



Empowering Smallholder Farmers in Markets

- farmer-driven research for advocacy -

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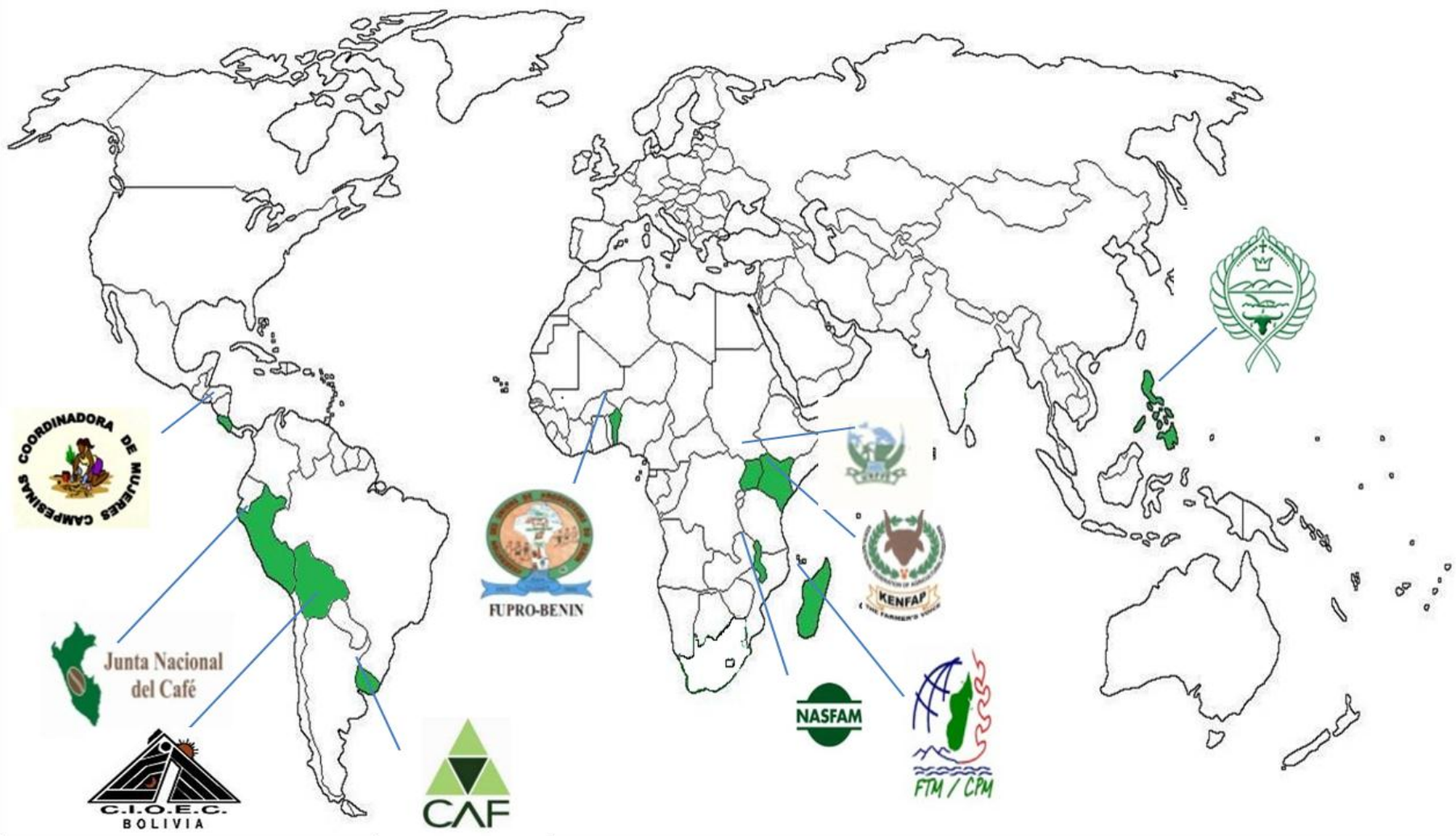


- Initiated by IFAP in 2007, a global farmers' organisation that bankrupted in 2010
- The programme continued with ten National Farmers' Organisations (NFOs), one in each country
- Budget (2007-2012): US\$ 2,1k
 - (2007-2010) Financially supported by IFAD, AGRICORD/AGRITERRA and CTA
 - (2010-2012) Financially supported by IFAD and the Dutch Ministry of Economic Affairs, Agriculture and Innovation
 - (2012-2016) Pending
- Strategic research support by three members of AGRINATURA (*European Alliance on Agricultural Knowledge for Development*):
 - Wageningen UR – The Netherlands
 - NRI/University of Greenwich – UK
 - CIRAD - France





Collaborative Research in 10 countries





Main objectives:

- Research support to national farmers' organisations that strengthens their capacities to formulate feasible, evidence-based propositions for better policies and institutions, based on a focussed advocacy agenda on smallholder market access*
- Bridging the gap between the research community and national farmers' organisations*



