de Agricultura y Pesca del Valle (SAP), Colombia	Colombia
SENA	Servicio Nacional de Aprendizaje, Colombia	Colombia
UMATAs	Unidades Municipales de Asistencia Técnica Agropecuaria, Colombia	Colombia
UNC	Universidad Nacional de Colombia	Colombia

International NGOs

Africare
Agropyme Project
CARE

CARE
CRS
GTZ

IC

PLAN
SNV

Oxfam GB

CI

R&D Institution

AHI
ASARECA

AUP
DFID
FAO

FCC
GFAR
GTZ

HAFU
HAU
IC
ICFR

IDRC / CIID

IESE

IFAD

IFPRI
IICA

IMCA
INRA

International NGOs

Africare Food Security Initiative project Kabale
Swisscontact Honduras
CARE Nicaragua, El Salvador, Guatemala,
Peru
CARE –I Life Malawi
Catholic Relief Services
Deutsche Gesellschaft für Technische
Zusammenarbeit
Intercooperación, Area Andina

Plan International
Dutch Service for Development Cooperation

Oxfam Great Britain,

Counterpart International

R&D Institution

African Highlands Initiative
Association for the Strengthening of Agricultural
Research in Eastern and Central Africa
Alcaldía y Umata de Pradera, Colombia
Department for International Development, UK
Food and Agriculture Organization of the United
Nations, Italy

Carvajal Foundation, Colombia
Global Forum on Agricultural Research
Deutsche Gesellschaft für Technische
Zusammenarbeit

Hue Agriculture and Forestry University
Hanoi Agriculture University
Inter-cooperation, Andean Region
Institute for Crop and Food Research, New
Zealand

International Development Research Center,
Canada

Instituto de Estudios Sociales y Económicos
Universidad de San Simón

International Fund for Agricultural Development,
Italy

International Food Policy Research Institute, USA
Instituto Interamericano para la Cooperación
Agrícola, Andean Region

Instituto Mayor Campesino, Buga, Colombia
Institut National de Recherche Agronomique,
France

International NGOs

Uganda
Honduras
Central America and
Peru
Malawi
In 30 countries
Ecuador and Peru

Bolivia, Ecuador and
Peru
Malawi, Zambia
Peru, Ecuador,
Bolivia, Honduras
and Nicaragua
Central America,
Caribbean
Guatemala

R&D Institution

Uganda
Eastern Africa

Colombia
UK
Italy

Colombia
Italy
Germany

Vietnam
Vietnam
Latin America
New Zealand

Canada

Bolivia

Italy

USA
Andean Region

Colombia
France

<i>R&D Institution</i>	<i>R&D Institution</i>	<i>R&D Institution</i>
ISNAR	International Service for National Agricultural Research, Costa Rica	Costa Rica
JIRCAS	Japanese International Research Centre for Agricultural Sciences	Japan
NRI	Natural Resources Institute (UK see TPI)	UK
NZAID	New Zealand Overseas Development Agency	New Zealand
RIFAV	Research Institution on Fruit and Vegetable in Hanoi	Vietnam
SwissContact	Swiss Foundation for Technical Development, Perú	Peru
TNU	Tay Nguyen University in Daklak	Vietnam
UNA	Universidad Nacional de Agricultura, Honduras	Honduras
UNIVALLE	Universidad del Valle, Colombia	Colombia
UPWARD	Users' Perspectives with Agricultural Research and Development, Manila, Philippines	Philippines
TIP	Traditional Irrigation Environment Development Program	Tanzania
NAADS	National Agricultural Advisory Services	Uganda
KARI	Kenya Agricultural Research Institute	Uganda
A2000 Network	Africa 2000 Network	Uganda
RSSP	Rural Sector Support Program Rwanda	Rwanda
MISTOWA	Market Information Systems Program of West Africa	West Africa
Techno Serve	Techno Serve East Africa	East Africa
RUDECT	Rural Development and Environmental Conservation Trust	Tanzania
SHILDA	Southern Highlands Livestock Development Association	Tanzania
VeCo	Vrandsaiden Coopibo	East Africa
<i>Farmer Organizations</i>	<i>Farmer Organizations</i>	<i>Farmer Organizations</i>
ACF	Asociación Campesina Fruticampo	Colombia
Acuaoccidente	Acuaoccidente, Colombia	Colombia
ADAGRO	ADAGRO	Colombia
AFA	Asociación Femenina Agropecuaria, Colombia	Colombia
AMER	Asociación de Mujeres La Esperanza Rural, Colombia	Colombia
APM	Asociación de Productores de La Montaña, Colombia	Colombia
ASERAGRO	ASERAGRO	Colombia
ASOAGRIGAM	ASOAGRIGAM, Colombia	Colombia
ASOFAMORA	ASOFAMORA, Colombia	Colombia
ASOPROCEGUA	ASOPROCEGUA	Colombia
COAPRACAUCA	Cooperativa Agraria de Productores y Procesadores de Yuca del Cauca, Colombia	Colombia
Cogance valle	Cogance valle, Colombia	Colombia
Cooversalles	Cooversalles, Colombia	Colombia

<i>Farmer Organizations</i>	<i>Farmer Organizations</i>	<i>Farmer Organizations</i>
FFS	Network of farmer field schools in Eastern Uganda	Uganda
FOHB	Farmer Organization of Hoa Binh	Vietnam
HBWU	Hoa Binh Women's Union	Vietnam
HODIFA	Hoima District Farmers Association	Uganda
IDAFASO	Ikundi Diary Farmers Association Tanzania	Tanzania
NFG	Nyabyumba Farmers group	Uganda
PC	Palenque Cinco	Colombia
TDFA	Tororo District Farmers Association	Tororo
ULT	Usambara Lishe Trust(Horticultural Producers Association)	Tanzania

Budget

Special Project Funding

The following donors provided special project funding for the RAeD during 2005:

- International Development Research Centre (IDRC), Canada.
- Swiss Agency for Development Cooperation, SDC
- DANIDA – via ASPS program in Uganda
- CIDA via the IPMS in Ethiopia
- USAID – through the Catholic Relief Services
- New Zealand Agency for International Development (NZAID), New Zealand
- W. K. Kellogg Foundation

Unrestricted core funding

In addition to the above, the project receives support from donors that provide unrestricted core funding to CIAT, including DFID and SIDA.

