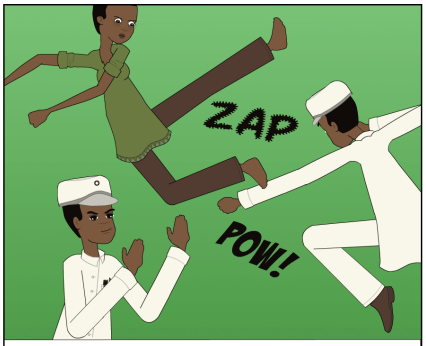
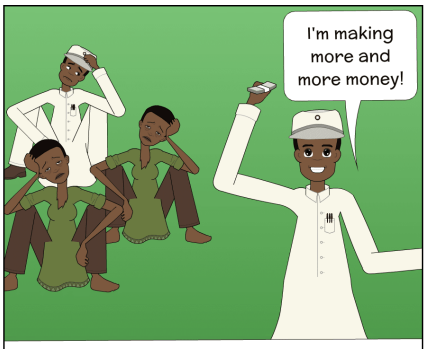
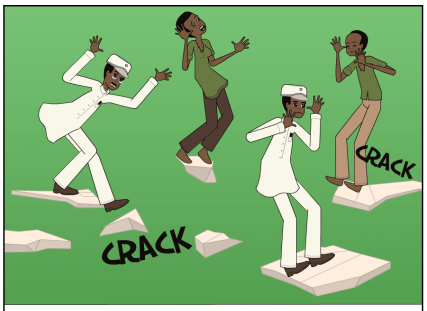


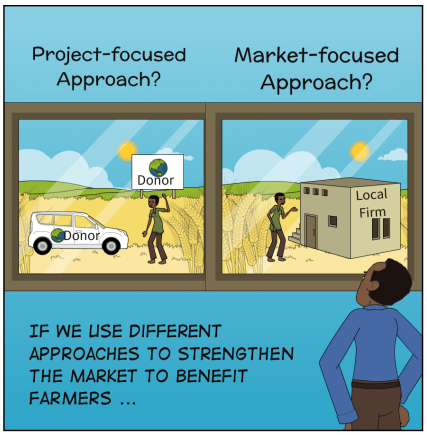
Confrontational business relationships are the norm ... with everyone only looking out for themselves.

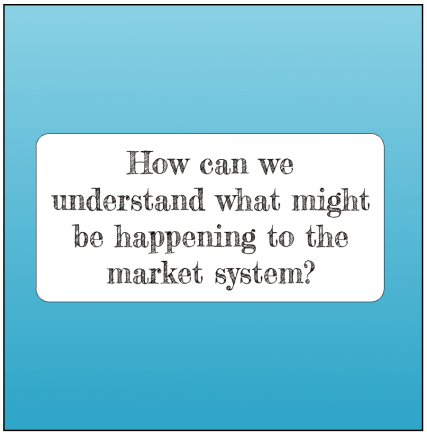


A few buyers/processors get richer while their farmer suppliers and other firms get poorer, with increasing lack of trust.



There are no processes to continually build and reinforce trust & relationships between businesses and organizations. The market system does not improve and provide a fair return.

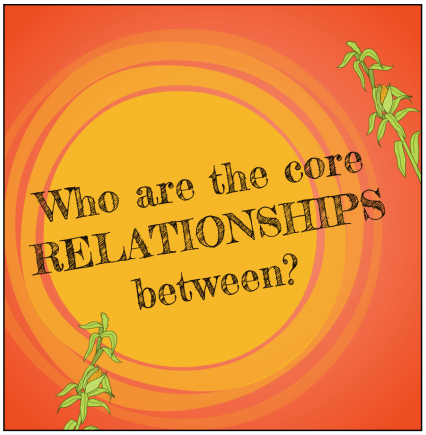




Relationships?
Ownership?
Intensity?

Let's look at what may take place if we used a project-focused approach!

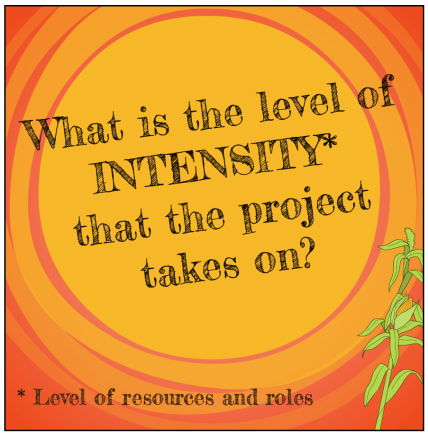
Project-focused Approach?


