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FEDERAL DEMOCRATIC REPUBLIC OF ETHIOPIA
MINISTRY OF AGRICULTURE



Japan International Cooperation Agency

Preparation & implementation Process of Market Survey, Crop Selection

**Presented prepared
for Ethio-SHEP ToT**



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1. Introduction
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Essential 4 Steps



| Essential 4 steps | Activities |
|---|--|
| 1. Sharing goal with farmers. | <ul style="list-style-type: none"> ◆ Sensitization Workshop |
| 2. Farmers' Awareness is raised. | <ul style="list-style-type: none"> ◆ Participatory Baseline Survey ◆ Market Survey |
| 3. Farmers make decisions. | <ul style="list-style-type: none"> ◆ Target Crop Selection ◆ (Optional) Market Linkage Forum ◆ Crop Calendar Making |
| 4. Farmers acquire skills. | <ul style="list-style-type: none"> ◆ In-field trainings ◆ (Optional) Exchange Visit ◆ Field Day |
| Follow-up and monitoring (including Participatory Endline Survey) | |

Introduction



- Ethio-SHEP approach focuses on **providing market-oriented extension service** for smallholder horticulture farmers to increase their income from horticulture production and marketing.

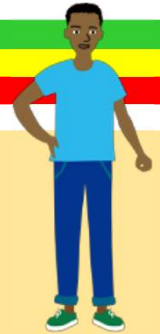
Objectives

The main objective of this training are:

- to learn the importance of the **farmer-centered market survey**
- to provide practical experiences on **how to conduct market survey** and **crop selection**.



Filling the information gap between farmers and market actors (wholesaler, agro-dealer, middleman) **through continuous market survey**



Building trust between farmers & market actors



Market Survey



What is Market Survey?

- **Market Survey** is to collect necessary information by farmers about **price**, **high demand season** and **required quantity**, etc.
- It is a very important activity to practice **Farming as business**.



Farmers conducting the Market Survey

Market Survey Cont'



Why is Market Survey important?

Market survey should be done by farmers



- **Gather** the information about the **market** (general information, services, needs & requirements of target produce etc.) and evaluate market conditions (quality, quantity, price etc.) of horticultural produce (it is applicable for any commodities like livestock, cereal etc.)
- **Make** decisions on how to better meet the **market & customers** demands

Market Survey Procedure



1. **Identify nearby markets** and select appropriate **markets** to be visited
(Check market day and dates and their main crops to be traded)
2. **identify major dealers** of the target crops
3. **Discuss with target farmers** about market survey (Objective, purpose, procedure)

Market Survey Procedure



- 4. List Target Crops** to be surveyed based on farmers preference, capacity, experience, agro-ecology) at least **Five (5) Crops** can be listed
- 5. Select representative farmers** to conduct market survey (assign clear role and responsibility for each member)
- 6. Agree on** day, time & meeting place for the survey

Market Survey Procedure



7. **Prepare** the survey questionnaire (Translate into local language, see attachment for Amharic or Oromiffa ver.)
8. **Get permission** from the relevant market authority for carrying out the survey. (Ask trade office to seek information for traders)
9. **Request the market authority** to introduce with major dealers.

Market Survey Procedure



7. Make appointment for actual market survey date based on availability of dealers.

* Most of the case, market-day is preferable for conducting market survey

Determine the Markets



- It is necessary that major markets for the **target crops** be identified
 - The major markets are more reliable in terms of the quantities, consistency and even prices
- **Alternative markets**, e.g. schools, hospitals, hotels etc., can also be identified



Jimma City Market

Prepare the Survey Questionnaire



Market Survey Questionnaire should contain:

- **Name** and **Contact** of the target produce dealers
- **Produce/crop** and **Variety**
- Quality of produce
- **Season/month** for peak demand
- **Quantity** and **frequency of demand** of the target vegetables by dealers



Farmers asking questions during the market survey

Prepare the Survey Questionnaire



- Place of Production
- Unit price
- Mode of payment
- Terms of payment
- Potential marketing challenges
- Possibility of selling the target crops to the interviewee (produce dealer)



Farmers asking questions during Market Survey

Seek Market Authority



- It is important to **seek permission** to carry out the survey from the relevant market authority **before** the actual market survey



Prior discussion with a Wholesalers & produce dealers

Identify Major Dealers



- **Request** the relevant market authority to introduce you to the **major dealers** of the target crops:
 - For purposes of building relationship
 - Explaining the purpose of the survey
 - Making appointment for actual market survey

Implementation of the Survey

- **Timing:** Morning time is preferable to find more dealers
- **Instruction:** Give clear instruction for the representative farmers before the survey.
- **Assign** duties & responsibilities (team leader, note taker, time keeper, interviewer)
- **Support:** Experts support each farmer's group



A Group Facilitator confirming the arrangement of survey

Carry out the Survey



- **Conduct** the survey with respective working groups
- **Ensure** all questions have been asked for the target crops
- **Observe** the market carefully....