Actual expenditures 2005

Source	Amount (US\$)	Proportion (%)
Unrestricted Core	240,137	20%
Restricted Core		0%
Sub-total	240,137	20%
Special Projects	948,380	80%
Total Project	1,188,517	100%

RAeD Highlights

This year's major advances focussed on field testing and tailoring our best practices to better meet client needs, which is being done through the learning alliance research platforms; evaluating new and higher order business support services, i.e., going beyond the local dimension; establishing methods to evaluate CIAT marketing tools against other market linkage methods; and finding ways of broadening the agro-enterprise approach to seek key leverage points in the marketing system, to include high value products in the diversification process and to integrate the policy dimension. Some of the highlights of the project this year have included:

Output 1: Improving Rural Business Development Services

Testing and Preparation of New Agro-enterprise Guides

Based on testing of the original training materials a number of new guides have been developed over the past year. These new guides are now being testing with partners in the field prior to printing. New titles include:

- A Participatory Guide to Market Facilitation
- A Guide to Rapid Market Appraisal
- Market orientation for small and medium scale rural producers (in Spanish)
- Guide to Fundamentals of marketing for small and medium rural producers. (In Spanish)
- "Rentagro" User's Manual (in Spanish and English versions)
- A Guide for "Partners for Rural Business" modules:
 - Participatory Monitoring and Evaluation
 - Legal Constitution of Non-profit Enterprises
 - Tools for Enhancing Collective Action.

These new Guides are currently being developed with partners and based on the CIAT materials, many partners aim to published their own guides for specific localized needs. These guides are also supplemented with other manuals on marketing basics and application of business techniques in rural innovation.

Translation and Application of the learning tools: The original RAeD Guides, written in Spanish, have now all been translated into English and partners are now assisting in translating the materials into French, Vietnamese and Lao. The original Collective Marketing guide has been translated into Chinese and there are plans to translate some of the new guides into Swahili, Amharic and Urdu. As these materials become available they will be posted onto the RAeD website which is currently being revamped for a new launch in late 2006.

Expansion of TRADENET into 10 countries in Africa and 2 countries in Latin America

Lack of accurate and relevant market information is a major obstacle in efforts to improve the competitiveness of smallholder agriculture in developing countries. However, few poor farmers have access to such information and virtually all market information services

developed by Governments in the 1970s, have subsequently collapsed due to poor performance and management.

Given this problem, partners from public and private sectors, have been working to develop effective, low cost business development services⁴ (BDS), as indicated in CIAT's MTP 2002-04. One BDS developed in Uganda, Eastern Africa, through ASARECA's⁵ FOODNET⁶, was a simple market information service. This service was one of the first outsourced marketing services in Africa, with autonomy to test new data management systems.

In 2002, FAO facilitated a meeting between Busylab, a Ghanaian based ICT company and the Ugandan MIS team. This collaboration led to a beta version of TRADENET. TRADENET is the first of a new generation of software products that offers organizations an off-the-shelf solution to their market information content, aggregation and distribution needs. The system can be uploaded from the field using mobile phones, email or through a cyber café interface. TRADENET provides a platform to synthesise the information and disseminate it back to users through various formats including Internet, radio, email and Mobile phone SMS messaging.

In 2003, TRADENET 1.0 was used as the Ugandan marketing information service information platform. Based on the success of the product, projects in West Africa, such as MISTOWA, have purchased TRADENET and are using the software in 11 countries in West Africa, www.tradenet.biz. New sites have also been launched in Latin America. The TRADENET⁷ service supports 5-7 million farmers in Uganda alone. As such this is a major new development using private public partnerships and cutting edge ICT's to make markets work for the poor.

Evaluating prospects for smallholder farmer micro-insurance schemes

In many parts of the world, climates are considered less predictable now than 20 years ago and many poor farmers, using rainfed production systems, find themselves increasingly exposed to crop failure caused by extreme weather conditions. In industrialised countries farmers are insured against weather based crop failure, whereas poor farmers in developing must suffer significant asset losses when drought occurs. Due to the risks associated with rainfed agriculture, formal banks have shied away from farmers without irrigation and therefore the poorest are most exposed to financial ruin. To address this situation CIAT has developed a software application to support insurance schemes for smallholder farmers. The approach is site-specific, is not dependent on pre-existing yield data and can be applied to a wide range of crops. The premiums and payouts can be adjusted as circumstances require, and the insurance instrument and its trigger points are transparent.

The methodology was developed in Honduras where six sites were chosen to represent a spread of annual rainfalls from 1000 to 2200 mm. Ninety-nine years of climatic data were generated for each site using CIAT's climate simulator MarkSim. This data was used as

4. Business Development Services, see Link to CIAT's SN-1 2004-2006 MTP output 1.

5. ASARECA Association for Strengthening Agricultural Research in Eastern and Southern Africa.

6. FOODNET Regional Marketing Network.

7. TRADENET is currently deployed in Benin, Burkina Faso, Cote D'Ivoire, El Salvador, Ghana, Guinea, Honduras, Mali, Niger, Nigeria, Senegal, Togo, and Uganda, and has regional interfaces for Central America (www.agroemprendedor.org) and for West Africa (www.wa-agritrade.org). In 2006 TRADENET will add the remaining ECOWAS countries.

input for the Decision Support System for Agrotechnology Transfer (DSSAT) on a dry bean sub-model applied to eight soil types. Trials with bean farmers provided data from which a "drought index" was defined based on a seasonal rainfall deficit. Payout "trigger points" were set for each combination of site and soil for payout events on a one in ten year basis. Results from this trial could then be used to calculate premiums for each soil type and locality. Based on this work, the World Bank Commodity Risk Management Group (CRMG) contracted CIAT to provide a "proof of concept" drought index for a contract farming project in NE Thailand. Issues under research include (i) finding ways to rapidly estimate risks and premiums, (ii) updating premiums mid-season and (iii) evaluating the potential for re-insurance. Practical issues to be resolved include:-determining farmers willingness to pay for such a service, (ii) deciding where payment is due and (iii) organizing premiums and payments system.

Output 2: Understanding Institutional Innovations for Increased Rural Investment and Business Expansion

Management of a ACP⁸ wide conference on Market information and marketing institutions with CTA⁹

From 28–30th November 2005, CIAT co-hosted an international Expert consultation on Market Information Systems and Agricultural Commodity Exchanges with the Technical Centre for Agricultural and Rural Cooperation ACP-EC (CTA) in hosting. CTA has been actively involved in the promotion and pilot testing of market information systems (MIS) and agricultural commodity exchanges (ACEs) that have operated at the local, national and regional levels in African, Caribbean and Pacific (ACP) countries and this was an opportunity to review past initiatives and plan for future investment over the next 5 years.

