

Marketing, Value Chain Development and Post Harvest

Key Issues and Ranking

Marketing, Value Chain Development and Post Harvest

Researchable Issues	Development Impact	Time Frame of Impact	Farmer Types	Priority Rank
5. Analyzing comparative-competitive advantage for products	1 - Very High	1 - Short	Small	1
8. Activate marketing extension	1 - Very High	2- Medium	Small	2
1. Link small farmers to markets - Supermarkets - Retailers	1 - Very High	3 - Long	Small	3
7. Developing Postharvest systems	1 - Very High	2 - Medium	Small	4

Researchable Issue	Development Impact	Time Frame of Impact	Farmer Types	Priority Rank
9. Rationalize ag marketing policy	1 - Very High	3 - Long	All	5
6. Developing market info systems	1 - Very High	3 - Long	All	6
2. Enhance agro enterprises, Cooperatives	1 - Very High	2 - Medium	Small	7
3. Develop long term relationships in supply chains	2 - High	3 - Long	All	8
4. Develop GIS for agri-food businesses-protect IPR	3 - Medium	1 - Short	Large - Medium	9

Results of Brainstorming

<u>Constraints & barriers to achieve development</u>	<u>Proposed Measures to increase development impact</u>	<u>New actors and partnerships required to deliver impact</u>
Farmers (organizations) are not included in the process	Include farmers in the research	Farmer organizations
Lack of technical and management capacity among researchers	Training researchers and partners	Extension service providers & universities
Weak funding allocation	Convince policy makers on the importance of practical research	Private/public sector partnership
Research projects are not realistic	Improve methodology of research projects	Discuss methodology and results with stakeholders