

Agricultural Market Systems Development



Kigali Institute of Capacity
Development and Data Analytics
Engage and inspire – Learn More





Introduction

Agricultural markets are at the heart of the development process. Food and agriculture markets expand consumers' choices and create incentives for farmers.

Well-functioning markets and trade enable the optimal allocation of resources, diffuse knowledge and technologies, and provide avenues that link agriculture with other sectors of the economy. Thus, the market mechanism is crucial for the structural transformation of the economy and for growth and development. Markets are vital to improving the livelihoods of millions of people and can provide additional benefits, such as contributing to food security by ensuring that food moves from surplus to deficit areas. Smallholder farmers in developing countries require a combination of agricultural and business skills to truly succeed in a market system.

This training course is expected to build capacity of participants in championing a wide-ranging change in the agricultural marketing subsector, with the aim of making rural markets work better and empowering smallholders within the markets.

What you will learn

By the end of the course the learner should be able to:

- ▶ Gain familiarity with the guiding principles of value chain programs/projects through sustainable market-based solutions.
- ▶ Understand the foundations of market system development, making markets work for the poor (M4P) and value chain promotion.
- ▶ Enhance analytical skills to determine market requirements and identify competitive challenges.
- ▶ Understand the different roles that various actors play in value chains and stimulating development.
- ▶ Evaluate the rationale of existing policies to contribute to improved marketing system efficiency
- ▶ Appreciate the types of market infrastructures needed for a good market system
- ▶ Gain knowledge on how to establish and strengthen vertical and horizontal linkages

Trainings in Kigali



Agricultural Market Systems Development

Content Overview

Agricultural markets are at the heart of the development process. Market mechanism is crucial for the structural transformation of the economy and for growth and development. Enroll in this course and learn on how to empower smallholder farmers.

Who Should Attend?

This course is useful for agricultural professionals who are involved in market systems development in rural intervention programming.



Day 1

Introduction

Introduction to Market Systems

- ▶ What is a 'market'?
- ▶ What is a marketplace?
- ▶ An introduction to market systems
- ▶ Market system terminology
- ▶ The Market Systems Approach in the Agricultural Sector
- ▶ Key tools in market systems
- ▶ Identification of the market actors on the demand and supply side for market.
- ▶ Selecting the major (e.g. highly influential) supporting functions, rules and norms of the market system

The Market System Development principles

- ▶ Systems Approach
- ▶ MSD concepts
- ▶ MSD lifecycle



Content Overview



Day 2

MSD lifecycle & selecting the right market system

- ▶ Selecting the targeted market system
- ▶ Market systems analysis
- ▶ Underlying systemic constraints



Day 3

Market Analysis, Development and Linkages

Market Analysis and Development

- ▶ Introduction to market analysis
- ▶ Supply, demand and price setting
- ▶ Standards and certification
- ▶ Analyzing competition

Market Linkages

- ▶ Introduction to market linkages
- ▶ Types of market linkages
- ▶ Factors affecting success of linkages
- ▶ Enabling environment in market linkages



Day 4

Market System Development Programming (MSD)

Interventions design & implementation

- ▶ Broad-based Benefits from Connecting Smallholder Farmers to Markets
- ▶ The Challenge of Rural Market Access in Developing Countries
- ▶ Strengthening Value Chains to Benefit Small Producers
- ▶ Designing and Managing for Inclusive Market System Growth
- ▶ Framework for understanding complex local systems
- ▶ Key principles in enhancing ownership and avoiding dependency in project interventions



Day 5

Challenges of Market System and Sustainability of Markets

Market System Constraints

- ▶ What is a market constraint?
- ▶ Example Market System Constraints
- ▶ How to overcome market system constraints

Sustainability aspects in market systems

- ▶ The role of partnerships in markets.
- ▶ Scaling up and sustainability in a market system.
- ▶ Good Practices for Integrating Gender Equality in MS.
- ▶ Increasing Women's Profitable Participation in MS
- ▶ Underlying systemic constraints



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