In general, the pilot work supported by CTA has been successful in finding new ways of disseminating market information however; stakeholders felt there was a need to enhance the utility of such services so that farmers and rural traders who receive this information can act on it more effectively. Similarly, investments in the development of market institutions such as auctions and product exchanges have also proven to be a success in testing new ideas, but problems remain as many farmer groups are unable to use these services effectively for their commercial advantage.

Key issues discussed included the value of practical sequencing in the introductions of new marketing institutions based on specific pre-conditions. This would assist in enabling interventions to play an additive role rather than introducing stand along projects. The group felt that management of an MIS was a critical area of action and that this should not be solely the domain of the Government, but rather a partnership between Government, private sector and development groups. In terms of the development of commodity exchanges, there was less support and or consensus for greater investment in this area. A compromise position was to pilot new approaches to warehouse receipt systems.

8. ACP – African, Caribbean and Pacific countries.

9. CTA – Technical Centre for Agriculture in support of ACP countries, part of the EU – Lomé Agreement.

Output 3: Pro-poor Policy Options for the Rural Communities in LDCs and DCs

Supporting CIAT's new initiative in linking farmers to "High Value" markets

From 3-5 October 2005, the Secretariats of GFAR and the CGIAR Science Council convened an expert meeting to develop a common understanding about how smallholder producers can benefit from engaging in market opportunities for high value products. To achieve this objective, the workshop brought together strategic thinkers and knowledgeable practitioners from different points in the research and development continuum and from different stakeholder groups to explore options for actions in the field of high value agricultural products (HVAP) within research and development. The meeting underwent a series of discussion sessions that addressed the following questions:

- a) How to identify HVAP market opportunities for increasing the income of the poor?
- b) How to stimulate the domestic demand for HVAP?
- c) How to organise small-scale farmers to realise the opportunities afforded by HVAP?
- d) How to ensure access to business services in support of farmers and entrepreneurs involved in production and marketing of HVAP?
- e) How to influence policy to create an enabling environment for pro-poor high value agriculture?

The meeting commenced with a session to define the parameters of high value markets and defining areas of action. The meeting then outlined a number of potential projects and partners who would be responsible for elaborating and developing project proposals. The final sessions then focussed on key principles and conclusions.

The meeting was an opportunity to highlight many initiatives in the high value area that are being undertaken by the CGIAR and its partners and to review pragmatic and practical ways of linking poor, marginalised people into high value markets. The inevitable question of "Risk management" was raised on several occasions and a key principles that emerged from the meeting was to consider starting such an initiative in high potential locations, to learn from a range of experiences and if successful to then move to more marginal areas.

Implementation of an advanced study tour to evaluate farmer group marketing, new finance approaches for the poor and farmer led innovation systems

Based on the findings of the eastern Africa learning alliance CRS, CIAT and local partners established an advanced study team, to review, strength, and develop more robust processes to facilitate the linkage of poor and marginalised farmers to markets. Areas of particular interest to the study team included (i) how to strengthen farmer groups for the marketplace, (ii) how to integrate rural finance methods into agro-enterprise projects and (iii) how to integrate approaches to innovation and experimentation into an agro-enterprise context.

The study tour began in Uganda and reviewed best practices being used by NGOs to form farmer marketing groups. Findings revealed how rapid but well targeted training, with no subsidies were proving an effective means of fostering groups into primary and secondary associations. The second stage of the evaluation was conducted in India, where the team

focussed on Self-Help Groups (SHG). This part of the study evaluated how SHGs scaled out and the prospects of this approach being applied beyond the Indian context. There are currently 23 million people involved with SHG's. The SHG's mainly comprised of women and this highly versatile group method is being used for many activities, such as savings and internal loans, adult learning and political advocacy. These groups are not yet working in agro-enterprise and this offers an interesting opportunity to link enterprise methods to this expanding movement. In Latin America, the study team focussed on how Farmer Research Groups, aka CIALs were developed through participatory research approaches at CIAT and offer an interesting way of integrating research methods and innovation processes into the rural community.

The study team identified six critical elements, including social cohesion, financial management skills, NRM development, enterprise capacity, innovation and advocacy, as key elements required for successful preparation for market engagement among poor producers. The team also developed a typology of market readiness at three levels that incrementally enable farmers to be better placed to link to markets. The study tour will conclude with a write-shop to compile the outputs of the AST and this will be held at CIAT, in Cali, Colombia in July 2006.

Problems Encountered and their Solutions

In Latin America

Severe funding cuts in CIAT at the end of 2005 have led to increased concerns about staffing stability. However, against this trend the RAeD team has been relatively successful in accessing additional local funds.

Solutions

- Staff has made considerable efforts to address the funding gap, with several new projects coming on stream to support both senior and support staff.
- **Incentives** are being developed such that if national staff members are able to find additional investment then RAeD will seek ways to provide an annual bonus. This system is currently under discussion.

In South East Asia

Key issues raised in the Mid term review of SADU were to make changes in: (i) project management, (ii) staffing, (iii) financial systems (iv) progress in districts of Vietnam and (v) project permits. The project has continued to suffer from high turnover of staff, losing 3 project managers in 2 years, which has affected project performance. This project will be reviewed in August with a decision on renewal being made at that time.

Solutions

- Project management was changed with management reporting shifting to CIAT-Asia.
- Following international recruitment, a new project manager was hired in January 2005 and a senior marketing economist in March of 2005.

- New management systems were put in place on arrival of new manager.
- Financial systems were upgraded with Oracle links between Lao and Cali.
- New districts were operationalised in two new provinces of Vietnam, Hao Binh and Dak Lak. New provincial staff were hired to support this expansion in work.
- Project permits have not been obtained in either Laos or Vietnam. Changes in the legal system in February of 2006, may offer some prospects of a permit, within an international category, but progress is unlikely to be rapid.

In Africa

Project work in Africa has been funded through support from a series of projects in particular the PABRA project. Funding cuts from CIDA have led to a series of new initiatives to raise additional funds.

Solutions

- Recruitment of a senior economist failed as identified candidate left CIAT. Subsequently, it was decided to split this position to support more local staff.
- Learning alliance work has continued to expand in Africa, with activities in both Eastern and Western Africa.
- A series of proposals have been submitted to donors to expand the enterprise work, with some success in Kilifi trust and the Sub-Saharan African Challenge Project.

