

## Summary of 2013 Market Research & Value Chain Analysis Portfolio

### Just how viable is an agri-market opportunity? Is it worth the investment?

These are regular questions asked by the private sector, development partners and Government agencies, wanting to know the various opportunities that exist in agri-value chains and marketing, especially for smallholder farmers.

FCI is taking a leading in answering this question with modern private sector approaches with a team of experts who are focused on market research, value chain analysis, investment assessment and market opportunity analysis. FCI over the last 10 years, since 2004, has been seeking to understand how various levels in marketing systems actually work with an aim of defining the actual markets, define value chains and map value networks across Africa.

FCI employs various modern methods to conduct its studies including a mobile data collection platform to collect and enter primary data collected from respondent interviews. The mobile platform enables accurate data capture with minimal errors, quick consolidation of data for analysis, and also ensures rapid production of findings and report compilation. The mobile platform also enables documentation through audio-visual capture (digital video and photography). Various software are used for data capture, management and analysis depending on suitability including CS Pro, SPSS, STATA, and SAS. A team of marketing and commercialization experts interpret key finding and technical report development.

### I. VALUE CHAIN ANALYSIS & MARKET RESEARCH

Model	Description
<b>1. Research Title / Programme</b>	<b>Assessment and identification of Agricultural Value Chains with Potential Opportunities to Benefit both Ecosystems and Livelihoods</b>
<b>Donor</b>	African World Foundation
<b>Value Chains</b>	Irish potatoes, tomatoes, cabbages, carrot, bulb onion, maize, beans, livestock (cattle, goats, sheep)
<b>Countries of Coverage and Sites</b>	Kenya: Kajiado County and Mau Region
<b>2. Research Title / Programme</b>	<b>Participatory Market Assessment for the Garbatulla Pastoralist Livelihoods Project</b>
<b>Donor</b>	World Vision Canada
<b>Value Chains</b>	Livestock (cattle, goats, sheep, camel)
<b>Countries of Coverage and Sites</b>	Kenya: Isiolo County
<b>3. Research Title / Programme</b>	<b>Participatory Market Assessment for the Eastern Kenya Livelihoods Resilience Project</b>
<b>Donor</b>	World Vision Kenya
<b>Value Chains</b>	Crops: Citrus, water melon, pawpaw, mangoes, butternuts, capsicum, tomatoes, onions, cow peas, green grams, sorghum and maize
<b>Countries of Coverage and Sites</b>	Kenya: Machakos and Makueni County



Model	Description
<b>4. Research Title / Programme</b>	<b>Value Chain Analysis for Agricultural Opportunities in Southern Province of Rwanda</b>
<b>Donor</b>	World Vision Rwanda
<b>Value Chains</b>	Irish potatoes, tomatoes, cabbages, carrot, bulb onion, maize, beans, sweet potatoes, bananas, sorghum, livestock (cattle, goats, pigs)
<b>Countries of Coverage and Sites</b>	Rwanda: Nyaruguru Area Development Program
<b>5. Research Title / Programme</b>	<b>Value Chain Analysis for Agricultural Opportunities in Southern Province of Rwanda</b>
<b>Donor</b>	World Vision Rwanda
<b>Value Chains</b>	Irish potatoes, tomatoes, cabbages, carrot, bulb onion, maize, beans, sweet potatoes, bananas, sorghum, livestock (cattle, goats, pigs)
<b>Countries of Coverage and Sites</b>	Rwanda: Nyamagabe Area Development Program
<b>6. Research Title / Programme</b>	<b>Value Chain Analysis for Agricultural Opportunities in Southern Province of Rwanda</b>
<b>Donor</b>	World Vision Rwanda
<b>Value Chains</b>	Irish potatoes, tomatoes, cabbages, carrot, bulb onion, maize, beans, sweet potatoes, bananas, sorghum, livestock (cattle, goats, pigs)
<b>Countries of Coverage and Sites</b>	Rwanda: Simbi Area Development Program
<b>7. Research Title / Programme</b>	<b>Value Chain Analysis for Agricultural Opportunities in Southern Province of Rwanda</b>
<b>Donor</b>	World Vision Rwanda
<b>Value Chains</b>	Irish potatoes, tomatoes, cabbages, carrot, bulb onion, maize, beans, sweet potatoes, bananas, sorghum, livestock (cattle, goats, pigs)
<b>Countries of Coverage and Sites</b>	Rwanda: Maraba Area Development Program
<b>8. Research Title / Programme</b>	<b>Value Chain Analysis for Agricultural Opportunities in Southern Province of Rwanda</b>
<b>Donor</b>	World Vision Rwanda
<b>Value Chains</b>	Irish potatoes, tomatoes, cabbages, carrot, bulb onion, maize, beans, sweet potatoes, bananas, sorghum, livestock (cattle, goats, pigs)
<b>Countries of Coverage and Sites</b>	Rwanda: Karaba Area Development Program