Who are the core RELATIONSHIPS between?

The PROJECT and FARMERS are the core relationships being formed and supported.

Who has OWNERSHIP of the activities?

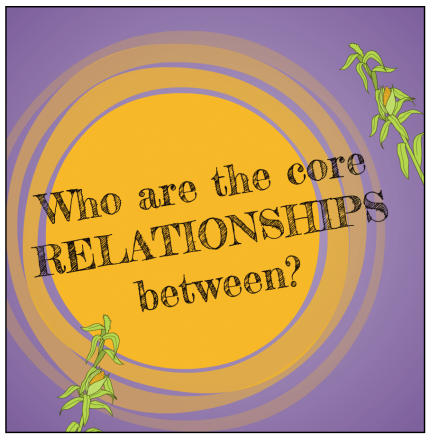
The PROJECT is controlling all the processes and activities


What is the level of INTENSITY* that the project takes on?
* Level of resources and roles

Highly visible and highly intense PROJECT role makes exit strategy hard. High costs - all taken on by the PROJECT.

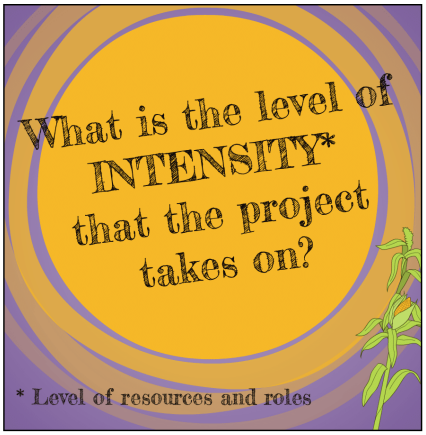
Let's look at what may take place if we used a market-focused approach!

Market-focused Approach?

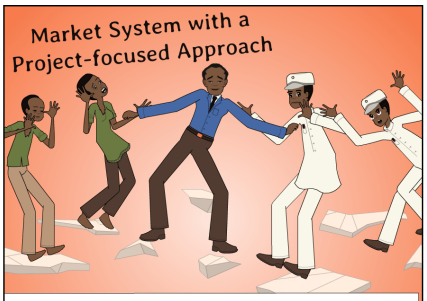

Who are the core RELATIONSHIPS between?

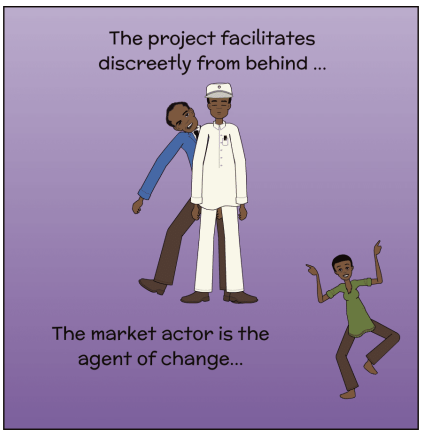
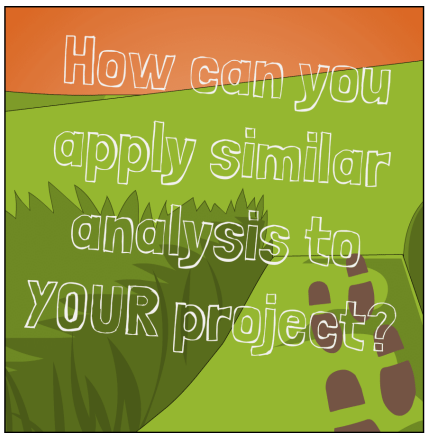
AGRODEALER and FARMERS relationships being supported by the project - with resulting FARMER-to-FARMER relationships.

AGRODEALERS are investing in strategies that benefit farmers. FARMERS are giving testimonials to others.



AGRODEALER cost shares. PROJECT keeps low profile. Project adjusts support to encourage Agrodealer investment. Project plans quick exit.



The project plays a temporary role trying to connect various businesses and organizations
... amid continuing confrontational relationships & mistrust.

The project facilitates a resilient market system that continually reorganizes to build and reinforce trust and relationships to ultimately benefit all.