Indicators: List Technologies, Methods & Tools

Software

Rent-Agro: In 2005, RentAgro a simple was completed, with manuals being written in Spanish and translated into English. This product will be launched in 2006.

Developing scalable market information services – Tradenet

Contributors: Shaun Ferris and Mark Davies* Busynet director

Other methods & tools

Testing and Preparation of New Agro-enterprise Guides: Based on testing of the original training materials a number of new guides have been developed over the past year. These new guides are now being testing with partners in the field prior to printing. New titles include:

- A Participatory Guide to Market Facilitation.
- A Guide to Rapid Market Appraisal.
- Market orientation for small and medium scale rural producers (in Spanish)
- Guide to the Fundamentals of marketing for small and médium rural producers. (Spanish)
- “Rentagro” User’s Manual (in Spanish and English versions)
- A Guide for “Partners for Rural Business” modules

Indicators: Publications List

Books

Gottret, Maria Verónica. (Forthcoming). "Rural Innovation and Smallholders Livelihoods: Modes of Intervention in Hillside Communities of Latin America." PhD Dissertation, Institute of Social Studies.

Book chapters

SNV marketing book entitled "Learning from Implementing Pro-Poor Marketing Chains with smallholder farmers in Africa". Contributed to introduction methods and learning alliance chapters.

Conference proceedings

Shaun Ferris, Peter Robbins and Vincent Fautrel. 2006. Expert consultation on Market Information Systems and Agricultural Commodities Exchanges: Strengthening Market Signals and Institutions: Proceedings of an Expert meeting held in Amsterdam, 28-30th November, 2005. 200 pp

Other publications

Lundy, Mark, Maria Verónica Gottret, and Jacqueline Ashby. 2005. "Learning Alliances: An Approach for Building Multi-Stakeholder Innovation Systems." *ILAC Brief*, no. 8 (2005): 4.

Ferris, R.S.B. and Robbins, P. 2005. Market Information services, Quality, Governance, Sustainability and use of ICTs. Keynote. Paper presented at the first international conference on Postharvest quality, Sultan Qaboos University, Sultanate of Oman, 31st January – 2nd February.

M. Lundy, C. F. Ostertag, R. Best, M. V. Gottret, E. Kaganzi, P. Robbins, D. Peters and S. Ferris, 2005. A Territorial Approach to Enhancing Rural Innovation. Keynote. Paper presented at the first international conference on Postharvest quality, Sultan Qaboos University, Sultanate of Oman, 31st January – 2nd February.

Rupert Best, Shaun Ferris and Antonio Schiavone. 2005. Beyond Agriculture: Making markets work for the poor Theme 1: Building linkages and enhancing trust between small-scale rural producers, buyers in growing markets and suppliers of critical inputs. Paper presented at NRI / ITDG conference, Chatham, UK. Entitled, Beyond Agriculture: Making markets work for the poor.

Rupert Best, Tom Remington, Shaun Ferris and Mark Lundy, 2005: Harnessing the Power of Partnerships in the Marketplace: Using a Learning Alliance for Agro-enterprise Integration into Agricultural Recovery: To be presented at the International Farming Systems Association Global Learning Opportunity (October 31-November 4, 2005, Rome Italy).

- Rupert Best, Shaun Ferris, Irmgard 2005. Synthesis Report International Workshop on How can the poor benefit from the growing markets for high value agricultural products? held at Centro Internacional de Agricultura Tropical, Cali, Colombia 3-5 October 2005. pp30
- Cock James, Ferris Shaun, Gonzales Alonso, Oberthür Thomas, 2005. CIAT Strategic and Business Plan for a High Value Crop Initiative, prepared for the International Workshop on How can the Poor Benefit from the Growing market in High Value agricultural Projects? held at Centro Internacional de Agricultura Tropical, Cali, Colombia 3-5 October 2005. pp33
- Lundy, M., Bernet, T., Mancero, L. 2005 ¿Cómo hacer análisis de cadenas? Metodologías y casos. Serie ASOCAM. Quito, Ecuador
- Gottret, Maria Verónica, and Diana Marcela Córdoba. 2005. "Gobernabilidad y Articulación de Productores de Pequeña Escala a Cadenas Productivas: Marco Analítico y Metodología para la Realización de Estudios de Caso." 39. Cali, Colombia: Proyecto de Desarrollo Empresarial Rural, CIAT, con aportes de Intercooperación, CRS, CORPEI, SNV, GTZ y la Secretaria de Agricultura del Valle.
- Córdoba, Diana Marcela, and Maria Verónica Gottret. 2005. "Gobernabilidad y Articulación de Productores de Pequeña Escala a Cadenas Productivas: La Experiencia de la Alianza de la Mora en el Valle del Cauca." 66. Cali, Colombia: Proyecto de Desarrollo Empresarial Rural, CIAT
- Vallejo, Lilian, and Maria Verónica Gottret. 2005. "Gestión de Empresas Rurales y Articulación de Productores Rurales a Cadenas Productivas y Mercados: Marco Analítico y Metodología para el Análisis de Estudios de Caso." 14. Cali, Colombia: Proyecto de Desarrollo Empresarial Rural, CIAT
- Huaman, Martha, W. Cifuentes, and Maria Verónica Gottret. 2005. "Diagnóstico de la Cadena de Valor del Café de Satipo y Chanchamayo." 52. Lima, Perú: Catholic Relief Services
- Gottret, Maria Verónica, Reinhild Bode, and Fernando Rodríguez. 2006. "Fostering Innovation to Access High-Value Market Chains: A Conceptual and Analytical Framework for Strategic Research." In *DAPA Working Paper, CIAT*, 33. Cali, Colombia
- Gottret, Maria Verónica, Reinhild Bode, Jenny Correa, Fernando Rodríguez, Jhon Jairo Hurtado, and Juerguen Piechaczek. 2006. "Memorias del Taller "Análisis de la Cadena de Café de la Asociación Orgánica", 28-29 January 2006." 17. Piagua, El Tambo, Cauca, Colombia: DAPA Project, CIAT

Innovation Briefs

- CF Ostertag and D. Izquierdo. 2005 Método de "Socios para la Acción Empresarial" para el Fortalecimiento Empresarial de Organizaciones de Pequeños y Medianos Productores Rurales.

J F. Barona, O. A. Barona, and C. F. Ostertag 2005: “Alianza para el Desarrollo Empresarial Sostenible”, metodología para el fortalecimiento empresarial de organizaciones de desarrollo y grupos de pequeños productores rurales vinculados a la conservación de recursos ambientales.

Training manuals

Shaun Ferris, Rupert, Best, Mark Lundy, Carlos Felipe Ostertag, María Verónica Gottret and T. Wandschneider. Strategy Paper: A Participatory and Area based Approach to Rural Agro-enterprise Development. pp 45

S. Ferris, E. Kaganzi, R. Best, Wandschneider, T., Ostertag, C. and Lundy M. A Market Facilitator’s Guide for Agro-enterprise Development; 150pp in prep CIAT press.

T. Wandschneider, T. S. Ferris, C. Ostertag, and: M. Lundy. A Participatory Guide to Rapid Market Appraisal ; 100pp in prep CIAT.

Ostertag Gálvez, Carlos Felipe, Mark Lundy, María Verónica Gottret, William Cifuentes, Carlos Felipe Ostertag, Rupert Best, Dai Peters and Shaun Ferris. Identifying and assessing market opportunities for small-scale rural producers, 120 pp (UPDATED)

Lundy, M., Gottret, M.V., Cifuentes, W., Ostertag, C.F., Best, R., Peters, D., Ferris, S. Increasing the Competitiveness of Market Chains for Smallholder Producers. Manual 3: Territorial Approach to Rural Agro, 120 pp (UPDATED)

Oscar A. Sandoval and Carlos F. Ostertag: Guide to the market orientation in enterprise development for small and médium scale rural producers in Spanish

Juan F. Barona and Carlos F. Ostertag: Guide to the Fundamentals of marketing for small and medium rural producers. (Spanish)

Juliana Rizo, Sandra Rivera and Carlos F. Ostertag: “Rentagro” User’s Manual in Spanish and English versions

Training materials for “Partners for Business Action” modules:

Oscar A. Sandoval: Participatory Monitoring and Evaluation, by

Oscar A. Sandoval: Legal Constitution of Non-profit Enterprises, by

Carlos F. Ostertag: Tools for Collective Action Motivation, by et al.

Power points

Bases for Rural Business Development, CF Ostertag

Summary of “Partners for Business Action” methodology, CF Ostertag

Several PP presentations for use in “Partners for Business Action” processes CF Ostertag

10 series PP presentations to support Market Facilitators Manual, Ferris and Kaganzi

6 series PP presentations to support Rapid Market Appraisal Manual, Wandschneider and Ferris

Other forms of intellectual property: (contribution to the development of databases, patents, copyright material, plant variety rights etc.)

Training Course on Business Development Services. Servicios de Desarrollo Empresarial para Fomentar la Competitividad de Empresas Rurales, 10 al 19 de Octubre de 2005. Módulo 4 Diplomado en Desarrollo Empresarial Rural. CIAT/CATIE. CATIE Costa Rica.

Established 4 Bellanet discussion groups

Market Africa – 91 members Site for sharing of information on marketing issues, methods and tools. Focus African researchers and development practioners.

Learning Alliance – 67 members Global membership from all CRS partners, involved I the learning alliance that are English or French speaking.

Expert consultation on Market Information Systems (MIS) and agricultural commodity exchanges (ACE): strengthening market signals and institutions, 116 members. Used in preparation for CTA conference and post conference networking.

Commodity Action. Established to support ongoing work by the group.

Oral/Poster presentations at conferences

Shaun Ferris. Steps 4 - 5 Market Information to Market Intelligence Services Institutions for Making Markets Work, IFPRI International workshop to advise the Ethiopian Marketing Team, 18-21 May, 2005.

Shaun Ferris. CTA marketing conference, Evolution of Marketing information Systems in ACP countries.

Mark Lundy and Maria Verónica Gottret. Building Multi-Stakeholder Innovation Systems for Rural Agro-enterprise Development: Reflections on Learning Alliance methods, process and initial results. International Seminar on Learning Alliances for scaling-up innovative approaches in the water and sanitation sector. International Center for Water and Sanitation, Delft, The Netherlands, 7-9 June 2005.

Mark Lundy. Cadenas de Valor: Estrategias para el desarrollo de sectores y productos de la biodiversidad. Seminario Internacional de Biocomercio Sostenible. Instituto Alexander von Humboldt, Cartagena de Indias, 25 al 27 de mayo 2005.

Mark Lundy. Conectando islas de éxito por medio de Alianzas de Aprendizaje. Taller internacional: La expansión de los supermercados y sus efectos en las cadenas agro-alimentarias: desafíos y oportunidades, RIMISP, Oxfam Great Britain, CEPES. Lima, Perú 26 al 28 de Octubre 2006

Carlos Ostertag. Seminario Binacional de Desarrollo Agro-empresarial en Fresa y Mora. Con el apoyo del PADEMER. Pamplona

Gottret, Maria Verónica. Rural Innovation and Smallholders' Livelihoods: Modes of Intervention in Hillside Communities of Latin America. Institute of Social Studies, The Hague, The Netherlands, 8 December 2005.

Russell, Nathan, Arévalo, Dora Patricia, Gottret, Maria Verónica, and Quirós, Carlos Arturo. Mejoramiento de la Gestión del Conocimiento para el Desarrollo Empresarial Participativo en Zonas Rurales: Una Alianza de Aprendizaje para apoyar el desarrollo de Conjuntos Integrados de Proyectos en Bolivia y Perú. Taller de Redes y Estrategias de Impacto, Conjuntos Integrados de Proyecto (CIP), Fundación W. K. Kellogg, Cochabamba, Bolivia 29 Agosto – 2 Septiembre, 2005

Internal Seminars

Mark Lundy and Jacqueline Diaz-Nieto. Designing Weather Insurance for Small-scale Producers. November 2, 2005.

Maria Verónica Gottret. Innovación Rural y Medios de Vida: Modos de Intervención en Comunidades de Ladera de América Latina, March 1, 2006.

Indicators: Training List

Number of person days of training for partners

Title Learning processes	Numbers trained	Location	No of training days
Strengthening Municipal Technical Assistance Units (UMATAs) of the Valle del Cauca Department in Rural Business Development Services. February 2005	30	Valle del Cauca, Colombia	90
“Partners for Business Action” methodology through Training-Action-Research processes for the business and organizational strengthening of small rural producers. In collaboration with the Secretaría de Agricultura y Pesca (SAP) del Valle del Cauca. May-December 2005	40	Valle del Cauca, Colombia	120
Support to the high value aromatic and medicinal plant business development for two woman’s organizations in the in Municipio de Yumbo, Valle del Cauca	50	Valle del Cauca, Colombia	150
With “ASOAGRIGAM” in the Municipio de Palmira, Valle del Cauca	15	Valle del Cauca, Colombia	45

Title Learning processes	Numbers trained	Location	No of training days
With AGRODESUR, Asociación Palenque Cinco, Asociación para el Desarrollo Agropecuario de Robles “ADAGRO” and the Asociación Ambiental Nuevo Futuro, in corregimientos de Quinamayó y Robles in the Municipio de Jamundí, Valle del Cauca	50	Valle del Cauca, Colombia	150
Training on Rural Business Development to rural development practitioners linked to the Centros de Aprendizajes e Integración de Saberes (CASI) funded by the Kellogg Foundation in Latin America. CIAT, November 2005	20	CIAT, Colombia	60
Training on Rural Business Development and Identification of Market Opportunities for Small Rural Producers targeted to Catholic Relief Services (CRS) staff in Afghanistan. 15 participants. Herat, Afghanistan, December 2005	15	Afghanistan	75
Training Course on Business Development Services. Servicios de Desarrollo Empresarial para Fomentar la Competitividad de Empresas Rurales, 10 al 19 de Octubre de 2005. Módulo 4 Diplomado en Desarrollo Empresarial Rural. CIAT/CATIE. CATIE Costa Rica	10	Costa Rica	90
Global Learning Alliance First business meeting with Regional managers 16-22 January. Abadares Country Club Kenya	15	Regional managers from East Africa, West Africa, South Africa, Afghanistan, S.E. Asia	75
Intermediate Technology Development Group: Training of methods for market analysis	10	Kenya, Uganda	20
CRS Eastern African fifth learning alliance meeting, with focus on “Getting to the Marketplace” 16-22 February. Abadares Country Club Kenya	34	Kenya, Ethiopia, Madagascar, Rwanda, Tanzania, Uganda, Eritrea, Belgium, Burundi, Sudan	170
CRS WARO First learning alliance Introduction to Agro-enterprise development 23-27 th May, 2005. Niger	27	Ghana, Gambia, Niger, Ghana, Liberia, Sierra Leone, Senegal, DRC, Burkina / Mali	135
CRS SEAPRO First learning alliance meeting, with focus on “Getting to the Marketplace” 17-29 th June. Davao Philippines	26	Aceh, Vietnam, Timor l’Est, Philippines, Indonesia, Cambodia	130
AMSDP TIP – CIAT Capacity Development of Partner agencies on Agro-enterprise Development - “ <i>Getting to the Market</i> ”, Tanzania 15- 19 August, 2005.	35	Tanzania	175
CIAT – CLUSA – CRS Advanced Study Tour in Uganda to evaluate new innovations in farmer group development	10	Uganda, Kenya, Colombia, USA	50
IPMS marketing training with partners. Marketing basics and from analysis to action. 19-23 September	35	Ethiopia	70

Title Learning processes	Numbers trained	Location	No of training days
Marketing Basics training course for CRS S. Sudan, 11-13 October	32	Southern Sudan	64
CIAT – CLUSA – CRS Advanced Study Tour in India to evaluate new innovations in self help groups and finance mechanisms	15	India, Uganda, USA, Kenya,	75
CIAT – CLUSA – CRS Advanced Study Tour to evaluate new innovations in farmer group development	7	Uganda, Colombia, USA,	35
CRS WARO Second learning alliance Market opportunity Identification and linking farmers to markets 13-17 th February 2006	24	Ghana, Gambia, Niger, Ghana, Liberia, Sierra Leone, Senegal, DRC, Burkina / Mali	120
CRS SEAPRO Second learning alliance meeting, with focus on “Methods for Rapid Market Appraisal ” 5-12 March Svai Rieng, Cambodia	22	Aceh, Vietnam, Timor l’Est, Philippines, Indonesia, Cambodia, Myanmar	110
Training Course on Business Development Services. Servicios de Desarrollo Empresarial para Fomentar la Competitividad de Empresas Rurales, 10 al 19 de Octubre de 2005. Módulo 4 Diplomado en Desarrollo Empresarial Rural.	19	CIAT/CATIE. CATIE Costa Rica	171
Taller Internacional: Promoción, Aplicación y Uso de los Estándares de Calidad y Seguridad Alimentaria a través de las Cadenas Agroalimentarias para Asegurar el Acceso y la Diversificación a los Mercados Nacionales e Internacionales 11 Septiembre a 1 Octubre 2005	25	Montería, Colombia	50
Curso “Vinculación de Pequeños Productores a Cadenas Productivas” 24 Enero – 3 Febrero 2005	25	Yapacani, Bolivia	15
Total	591		2255

Number of higher degree students supervised

Verónica Gottret PhD, James Barnham, PhD
 Elly Kaganzi MSc, Jhon Jairo MSc, María Miguel Ribeiro MSc

Indicators: Resource Mobilization List

Project Proposals presented to donors

Title of the proposals and concept notes Developed	Lead Partners	Donor	Approved	RAeD receipts	Pending
World Bank consultancy on evaluation of marketing services in uganda.	IT Uganda	World Bank			7,500
Developing an Interactive Community of Practice for Linking Farmers to Markets, Partners: CTA to lead in design and implementation of the information portal through a consortia of members. Participating Countries: ACP countries, \$200,000. Donor EU, funding routed through UNCTAD and CTA..	UNCTAD, CTA	EU		200,000	200,000
Supporting Smallholders in their Pathway to More Formalised Markets, Impact evaluation and process monitoring. \$200,000. Donor EU, funding to be routed through World Bank.	World Bank	EU		200,000	200,000
Evaluate the Current Status of Market Information Services in Uganda and to Formulate a Programme for the Next Five Years. Short term contract, approved December 2005. Danish ASPS unit, \$14,500.	Chemonics	ASPS	14,500	14,500	
Short term contract with CTA to facilitate international conference on marketing institutions, CTA € 17,080. (\$20,496)	CMIS	CTA	20,496	20,496	
CRS Southern Sudan. Short term training contract \$2,400.	CRS	CRS	2,400	2,400	
Second phase marketing and enterprise development in Eastern Africa, as part of the SUIPA initiative. \$10,000, approved under final SUIPA process)	MUK, KCC, CIP	CIP, IDRC	10,000	10,000	
Publication of RAeD manuals. CRS \$24,000.	CRS	USAID	24,000	24,000	

