



Market Linkage stakeholders Forum

Presented to Participants of Ethio-SHEP ToT

The project for Smallholder Horticulture Farmer Empowerment Through Promotion of Market Oriented Agriculture (Ethio-SHEP)

Objective

- The Market linkage Forum has two purposes:
- (1) it **shows farmers a business opportunity in** horticultural farming
- (2) it helps farmers to have **direct business talk** and **establish business linkages** with a variety of market actors involved in horticulture business.
- *At the same time to discuss about the issues & bottle-neck faced by farmers related horticulture marketing for the improvement

Outline

- The half-day Market Linkage Forum invites the representatives of the Ethio-SHEP target farmer groups and market stakeholders such as agricultural input suppliers, buyers (traders, middlemen, wholesalers, retailers, etc.), food processing companies, crop exporters, transporters, financial institutions, non-governmental organizations and so forth.
- The farmers visit the booths of the market stakeholders and exchange information through business talks.

Key implementation Tips

- Unlike large-scale events such as Agricultural Fair or Agricultural Day, the Market Linkage Forum **should restrict the number of participants** for facilitating **easier communication** between selected participants.
- Only those market stakeholders, such as those local traders, who would become future business partners of the Ethio-SHEP farmer groups should be invited.



Key implementation Tips

- Woreda and DAs should help farmers to have active business talks with market stakeholders.
- (Sometimes it needs facilitation for smooth starting of communication, but later farmers have to take initiative.)



Key implementation Tips

- **Profiles of the participants should be exchanged beforehand** so that the participants can start business talks right away without wasting too much time at the forum.
- (At least, farmers group have to be ready and have clear idea on what they will achieve through forum.)



Implementation procedures

- (Preparation) Reserve a conference room for holding the Stakeholder Forum.
- *Tip! If a government facility can be used for holding the Forum, the cost for renting a venue will be substantially reduced.*
- (Preparation) Identify and invite local market stakeholders to the forum.
Tip! Invite only those stakeholders who are willing to start doing business with the smallholder farmers.



Implementation procedures

- (Preparation) Ask farmer groups to select ex) **two male** and **two female** farmers to participate in the forum as representatives of the group.
- Discuss with farmer group what kind of information group expects for representative farmers to collect during the forum.
- *Tip! Make sure both male and female farmers are chosen as representatives since a team consisting of both sexes can broaden their views during their interactions with market stakeholders.*



Implementation procedures

- (Preparation) Exchange **profiles of the participants** at the forum day. Ask farmer groups to bring samples of their produce to the Forum.
- This arrangement gives smooth business talk with wholesalers.
- The samples are to be displayed at their booths.



Implementation procedures

- During the forum, the farmer representatives, accompanied by the extension staff, visit booths of the market stakeholders to exchange information and have business talks.
- After the forum, the group representatives organize a feedback meeting at their group to share what they have learned during the forum.
- *Sometimes no feed back to other group members,,,,no information sharing ,,,



Points to be confirmed after this activity

- After the market forum, the group members are informed of the findings and results of the forum by the farmer representatives who have participated in the forum.
- The target farmers understand various business opportunities for vegetable production and market.



Points to be confirmed after this activity

- The target farmers **widen their business networks** with market stakeholders invited to the forum.
- Woreda and DAs should encourage farmers **to exchange the contact** address with stakeholders.



Before attending the forum

- Representative farmers needs to collect interest of purchasing seeds or selling crops from the group members

Ethio-SHEP Linkage forum Input required notification Form

(to be filled by farmers before the forum)

Date _____
 Region _____ Zone _____ Woreda _____

 Name of farmer group _____

Farmer group representatives:

- 1.Name: Tel No:
 2.Name: Tel No:
 3.Name: Tel No:
 4.Name: Tel No:
 5.Name: Tel No:

Serial no.	Type of input required (seed, chemical etc)	Unit of measurement	Required amount for the group
1	Potato Seeds (Gudene)	Qt	10 qt by August 2021
2			
3			
4			

Ethio-SHEP Linkage Forum

Expression of interest to buy (Demand) by traders

Date _____
 Region _____ Zone _____ Woreda _____
 Name of farmer group _____

Farmer group representatives:

- Name: Tel No:
- Name: Tel No:
- Name: Tel No:
- Name: Tel No:
- Name: Tel No:

Serial no.	Name and Address of Buyer (Tel No.)	Type of produce to buy and amount	Tentative date for starting
1	Mr. Abiot in Injibara market (0993165475)	Onion, 20 qt / week	November 2021
2			
3			
4			

Ethio-SHEP Linkage Forum

Expression of interest to sell (Supply) by farmer group

Date _____
 Region _____ Zone _____ Woreda _____
 Name of farmer group _____

Farmer group representatives:

- Name: Tel No:
- Name: Tel No:
- Name: Tel No:
- Name: Tel No:
- Name: Tel No:

Serial no.	Name and Address of farmer (Tel No.)	Type of produce to sell and amount	Tentative date for start selling
1	Mustefa (Absera Aiko kebele)	Garlic, 80qt in total	Second week of December 2022
2			
3			
4			

THANK YOU
GALATOOMAA
DOMO ARIGATO GOZAIMASU