



## Filling the information Gap among stakeholders

On August, 3rd year Market Linkage Forum (MLF) was organized in Jimma, Dangila and Asera, respectively. This forum invites the representatives of the SHEP target farmer groups and market stakeholders such as agricultural input suppliers, buyers (traders, wholesalers, retailers, etc.), food processing companies, financial institutions, university, trade office cooperative, unions and so forth. The SHEP target farmers have a chance to obtain technical information from input supplier or get a connection to the trader/wholesaler.



Sharing information with input suppliers and farmers

## What is Market Linkage Forum

The Market Linkage Forum has two purposes: (1) it **shows farmers a business opportunity** horticultural farming can bring to them, and (2) it helps farmers to **establish business linkages** with a variety of market actors involved in horticulture business.

### Implementation tips

- 1) The MLF should restrict the number of participants for facilitating easier communication between selected participants.
- 2) Only those market stakeholders, such as those

local traders, who would become future business partners of the SHEP farmer groups should be invited.

3) The Extension staff should help farmers have active business talks with market stakeholders

4) **Profiles of the participants should be exchanged before hand** so that the participants can start business talks right away without wasting too much time at the forum.

## Experience shared by the previous target groups

The representative farmers shared the experience after market linkage forum conducted in the last year.

“ As a group, we are struggling to access high-quality potato seed in the past. Last year, we attended this forum and we were able to connect seed supplier. After the forum, we discussed with other group members and we purchased seed potato from them. Because of growing high-quality seed, traders start buying at a high price. We also start grading and using larger sacks in order to maintain our relationship between wholesalers. Therefore, we were able to benefit a lot through this forum”.



Farmers sharing their experience





### Guna Cooperative

Contact person:  
Mr. Yalew Haile  
Tel: 0918196724

“We have got potato seed from Amhara research institute tissue culture and producing potato seed in screen houses. I also participated in this forum by Ethio-SHEP project last year and I am very happy because farmers I met last year still keep our contact address and our communication is becoming strong. They also asked our advice to construct potato DLS. This year also the forum helped us to promote our service to more stakeholders; it also helped us to understand the big demand for potato seed which will encourage us to produce more seed. The forum is also important for farmers because it gives them more options to access seed and buyers.”

“The forum helped us to promote our products and services and exchange contact address and information with stakeholders particularly with farmers. I am very happy because the forum improved my understanding that there is big demand for vegetable inputs, also I learnt from farmers that some of the seeds that we provide may not perform as we expect, also we realized the type of package farmers prefer for seeds.”



### Eshet Agricultural Inputs supplier

Contact person:  
Mr. Andargachew Bitew  
Tel: (0918741253)

Call me,  
I have high-quality  
cabbage!

“I am happy to participate in this forum because currently I have Head cabbage produce (about 50,000 pieces) ready to be harvested and I shared the information with buyers and other stakeholders. Also more farmers are expanding head cabbage production by observing my produce. So when production expands we need such kind of forum for business linkage with traders.”



Mr. Fekadu Bitewlign  
Farmer: Aguta kebele  
(Guagusa woreda)  
Tel: 0910871595

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