Farmers

Wholesaler



Market Survey by Farmers

Carry out the Survey Cont'



Note:

- **Keep** the appointment time with the respective dealers
- **Avoid** over crowding at the dealer's stall
- **Temporarily suspend** the interview to allow the dealer to serve the customers



A Wholesaler giving information on varieties of produce

Analyze & Make Conclusion



DAs & Representative farmers
need to:

- **Collect** all questionnaires & information of the survey
- **Summarise** key findings
- **Analyse** results of the survey
- **Share** the results with all members of the group



Implementation Tips



- The market surveys **should be conducted by farmers**, not by government staff, with a questionnaire form in hand.
- Roles of experts as **supporter and facilitator** for the smooth implementation.



Implementation Tips



- The market surveys aim at collecting **information on not only market prices** but also required quality and quantity of produce, seasonal fluctuations of prices and traded quantity, mode of payments, etc.



Implementation Tips



- During the market surveys the farmers are **encouraged to establish business relationships** with the market players they meet at the market.
- Some farmers **make business linkage** during market survey!



Implementation Tips



- Farmers should understand that market surveys need to be **carried out continuously by themselves** on a regular basis without the help of the government.

Why market survey should be conducted continuously?



Challenges



Sometimes traders are not cooperative to the survey team.



Lessons from Ethio-SHEP Experience



- It is difficult to find whole sellers for horticulture in most of woreda markets, so **zonal markets** can be options because there are more dealers which provide more information
- **Information from retailers is very limited** and may not be enough to understand the real situation in the market.
- **Some dealers do not provide information** during survey because of fear about tax related issues.
- **Farmers may be shy** to have active conversation with traders during the survey.



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Crop Selection

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Crop Selection



- **Crop Selection** is a process of choosing their target crops by members of **Farmer Groups**
- Result of the **Market Survey** is used to decide the **Two (2) Horticultural Crops** through **Crop Ranking**



Objective



- To undertake **Crop Selection & Ranking** in order to come up with **two (2) priority horticultural crops** which would lead Farmer Groups to increased income.
- To **motivate** group members to produce **adequate quantity and quality** for the identified market.

Preparation



- **Prepare program for crop selection** by discussing with stakeholders. (farmers representative, woreda and kebele experts)
- **Check available** venues and convenient time for participants (Group members) and fix schedule.

Preparation



- **Prepare necessary items** (presentation materials ,flip charts, pen notebook, crop selection sheet)
- **Translate** crop selection sheet to local language (if necessary)
- **Send information** to the participants about the date and venue.

Implementation Procedure



- **Gather target farmers** in the venue.
- **Explain to farmers** about the objectives, tools & procedures of crop selection (how to fill the format)
- **Request representative farmers** (who conducted market survey) to share their experiences/ findings in the market to other farmer groups.

Implementation Procedure



- **Review Market Survey findings**/results for each candidate crops by farmer groups.
- **Prepare and fill Crop** Selection Sheet
- **Facilitate** the group members to discuss & understand information entered for each candidate crop.
- **Facilitate** the group members about past production experience (Good or Bad!) on selected crops.

Implementation Procedure



- **Facilitate voting by** farmers on each candidate crop based on their preference.
- **Decide Crop Ranking (1~5)** in the Crop selection sheet based on results of vote.

Implementation Procedure



- **Select 2 priority** crops based on results of voting
- Group members **choose their preferred crops** in a democratic manner.
- Members discuss their decision on information in the **Crop Selection Sheet.**

N.B Selected Crops should be easy to grow, suitable to local growing condition, low technical requirement and availability of inputs, affordability.

Implementation Tips



- The target farmers understand that not only **profitability** but also **agro-ecological conditions**, **technical skills** and **financial capacity**, need to be taken into consideration in choosing crops to grow.



Implementation Tips



Voting: Each group member votes for **his/her preferred crops** (blind voting) – write the name of his/her 1st & 2nd preferred crops on the voting paper. The majority, preferably more than 70%, of the group members should participate in this process to build a consensus among the group members. Rank the crops in accordance of the number of votes and choose two target crops.



Tip! The extension staff should ensure that powerful members of the group, such as group leaders, elderly or well-educated members, do not influence the group's decision.

Lessons from Ethio-SHEP Experience



- Farmers may **not have experience** to contribute to the discussion and make decision on the crops during the crop selection process.
- Farmers **may have expectation** of some support from project (seeds, tools) and may select new crops which are not relevant to the group.
- **Backstopping by** experts is necessary to provide technical guidance on candidate crops for farmers during crop selection.
- **Challenges related to selected crops** should be discussed.

Lessons from Ethio-SHEP Experience



- Even if **two priority crops** will be selected by target farmers, farmers group members can continue to grow other low ranked crops individually.
- Crop selection should be conducted regularly after every **Market Survey**.
- **Crop Ranking is only one of the objective** of this activity. But all the farmers needs to understand each crop's profitability, peak demand, target market, etc.
- Expert should facilitate farmers to buy inputs together or marketing together as a group to gain bargaining power.

Thank you for your attention



THANK YOU

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