Model	Description
<b>9. Research Title / Programme</b>	<b>Value Chain Analysis for Agricultural Opportunities in Southern Province of Rwanda</b>
<b>Donor</b>	World Vision Rwanda
<b>Value Chains</b>	Irish potatoes, tomatoes, cabbages, carrot, bulb onion, maize, beans, sweet potatoes, bananas, sorghum, livestock (cattle, goats, pigs)
<b>Countries of Coverage and Sites</b>	Rwanda: Mudasomwa Area Development Program
<b>10. Research Title / Programme</b>	<b>Rapid Market Assessment for 13 Commodities</b>
<b>Donor</b>	USAID - KAVES
<b>Value Chains</b>	Maize, Irish potato, Sweet potato, Banana, Sorghum, pulses, groundnut, Cassava, French beans, Mango, passion fruit and Avocado
<b>Countries of Coverage and Sites</b>	Kenya: Kisumu, Siaya, Homabay, Kisii, Nyamira, Bomet, Kericho, Nandi, Uasin-Gishu, Marakwet, Bungoma, Busia, Vihiga, Kakamega, Migori, and Trans Nzoia, Meru, Tharaka-Nithi, Machakos, Kitui, Makueni, and Taita-Taveta.
<b>11. Research Title / Programme</b>	<b>Rapid market assessment for Sustainable Market-led &amp; Resource Management (SMART) project</b>
<b>Donor</b>	World Vision Tanzania
<b>Value Chains</b>	Horticulture—tomatoes, onions, Irish potatoes, carrots
<b>Countries of Coverage and Sites</b>	Tanzania: Meru, Hai, Siha, Arusha
<b>12. Research Title / Programme</b>	<b>Value Chain Analysis in Somalia for Rural Commercialization (RuCoM) project</b>
<b>Donor</b>	Food and Agricultural Organization (FAO)
<b>Value Chains</b>	Horticulture (tomatoes, water melon, onion, mangoes, citrus fruits); Cereals & pulses (sesame, sorghum, cowpeas, maize, mung bean); Livestock & products (goats, cattle, camel milk, fish, bee keeping)
<b>Countries of Coverage and Sites</b>	Somaliland: Togdheer, Gabiley and Awdal regions
<b>13. Research Title / Programme</b>	<b>Value Chain Analysis in Somalia for Rural Commercialization (RuCoM) project</b>
<b>Donor</b>	Food and Agricultural Organization (FAO)
<b>Value Chains</b>	Horticulture (tomatoes, water melon, onion, mangoes, citrus fruits); Cereals & pulses (sesame, sorghum, cowpeas, maize, mung bean); Livestock & products (goats, cattle, camel milk, fish, bee keeping)
<b>Countries of Coverage and Sites</b>	South Central Somalia: Middle Shabelle, Lower Shabelle, Middle Juba and Lower Juba regions



Model	Description
<b>14. Research Title / Programme</b>	<b>Value Chain Analysis in Somalia for Rural Commercialization (RuCoM) project</b>
<b>Donor</b>	Food and Agricultural Organization (FAO)
<b>Value Chains</b>	Horticulture (tomatoes, water melon, onion, mangoes, citrus fruits); Cereals & pulses (sesame, sorghum, cowpeas, maize, mung bean); Livestock & products (goats, cattle, camel milk, fish, bee keeping and Fodder)
<b>Countries of Coverage and Sites</b>	South Central Somalia: Gedo and Hiran Regions
<b>15. Research Title / Programme</b>	<b>Market Research &amp; Opportunity Analysis for Horticultural Commodities in Malawi</b>
<b>Donor</b>	World Vision International
<b>Value Chains</b>	Irish potatoes, tomatoes, cabbages, carrot, leafy vegetables, fruits (mangoes, oranges, avocado, banana) bulb onion
<b>Countries of Coverage and Sites</b>	Malawi: Central & Northern regions ( Mzuzu, Lilongwe Mpamba & Nkhoma)
<b>16. Research Title / Programme</b>	<b>Tree seedlings &amp; products market survey</b>
<b>Donor</b>	Citi Foundation / Royal Botanical Gardens, KEW
<b>Value Chains</b>	Trees seedlings - melia volkensi ( melia), eucalyptus, carica papaya (pawpaw), mangifera indica (mango), grevillea robusta, acacia abbyssinica (umbrella tree).
<b>Countries of Coverage and Sites</b>	Kenya: Tharaka & Nairobi counties
<b>17. Research Title / Programme</b>	<b>Tree seedlings &amp; products market survey</b>
<b>Donor</b>	Citi Foundation / Royal Botanical Gardens, KEW
<b>Value Chains</b>	Trees seedlings - melia volkensi ( melia), eucalyptus, carica papaya (pawpaw), mangifera indica (mango), grevillea robusta, acacia abbyssinica (umbrella tree).
<b>Countries of Coverage and Sites</b>	Kenya; Tharaka & Nairobi counties
<b>18. Research Title / Programme</b>	<b>Rapid market assessment for Sustainable Market-led &amp; Resource Management (SMART) project</b>
<b>Donor</b>	World Vision Tanzania
<b>Value Chains</b>	Horticulture-tomatoes, onions, irish potatoes, carrots
<b>Countries of Coverage and Sites</b>	Tanzania: Meru, Hai, Siha, Arusha



## II. BASELINE SURVEYS

Model	Description
<b>21. Research Title / Programme</b>	<b>Baseline Survey for Eastern Kenya Household Resilience Project</b>
<b>Donor</b>	World Vision Kenya
<b>Value Chains</b>	Maize, beans, cowpeas, pigeon peas, green grams, tomatoes, pawpaw, sorghum
<b>Countries of Coverage and Sites</b>	Kenya: Machakos and Makueni Counties
<b>22. Research Title / Programme</b>	<b>Baseline Survey Value Chain Development in Cheptais, Mumias, Manga &amp; Homabay</b>
<b>Donor</b>	USAID/Aphia Plus, World Vision International
<b>Value Chains</b>	Irish potatoes, tomatoes, cabbages, carrot, leafy vegetables, bananas, bulb onion, cow peas, millet, maize, Traditional African Vegetables, groundnut, beans, poultry, sheep, goat, dairy,
<b>Countries of Coverage and Sites</b>	Kenya: Nyanza & Western regions (Bungoma, Kakamega, Nyamira & Homabay)
<b>19. Research Title / Programme</b>	<b>Market Survey for Tanzania household resilient project (THRP)</b>
<b>Donor</b>	World Vision Tanzania
<b>Value Chains</b>	Staples & horticulture
<b>Countries of Coverage and Sites</b>	Tanzania: Same, Manga
<b>20. Research Title / Programme</b>	Participatory Rapid Market Appraisal in Nyanza And Western Kenya
<b>Donor</b>	USAID/Aphia Plus, World Vision International
<b>Value Chains</b>	Irish potatoes, tomatoes, cabbages, carrot, leafy vegetables, bananas, bulb onion, cow peas, millet, maize, Traditional African Vegetables, groundnut, beans, poultry, sheep, goat, dairy,
<b>Countries of Coverage and Sites</b>	Kenya: Nyanza & Western regions (Hamisi, Cheptais, Manga, Homabay, Mumias, Nyatike)



### III. MONITORING AND EVALUATION OF VARIOUS PROGRAMMES

Model	Description
<b>23. Research Title / Programme</b>	<b>Domestic Horticulture Market Development [DoHoMa]</b>
<b>Donor</b>	Bill & Melinda Gates Foundation
<b>Value Chains</b>	Irish Potatoes, leafy vegetable and traditional vegetables
<b>Countries of Coverage and Sites</b>	Tanzania
<b>24. Research Title / Programme</b>	<b>Market Led Agricultural Production</b>
<b>Donor</b>	World Vision
<b>Countries of Coverage and Sites</b>	Tanzania
<b>25. Research Title / Programme</b>	<b>Institutional Capacity Assessment</b>
<b>Donor</b>	USAID – Kenya Horticulture Competitiveness Programme
<b>Countries of Coverage and Sites</b>	Kenya : Western region
<b>26. Research Title / Programme</b>	<b>Farmer Organization Assessment</b>
<b>Donor</b>	USAID – Horticulture Competitiveness Programme
<b>Countries of Coverage and Sites</b>	Kenya : Western region
<b>27. Research Title / Programme</b>	<b>Value Chain Efficiency of Cassava and Sweet Potato in Kenya and Tanzania</b>
<b>Donor</b>	AGRA
<b>Countries of Coverage and Sites</b>	Kenya: Western Kenya, Eastern Kenya, Coastal Region Tanzania: Arusha, Meru, Kibaha
<b>Period (Year)</b>	2014
<b>28. Research Title / Programme</b>	<b>Productivity and Value Chain Efficiency for Horticultural Crops in Western Kenya</b>
<b>Donor</b>	USAID / KHCP
<b>Countries of Coverage and Sites</b>	Irish potatoes, tomatoes, cabbages, bulb onion
<b>Period (Year)</b>	2014





## Training and Capacity Building

Farm Concern International has vast experience in market research, market access, development and implementation of smallholder commercialization programmes and interventions. Training and building the capacity of the stakeholders has also formed part of our core activities at FCI which aims at sharing information and working with organizations to tailor-make solutions that work in the communities we serve in the aforementioned areas.

FCI has conducted several trainings and capacity building trainings targeting smallholder farmers, farmer organization, cooperatives, private sector players, informal traders, government extension staff, development organizations and financial service institutions. FCI has also developed over 40 training modules, manuals and aids which have been tailor-made to deliver information, skills and practices to the various categories of target trainees and participants.

This provides a valuable resource to governments, institutions, partner organizations and communities in implementing interventions that are deliberately designed with the market in mind to shift the focus from a production orientation to a marketing orientation which is geared towards meeting the consumer needs.

### Capacity Building and Trainings conducted by FCI through the African School of Agribusiness, Africa Big, Commercial Villages and Markets Hub Model.

Model	Description
<b>1. Title</b>	<b>Market-led Community Commercialization and Value Chain Workshop</b>
<b>Donor/Partner</b>	Danish Development Agency (DANIDA) AFRACA and INAFI
<b>Target</b>	African Rural and Agricultural Credit Association (AFRACA), Kenya Women Finance Trust, Micro Bankers Trust of Zambia, Pride Tanzania, Fundo De Desenvolvimento Da Mulher (FDM of Mozambique), INAFI
<b>Countries of Coverage and Sites</b>	Maputo, Mozambique
<b>Period (Year)</b>	2009.
<b>2. Title</b>	<b>Market-led Community Commercialization</b>
<b>Donor/Partner</b>	World Vision Country Representatives (Area)
<b>Target</b>	Development Programme -ADP and National Offices staff) drawn from Tanzania, Kenya, Uganda, Burundi, Rwanda, Southern Sudan, Northern Sudan, Ethiopia
<b>Countries of Coverage and Sites</b>	Naivasha, Kenya
<b>Period (Year)</b>	2009





Model	Description
<b>3. Title</b>	<b>Market-led Community Commercialization</b>
<b>Donor/Partner</b>	World Vision Africa
<b>Target</b>	World Vision Country Representatives (Area Development Programme - ADP and National Offices staff) drawn from Chad, Senegal, Ghana, DRC, Mauritania, Mali, Niger, Sierra Leone
<b>Countries of Coverage and Sites</b>	Bamako, Mali
<b>Period (Year)</b>	2009
<b>4. Title</b>	<b>Market-led Community Commercialization</b>
<b>Donor/Partner</b>	World Vision Africa
<b>Target</b>	World Vision Country Representatives (Area Development Programme - ADP and National Offices staff) Drawn from Swaziland, Zimbabwe, Zambia, Mozambique, South Africa, Malawi
<b>Countries of Coverage and Sites</b>	Blantyre, Malawi
<b>Period (Year)</b>	2009
<b>5. Title</b>	<b>Food Security and Economic Growth project (FSEG)</b>
<b>Donor/Partner</b>	Canadian Hunger Fund /CIDA-Canadian International Development Agency
<b>Target</b>	7 NGOs, Cooperative Unions, Government Extension Officers
<b>Countries of Coverage and Sites</b>	Ethiopia (Benshangul Gumuz regional State)
<b>Period (Year)</b>	2012/2013
<b>6. Title</b>	<b>Smallholder Commercialization, Market Access and Value chain analysis</b>
<b>Donor/Partner</b>	Food and Agriculture Organization - Somalia
<b>Target</b>	6 Local NGOs, Farmer Organizations
<b>Countries of Coverage and Sites</b>	South and Central Somalia
<b>Period (Year)</b>	2013
<b>7. Title</b>	<b>The Regional Integration Support Programme (RISP)-capacity building of Cassava clusters</b>
<b>Donor/Partner</b>	Food and Agriculture Organization - Somalia
<b>Target</b>	6 Local NGOs, Farmer Organizations
<b>Countries of Coverage and Sites</b>	South and Central Somalia
<b>Period (Year)</b>	2013





Model	Description
<b>8. Title</b>	<b>Provision of Services to improve business &amp; market linkages between small and medium agro-enterprises (SMAEs) and their customers and suppliers</b>
<b>Donor/Partner</b>	Food and Agriculture Organization
<b>Target</b>	Farmer Organizations, SMAEs, Ministry of Agriculture Extension staff
<b>Countries of Coverage and Sites</b>	Kenya (Country wide)
<b>Period (Year)</b>	2012-2013
<b>9. Title</b>	<b>Smallholder Commercialization and Market Access</b>
<b>Donor/Partner</b>	Government of Kenya
<b>Target</b>	Ministry of Agriculture District Agricultural Officers, District Agribusiness Development officers and Extension staff
<b>Countries of Coverage and Sites</b>	Kenya (Countrywide)
<b>Period (Year)</b>	2012
<b>10. Title</b>	<b>Provision of Business Development services to USAID-KHCP Partner Institutions in Western Kenya</b>
<b>Donor/Partner</b>	Government of Kenya
<b>Target</b>	Ministry of Agriculture District Agricultural Officers, District Agribusiness Development officers and Extension staff
<b>Countries of Coverage and Sites</b>	Kenya (Countrywide)
<b>Period (Year)</b>	2012
<b>11. Title</b>	<b>Value Chain Development for Agricultural Commodities</b>
<b>Donor/Partner</b>	AFRACA East Africa
<b>Target</b>	Micro Finance Institutions
<b>Countries of Coverage and Sites</b>	Kenya
<b>Period (Year)</b>	2009
<b>12. Title</b>	<b>The Ginnery Business Model Upgrading in Eastern and Western Regions of Kenya</b>
<b>Donor/Partner</b>	FAO
<b>Target</b>	Cotton Cooperatives, Gineries
<b>Countries of Coverage and Sites</b>	Kenya (Eastern, Nyanza and Western Provinces)
<b>Period (Year)</b>	2011



Model	Description
13. Title	<b>Smallholder Market –led Commercialization through the Commercial Villages Model</b>
Donor/Partner	FAO, BMGF, AGRA, USAID, WVT, WVK, Rockefeller Foundation, Grameen Foundation
Target	Farmer organization, Commercial Villages, Government Extension Staff, Private Companies
Countries of Coverage and Sites	Kenya, Uganda, Malawi, Rwanda, Tanzania, Somalia, Ethiopia
Period (Year)	Continuous

### Sample List of Training Modules, Manuals and Training aids developed by FCI

- i. Management of farmer organizations/Cooperative management
- ii. Leadership and Governance for farmers organizations, Cooperatives and Commercial Villages
- iii. Market environment analysis
- iv. Market Research and Information Systems
- v. Business Planning for business and farmer organizations
- vi. Market planning
- vii. Marketing strategies for smallholders
- viii. Marketing communication and promotions
- ix. Value chains and smallholder market intermediation
- x. Value chain partnership development
- xi. Market and distribution systems
- xii. Market led smallholder commercialization
- xiii. Community-based collective marketing
- xiv. The Commercial Villages Model
- xv. The process of implementing smallholder community commercialization
- xvi. Assessing smallholder commercialization impact
- xvii. Product development and value addition
- xviii. Business Development Services
- xix. Customer Service and management
- xx. Business competitive strategies

