CONSIDERING SEQUENCING OF ACTIVITIES in Market Systems Development

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?

DONOR PROJECT

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

How can we get them to be adopted at SCALE?

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

Introduce it! Try it! Scale it!

Introduce It!

How might we INTRODUCE our activities into the market?
**Story: Considering Sequencing of Activities**

**Project-focused Approach?**

**INTRODUCE IT!**

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

**INTRODUCE IT!**

WE’LL assess farmers and select which ones can participate!

**INTRODUCE IT!**

WE’LL walk the buyers through the plan...

**INTRODUCE IT!**

...take on the main aggregation role by bringing farmers’ produce together.

**INTRODUCE IT!**

If we were taking a more...

**Market-focused Approach?**

**INTRODUCE IT!**

We’re making the offer to several agrodealers to see who is interested...

**INTRODUCE IT!**

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.

**INTRODUCE IT!**

We’ll help you learn how to conduct effective promotions for farmers that will help to grow your agro-dealership...

**INTRODUCE IT!**

...on condition that you focus on promoting the new ag. technologies!

**INTRODUCE IT!**

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!**

It’s see who makes time for the planning meeting with the project...

**INTRODUCE IT!**

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

**INTRODUCE IT!**

Can you take a few days for a planning meeting?

**INTRODUCE IT!**

How might we get people to TRY this approach?
**Try It!**

**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!**

**Project-focused Approach?**

**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.**

**TRY IT!**

**If we were taking a more ... Market-focused Approach?**

**TRY IT!**

**WE’LL hire new project staff to do all of this work.**

**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!**

**TRY IT!**

... 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)!
Story: Considering Sequencing of Activities

Scale It!

Project-focused Approach?

Scale It!

We’ll keep rolling out Demo Plots and Farmer Field Days in more and more communities!

Scale It!

We’ll select the communities!

Scale It!

We’ll pay for the roll out!

Scale It!

WE’LL manage the roll out!

Scale It!

If we were taking a more...

Market-focused Approach?

Scale It!

We’ll raise new funds to continue gathering crops from farmers for other buyers.

Scale It!

Or maybe WE could even privatize all of our functions by spinning-off a social enterprise!

Scale It!

We can target the buyers who did the best in improving relationships and building trust with their farmer suppliers ...

Scale It!

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

Scale It!

We had huge success using the agrodealers’ new inputs!

Scale It!

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

Scale It!

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

Scale It!

Events will honor best farmers among the contest winners - giving them further recognition in the community to speak about their practices.

Scale It!

We’ll help agrodealers connect farmers to radio shows to interview competition winners to share their experience using new inputs.
Story: Considering Sequencing of Activities

Now ... Think about YOUR project!

How does your project INTRODUCE, TRY and SCALE activities in the market?

... 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.