APPENDIX 2

Checklist for Developing a Pilot Agroenterprise Project

The lead agency and partners to undertake the following tasks:

The lead agency selects a partner organization interested in the process

- The partner organization nominates a market facilitator (a person who will take the farmer group through the process). In some cases the management team will also have market facilitators.
- The market facilitator reads the guide on market facilitation.
- The lead agency and market facilitator undertakes a mini-reconnaissance survey of the area and evaluates the farmer group, as described in this guide.

The market facilitator selects a farmer group

- Using participatory tools, the market facilitator evaluates the internal organizational strengths of the farmer group.
- S/he selects a crop product that is of short duration and grown by most of the farmers as a cash crop.
- S/he works with the farmer group to improve internal coordination: Sets up positions in the group if this is not clear, initiates record keeping, and organizes a marketing committee.
- They discuss options for collective action.

The market facilitator conducts a rapid market evaluation

- The market facilitator organizes a farmer marketing representative from the farmer group to undertake a series of visits to potential markets for the selected product.
- Potential markets may include local market, local shops, next largest market at a more distant location, traveling traders, and hotels and restaurants.
- This team should interview market traders to determine product prices, volumes they receive (per week/month), and buying conditions (minimum lot, quality, time of sale, repeat sales requirements). This interview process should be done with a range of buyers at the local market.
- The information should be summarized to report back to the farmer group(s) so that decisions can be made on what to invest into for the collective marketing.

Market facilitator develops a simple business plan with the farmers

- The market facilitator will lead a visioning process with the support of the marketing committee members to establish a simple business plan.
- This will include what to grow, when to plant and harvest, and who to see.
- The key issues for the plan will be to outline the key points of production to sales, including preplanting requirements, production, harvesting, post harvest issues, marketing, sales, and follow up.
- The group should develop ideas on collective marketing.
- Market facilitator should read guide on collective marketing to gain further information on group formation and selling produce collectively.