Title of the proposals and concept notes Developed	Lead Partners	Donor	Approved	RAeD receipts	Pending
Inspire 3. Integrated Soil Productivity Initiative through Research and Education (INSPIRE), Strategic Scaling-Up and Scaling-Out proposal. 4 years \$750,000	TSBF	Kalife Trust	300,000	10,000	
Integrated Promotion of Marketing Support in Ethiopia project support 2005, 5 weeks. \$10,000.	Ethiopian Min of Ag	IPMS	10,000	10,000	
CRS-CIAT Aceh ACCORD Agro-enterprise "Learning Alliance" Project \$180,000, CIAT portion \$100,000.	CRS	CRS	180,000	100,000	
CRS, CIAT, CLUSA, WWF, ODG WRI. Financial Integration, Economic Leveraging, broad-based Dissemination and Support Program Field RFA. Total 10,000,000. CIAT portion \$1,000,000.	CRS	CRS			
Marketing support to RAMP project in Afghanistan.	CRS	DFID	9,838	8,000	
Taking the Next Steps with Self Help Groups to the Marketplace, 2006, CRS India, \$65,000	CRS	CRS	10,000		65,000
Partnerships to Share Benefits from High Value Agricultural Markets, <i>Participating Countries:</i> Smallholder farmer associations in Uganda, India, Colombia, IFAD, <i>Tentative Budget:</i> \$1,222,000 over 4 years.	GFAR, IFAP	IFAD			1,222,000
CRS, ARD, CRS. Ethiopian ATE. REAP.	CRS	USAID			20,000
FOCAL CITY IDRC CONCEPT NOTE Turning environmental burdens into livelihood benefits: building a sustainable neighbourhood through waste recycling, agro-enterprise and a cohesive community in Kampala, Uganda,	CIP	IDRC			1,196,670

Title of the proposals and concept notes Developed	Lead Partners	Donor	Approved	RAeD receipts	Pending
SSA-CP proposal. Empowerment, Innovation and Partnerships as a means to unlock the benefits from Diversity and Enterprise for smallholder farmers in Kivu Region of Eastern Africa. Participating Countries: Rwanda, Uganda and Eastern DR Congo.	SSACP	World Bank		40,000	400,000
HARVEST PLUS. Reaching EndUsers with the Development and Diffusion of Biofortified beans. Marketing Component budget \$2,168,750	Beans	Gates			1,000,000
Partnerships for Sustainable Agriculture, livelihoods and Markets in Southeast Asia (PSALM-SEA). Funded to 200,000	CRS	USAID			200,000
Aplicación de “Socios para la Acción Empresarial” con organizaciones económicas del Valle del Cauca, donor Secretaría de Agricultura y Pesca – Valle del Cauca, in execution	Socios para la Acción Empresarial	Secretaría de Agricultura	10,124	10,124	
Implementación de Metodología para la Creación de Cadenas de Valor con PPRs en el Valle del Cauca, donor Secretaría de Agricultura y Pesca – Valle del Cauca, in execution	Farmer organisations	Secretaría de Agricultura	16,700	16,700	
Apoyo al Fortalecimiento Organizativo y Empresarial de Pequeños Productores Rurales del Area de Desarrollo Rural del Sur Oriente del Valle del Cauca, donor Secretaría de Agricultura y Pesca – Valle del Cauca, in execution	Farmer organisations	Secretaría de Agricultura	7,000	7,000	
Formulación Proyecto de Desarrollo Agropecuario Sostenible – Provincia Chayanta en Potosi, donor Comisión Técnica Belga, Bolivia, executed	Farmer organisations	Comisión Técnica Belga, Bolivia	23,820	23,820	

Title of the proposals and concept notes Developed	Lead Partners	Donor	Approved	RAeD receipts	Pending
Desarrollo tecnológico de frutales: Uchuva, Granadilla y Tomate de Arbol, donor FONTAGRO, in execution	Farmer organisations	FONTAGRO	20,700	20,700	
Modelo de Incubadora de Empresas Agroindustriales con TICS – Cauca, donor Programa Infodev del Banco Mundial, executed	TICS	World Bank	100	0	
Apoyo a los CAIS en América Latina, donor WKKF, in execution		WKKF	856,000	35,000	
Alianza de Aprendizaje para apoyar a los CIP en Bolivia y Perú, donor WKKF	CIP	WKKF	293,500	65,000	
Alianza Institucional al para el Fortalecimiento Metodológico y Operativo del Centro Provincial de Gestión Agro-empresarial del Sur-Oriente del Valle del Cauca, donor Delegación de la Comisión Europea para Colombia y Ecuador	Farmer organisations	EU	120,000	120,000	
Preparación de Planes de Negocio para Oferentes de la Metodología de Seguimiento y Evaluación Participativa, donor Fomentando Cambios “FOCAM” Bolivia	Farmer organisations	FOCAM” Bolivia	8,950	8,950	
Asesoría CRS Afghanistan, donor CRS	CRS	USAID	12,385	12,385	
Alianzas de Aprendizaje en la Región Andina, donor FONTAGRO (ESTADO)	Farmer organisations	FONTAGRO			
Alianzas de Aprendizaje en la Región Andina, donor FONTAGRO (ESTADO)	Farmer organisations	FONTAGRO			
Fortalecimiento de cadenas productivas incluyendo TICs en Colombia y Bolivia, donor FONTAGRO (ESTADO)	Farmer organisations	FONTAGRO			
Apoyo Empresarial a la Asociación de Paneleros del Cauca, donor FOMIPYME	Farmer organisations	FOMIPYME	10,000	10,000	

Title of the proposals and concept notes Developed	Lead Partners	Donor	Approved	RAeD receipts	Pending
Asesoría CLAYUCA, donor CLAYUCA	CLAYUCA		5,000	5,000	
Alianza para el Desarrollo Empresarial Rural en Arauca – Fase 2, donor Fundación El Alcaraváno	Farmer organisations	Fundación El Alcaraváno			56,200
Apoyo al Desarrollo Empresarial Rural para el Sector Agropecuario del Municipio de Tulúa, donor Alcaldía de Tulúa	Farmer organisations	Alcaldía de Tulúa			
Fortalecimiento de cadenas productivas en Colombia y Ecuador, donor FONTAGRO	Farmer organisations	FONTAGRO			
Alianza para el Fortalecimiento de Empresarial de la Cadena de Sandía en Córdoba, donor Secretaría de Desarrollo Económico de Córdoba	Farmer organisations	Secretaría de Desarrollo Económico de Córdoba			
Alianza de Acción para fortalecer la capacidad empresarial de seis micro-empresas rurales pertenecientes a tres organizaciones de AIPACHA, donor FOMIN Bolivia (USAID)	Farmer organisations	USAID			
Apoyo al Fortalecimiento Organizativo y Empresarial de los Productores Rurales de El Cairo y San José del Palmar, donor Corporación Serraniagua	Farmer organisations	Corporación Serraniagua			
Fortalecimiento del Programa Vocacional Agropecuario en las Instituciones Educativas de Desarrollo Rural en el Departamento del Valle del Cauca., donor Gobernación del Valle del Cauca y Cooperación Internacional	Farmer organisations	Valle del Cauca			
Establecimiento y Operación de Centros de Servicios Económicos, donors Actividad Rural Competitiva (ARCO) Bolivia	Farmer organisations	ARCO			

Title of the proposals and concept notes Developed	Lead Partners	Donor	Approved	RAeD receipts	Pending
Desarrollo rural integrado en las comunidades vulnerables de ladera en el Valle del Cauca, donor Gobernación del Valle del Cauca y Cooperación Internacional	Farmer organisations	Valle del Cauca			
	Farmer organisations				
Alianzas Productivas en el Valle del Cauca – Piscicultura, donor IICA	Farmer organisations	IICA			
	Farmer organisations				
Alianzas Productivas en el Valle del Cauca - Lácteos, donor IICA	Farmer organisations	Valle del Cauca			
Manual para identificación de oportunidades para servicios ambientales, donor Fundación Ford	Farmer organisations	Ford Foundation			10,000
Aplicación del Método - Socios para la Acción Empresarial - para el Fortalecimiento Empresarial de tres Grupos Consolidado de Productores del Corregimiento de Roza, donor Secretaría de Agricultura y Pesca del Valle del Cauca	Farmer organisations	Valle del Cauca			
Curso corto en Desarrollo Empresarial Rural, donor Servicio Nacional de Aprendizaje (SENA)	Farmer organisations	SENA			
Improving fruit and vegetable quality from smallholder systems: Optimizing soil-crop-pest management for economically viable, socially acceptable and ecologically sustainable production	BOKU University	AustrianAid		70,000	600,000
Sustainable vegetable and fruit supply chains for Guatemala	Counterpart International	USAID		250,000	3,000,000
Supply Chain development in Central America.	Learning Alliance	NZAID		125,000	250,000
Livelihood Learning Alliance in the Colombian Pacific	Instituto Alexander von Humboldt	Dutch embassy, Bogotá		240,000	2,400,000

Title of the proposals and concept notes Developed	Lead Partners	Donor	Approved	RAeD receipts	Pending
Project SAFTInet: Secure African Farmers Through Insurance	Universidad Politécnica Madrid	EU			
Mejoramiento de la calidad de vida de agricultores bajo riesgo: Tecnologías y políticas para rehabilitar tierras degradadas en cultivos y pastos en Nicaragua	INTA	CIDA		80,000	8,600,000
Pilot study on fair returns for smallholders in French Bean production in Guatemala	Oxfam GB, Costco	Sustainable Food Laboratory	10,000	10,000	
Initial study for a drought insurance system for smallholder forage seed producers in Thailand.	none	World Bank	15,500	1,500	
Impact assessment of the Central American Learning Alliance.	Learning Alliance	PRGA	30,000	30,000	
Market opportunity identification study for Western Honduras	Oxfam GB	Oxfam GB	14,000	14,000	
Analysis of diverse organizational models and dynamic markets for smallholders vegetable producers in Honduras	Agropyme	Regoverning Markets	14,000	3,000	
Assessment of the dairy subsector in Michoacan, México	RIMISP, MSU	Regoverning Markets	80,000	6,000	
Institucionalidad y Mecanismos de Política para la Innovación Tecnológica en Cadenas Productivas	Andean Region Learning Alliance	FONTAGRO			
Totals			2,129,013	1,803,575	19,427,370

New Directions for 2006

In addition to the ongoing activities that RAeD is already committed to fulfilling in 2006, the following areas are proposals of work that the team is aiming to develop. Implementation of this work however, depends on funds being available:-

Fostering links with more commercial agencies

In 2005, several new linkages and projects were being established to investigate the opportunities for linking smallholders with larger commercial buyers. Initiatives in this area include (i) The DAPA project, Colombia, which is seeking to develop new business models that link smallholder farmers with specialty markets, (ii) the Sustainable Food Laboratory is developing links with CIAT in Colombia, to formulate new approaches to foster traceable links between smallholders and supermarkets, such as Costco and (iii) in the Philippines, to link smallholder producers in Davao with supermarkets in Luzon. All of these initiatives,

Next steps on the learning alliances

Much of the project activities in 2006 will focus on the topic of market chain analysis, BDS evaluation and then moving from analysis to action. However, there is an urgent need to evaluate progress in the process and to start to gather information based on key issues that enable farmers to engage in markets.

Developing a Market led Innovation RII Database

As part of the impact analysis, RAeD is working with partners in RII to develop an evaluation questionnaire on core competencies and market access options that are being used to link farmers to markets. The information gathered will be used to initiate a RII wide database. The data will focus on the concept of Market led Innovation systems and the ability of service providers to generate successful methods that not only link farmers to markets but also enable the communities to re-invest in more sustainable and competitive agricultural system. Key issues include social cohesion, finance, NRM, Market access, marketing competence, innovation and experimentation and advocacy for empowerment and change. Data on these issues will be collated from groups in several countries in Africa, Asia and Latin America, to evaluate how context affects marketing capacity and how marketing strategies can be strengthened through using this knowledge base.

Strengthening Links with Institutes of Higher learning

RAeD would benefit considerably from strengthening links with Universities involved in Tropical Agriculture. In recent discussions with faculty members at both Wageningen and KIT Universities it has become evident that formalising links between RAeD the University of Wageningen and Kit would provide a new arrangement in which students and staff could become involved in ongoing research activities related to enterprise development. These links are being investigated at this time with a view to developing long term exchange visits from students.