Preface

This *guide* is the second in a series of documents designed to support agencies implementing participatory agroenterprise development program operating within defined geographical areas. The titles in the CIAT agroenterprise "good practice guide series" include:

1. Strategy Paper: A Participatory and Area-based Approach to Rural Agroenterprise Development.
2. **A Participatory Guide to Developing Partnerships, Area Resource Assessment and Planning Together.**
3. Identifying Market Opportunities for Rural Smallholder Producers.
4. Participatory Market Chain Analysis for Smallholder Producers.
5. Evaluating and Strengthening Rural Business Development Services.
6. A Market Facilitator's Guide to Participatory Agroenterprise Development.
7. Collective Marketing for Smallholder Producers.
8. Rapid Market Appraisals to Support Smallholder Agroenterprise Development.
9. Agricultural Marketing Extension: Tools and Methods.
10. Policy Analysis for Smallholder Agroenterprise Development and Advocacy.

The starting place for this *guide* is a biophysical asset based analysis of the area under consideration, a social profile analysis of the client group(s), and the establishment of an agroenterprise working group.

The output of the work from this *guide* is an action plan, based on two options:

(i) A market pilot test for an existing product with the target farmer group, typically with a focus on collective marketing.

Or

(ii) A plan to work towards greater crop diversification through the market opportunities identification process.

For those following the full CIAT process, this *guide* is the first step in the agroenterprise process.

Note to users

Service providers should read the *guides* in their entirety, to absorb the ideas and concepts prior to going to the field. Our experience has shown that best results are attained when these processes are not implemented in a mechanical manner; rather that the principles are interpreted and adapted to local conditions based on the marketing environment, available resources, and anticipated scale of implementation.

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