CONSIDERING SEQUENCING OF ACTIVITIES in Market Systems Development

Produced by EcoVentures International for USAID’s Leveraging Economic Opportunities (LEO) project
I'm a smallholder farmer trying to grow crops to eat and sell.

I'm an inputs dealer selling seeds, fertilizers, etc., to farmers!

I buy crops from farmers to process in my factory.
Hmm ... WHAT can our project do to improve trust (such as between farmers and buyers) or to support the adoption of new technologies (such as by farmers)? Hmm ...
Where do we even begin?
And then in what order do we do activities?
What can we do to INTRODUCE better trust between farmers and buyers?

How can we get the market to TRY the strategies out?

How can the strategies be taken to SCALE?
Introduce it!

Try it!

Scale it!
What can we do to INTRODUCE new agricultural technologies for low income farmers to the market?

How can we get the market to TRY them out?

How can we get them to be adopted at SCALE?
Introduce It!
How might we INTRODUCE our activities into the market?
Project-focused Approach?
INTRODUCE IT!

WE’LL organize, manage and pay for the Demo Plots!

WE’LL hand out free seeds, fertilizers and herbicides at the plots!
INTRODUCE IT!

WE’LL tell local communities our strategy for connecting farmers and buyers!

WE’LL assess farmers and select which ones can participate!
WE’LL walk the buyers through the plan...

... take on the main aggregation role by bringing farmers’ produce together.
If we were taking a more ...

Market-focused Approach?
We're making the offer to several agrodealers to see who is interested ...

We'll carry on working with them so long as they show signs that they are interested in investing in the business model that we are promoting.
We'll help you learn how to conduct effective promotions for farmers that will help to grow your agro-dealership ...

... on condition that you focus on promoting the new ag. technologies!
We’ll connect with several buyers at the same time! We'll see who is interested in working with us ... and in what way!
INTRODUCE IT!

We’ll make agrodealers an offer to help them grow their businesses ...
INTRODUCE IT!

Let's see who makes time for the planning meeting with the project...

...to show their interest and commitment to a farmer supplier strategy.

Can you take a few days for a planning meeting?
How might we get people to TRY this approach?
Try It!
Project-focused Approach?
WE'LL pay for the FARMER FIELD DAYS!

WE'LL manage everything!

WE'LL bring in outside experts to explain progression on the demo plots!
WE’LL work with farmers to plan and organize their use of inputs, to forecast production, and even to harvest! WE’ll deliver their crops to buyers, collect payment, and coordinate the payment back to the farmers.
WE’LL hire new project staff to do all of this work.
If we were taking a more ...

Market-focused Approach?
Here is some basic info on how to use these inputs!

PRE-PLANTING DEMO & COMPETITION

We'll cost share pre-planting demos and competitions so that agrodealers are not afraid to risk trying it out!

Take part in this quick competition! 20 winners will get a trial pack of hybrid seeds!
TRY IT!

We trust hearing from other farmers!

Talk to our previous competition winners about their experience using the inputs they won as prizes!
TRY IT!

We will help you to find, train, manage, and maybe even cost-share a Supplier Relationship Manager ... to put a new way of working more closely with farmers into practice!

... until you can comfortably do it yourself ... to show that you see it as a worthwhile investment!
TRY IT!

... We'll help buyers to build trust and relationships with farmers ...

... by giving RECOGNITION to farmers (through public awards)

and INCREASING their PRODUCTIVITY (through access to improved inputs and equipment)
Scale It!
How might we take this approach to SCALE during the life of the project?
Project-focused Approach?
We'll keep rolling out Demo Plots and Farmer Field Days in more and more communities!
WE'LL select the communities!

WE'LL pay for the roll out!

WE'LL manage the roll out!
WE’LL raise new funds to continue gathering crops from farmers for other buyers.
Or maybe WE could even privatize all of our functions by spinning-off a social enterprise!
If we were taking a more ... Market-focused Approach?
We can target the buyers who did the best in improving relationships and building trust with their farmer suppliers...

...we could connect buyers to radio stations in the region to talk about their strategies!
SCALE IT!

We'll support agrodealers to run post-harvest events to leverage TESTIMONIAL MESSAGING among farmers.

Yes, it works!

POST HARVEST COMPETITION WINNERS!

Events will honor best farmers among the contest winners - giving them further recognition in the community to speak about their practices.
We had huge success using the agrodealers’ new inputs!

SCALE IT!

Successful farmers say that it works! I’m going to get some too!

We’ll help agrodealers connect farmers to radio shows to interview competition winners to share their experience using new inputs.
... we could connect buyers to professional networking meetings in the region which could highlight their strategies and success.
We can start working with new firms at any stage during the project.

We'll decrease our initial cost-share every time that we start working with any new firms.
Introduce it!

Try it!

Scale it!
Now ... Think about YOUR project!
How does your project INTRODUCE, TRY and SCALE activities in the market?