RESEARCH COMMUNITY

- Research institutes tend to focus on peer-reviewed academic outputs (focus = methods) and less on how findings can be made relevant for development practice
- Researchers are more interested in mid/long-term studies
- Funding generally for pre-defined research issues: little flexibility to adapt
- High staff-fee rates

FARMER ORGANISATIONS

- NFOs are interested in findings not so much in research methods, and need newspapers, not academic journals
- NFOs contract researchers/consultants, when linked to their short-term (advocacy) priorities
- NFOs often lack capacity to access existing research results
- NFO do not prioritise own budget for external researchers

➤ *There are many good intentions , tough limited real experiences with institutional arrangements that effectively bridge the gap between these different 'institutional cultures'.*



ESFIM activities

A. COLLABORATIVE RESEARCH

(90% of total budget)

- Research priorities defined by NFO:
 - Participatory workshops: address critical constraints for smallholders' access to markets
 - Local research on key issues contracted by NFO
 - Backstopping by AGRINATURA (LEI, CIRAD, NRI)

B. COMPARATIVE RESEARCH

(10% of total budget)

- Overarching desk studies and policy briefs:
 - Risk Insurance Models
 - Innovative Financial Models
 - Market Information Systems
 - Incentive Structures in Collective Marketing





Search collective marketing challenges

Search collective marketing ch



The core function of this website is to provide inf them searchable. We have developed a reference tensions. We have called this the Collective Mark

After this table you will find a special search func tensions in relation to your specific queries and fi solutions.

The Collective Marketing "Tensions" framew

1) Fair pricing



The members expect their organisation. The group's stronger bargaining position should translate into better terms than members could have negotiated on their own. This creates the need for a mechanism that creates transparency in price determination.

Additional services Advance Payments

Bolivia Bulgaria Centralization of contracting with buyers Coffee Contact information of buyers Contractual

In consignment Indonesia Latvia Oil Seeds



1. Fair pricing



2. Quality assurance



3. Working capital constraints



4. Side selling



5. Disposing of profit



6. Services to members and non-members



7. Task delegation and supervision



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POLICY BRIEF NO. 4

Resolving the Challenges of Collective Marketing

INCENTIVE STRUCTURES THAT REDUCE THE TENSIONS BETWEEN MEMBERS AND THEIR GROUP

Giel Ton (LEI Wageningen UR)
July 2010

Collective marketing and competition
Smallholder farmers are - by definition - scattered and, therefore, generally there is a need to bulk their produce in order to access urban markets or the processing industry. Bulking can be done through different modalities and by different type of actors, like middle-men and traders, processing companies, state marketing boards or collective marketing arrangements. This bulking has a strong logistic component and a need for working capital (trade finance), and requires a cost-efficient way of organisation and control of transactions.

Supporting collective marketing arrangements
The present research wants to improve the capacities of collective marketing arrangements, like cooperatives, producer associations, village enterprises, etc. to resolve the challenges of collective marketing in face of competition. It wants to document strategies and practices that organisation have developed in time and that have been effective in empowering smallholders in markets.

Best practice solutions to common problems in different contexts
Successful collective marketing experiences have been 'build' organisational assets that make their life easier. They regularly fine-tune their internal management and transaction modalities with members and non-members e.g. related with

www.esfim.org



1st National Workshop:
Defining priorities

2nd National Workshop:
thematic deepening





Research focus in collaborative research: *diversity* with *flexibility*

- Philippines – **FFF:**
- Malawi – **NASFAM:**
- Kenya – **KENFAP:**
- Madagascar – **CPM:**
- Uganda – **UNFFE:**
- Benin – **FUPRO:**
- Costa Rica – **CMC:**
- Bolivia – **CIOEC:**
- Peru – **JNC:**
- Uruguay – **CAF:**

Electronic Commodity Trade

Market institutions

Seed supply; Market information system

Input vouchers; Warehouse Receipt System

Rural service provision

Services to farmers

NAADS rural advisory

Maize sector policy; Value chain development

Farmers' markets; Food sovereignty legislation

Preferential policies for collective marketing

Taxation of cooperatives; Government procurement

Cooperatives in marketing policy

Organisation for marketing



Way forward?

- **Research Support Funds**, available to NFOs exclusively, for contracted research that provides evidence to help inform and refine their advocacy strategies
 - **Budget for NFOs to facilitate these research proposals**, including the necessary participative processes of policy generation and targeted advocacy
 - **Funds to exchange experiences** in regional, continental and global networks of farmer organisations
 - **Budget for backstopping** and strategic research support
- *There is a growing coalition of (currently 15) national farmer organisations and three regional farmer organisations interested in deepening and scaling-up the ESFIM approach*



Thank you!

<http://www.esfim.org>
<http://www.collectivemarketing.org>

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Financial support:

