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AARINENA GLOBAL POST-HARVEST INITIATIVE

Meeting of the adhoc Committee of the Development of a
Global Partnership Program on the theme of Linking
Smallholder Farmers to Markets

Al Ain – Abu Dhabi / UAE

22 – 23 February 2006



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Market-orientation for Networks Project

by

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Background



- Situation now
- Desired situation at the end of project
- What will have changed.

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Project description

Development goal

To establish a comprehensive data collection, analysis and reporting systems for all stakeholders of the targeted commodities (dates, olives, cotton and medicinal plants), with an aim of building national capacity in the field of market orientation.



A letter preparation and an action mode for all stakeholders in the market and supply chains of the four sub-sectors is another important goal of the project. This will consequently enhance the livelihood options for the small scale farmers.



Purpose

The main purpose is to assist the sub-sectors (dates, olives, cotton and medicinal plants) to correctly respond to market needs and enhance their competitiveness. There is an urgent need to identify and evaluate all organizational options that provide effective and equitable linkages between the small-scale sector of developing countries (farmers, processors and traders) and alternative domestic and export oriented markets.





Expected output

- Real and exact data and knowledge about market and supply chains, as well as other aspects of the sub-sectors, is available for use by research and development institutions.
- Major constraints and opportunities for the sub-sectors are identified along with the corresponding solutions and recommendations yielding to the preparation of respective programme proposals for the decision-makers.
- A methodology of mapping and characterizing market and supply chains as the basis for identifying key points of interventions, is to be developed for each of the four sub-sectors (dates, olives, cotton, and medicinal plants).
- The profitability and competitiveness of selected market chains for each commodity (dates, olives, cotton, and medicinal plants).
- A management of these supply and market chains and their respective support services, will be available and periodically updated.
- Lessons learned, good practice and regulatory recommendations have been drawn up based on the analysis of selected crops (dates, olives, cotton, and medicinal plants) and the respective field experiences.



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Principal activities and research methodology

- conduct a study for the selected commodity (i.e: dates) to evaluate and synthesise suitable cases / experiences, methodologies, approaches and tools.
- identify potential actors / stakeholders / institutions of the different market and supply chains with their activities, interests, ideas and problems.
- organizing several fora , using a combination of virtual and actual meetings, for bringing together the identified stakeholders with the objective of:
 - Documenting and exchanging experiences;
 - Developing the conceptional frameworks;
 - Prioritizing mechanisms for equitable / sustainable mainstream of products and markets;
 - Identifying situations where these mechanisms can be implemented; and
 - Methods for monitoring and evaluation of these experiences.



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Principal activities and research methodology

- Implementing of the mechanisms agreed in 3, with adopted outcomes, through the launching of feasibility studies, business plans for new supply and market chains arrangements and the establishment of innovative support systems.
- Analysis of obtained results and development of appropriate extension materials (manuals, guides, CDs, web sites,...) for dissemination.
- Development of an action plan (follow-up project) for each commodity for scaling out of successful experiences and diffusion of recommendations of all stakeholders including policy makers.






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Innovative nature of the project

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- The present project will directly build on already existing networks (dates, olives, cotton, and medicinal plants) as well as on the ongoing national and regional projects. There are also several case studies already implemented per trade divisions of various organizations and agencies.

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- The innovative approach of the present project will be based on combining both horizontal and vertical analyses for each commodity with the possibility of having a model per network that can be generalized immediately after its successful trial. Another innovative characteristic of the project is the participatory approach of growers, processors and traders that are all aware of demand and requirements of the respective markets.
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Target beneficiaries

- The present project will be of benefit to all stakeholders involved in the production, processing and marketing levels, namely farmers, processors, traders, packers, manufacturers and also consumers.
- Higher incomes will be ensured to the small-scale farmers, who are usually cheated of their effort / real value of their products. Furthermore, there are presently too many traders and only the appropriate ones will remain but with a better off situation. The project will aim at more constant and sustainable supply of merchandise with an improved quality which will consequently affect positively the processors, packers and manufacturers. Affordable prices and greater availability of products will directly benefit to the consumers.



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Project partners

Depending on which network(s) will be first selected for the implementation of the present project, it is only then that collaborating institutions (per country from and outside the region) will be identified. Herebelow, the liberty was taken to adapt this part to the date palm sub-sector.



- Date Palm Global Network.
- Ministries of Agriculture and specialized date palm institutions in the AARINENA member countries (UAE University / United Arab Emirates; National Date Palm Center in Al Hassa / Kingdom of Saudi Arabia; Agricultural Authorities in other GCC countries).
- National Agricultural Research Centers (NARCS and GFAR).
- Date Palm Friends Society (UAE).
- Private sector / date palm factories and associations in North Africa and Middle East (AARINENA region).
- Consumer organizations in date growing countries.
- National and regional institutions in date growing countries.
- Local community organizations, associations, producers' organizations and enterprises and their support institutions (public sector and NGOs).

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Institutions from outside the region that could participate:



- Food and Agriculture Organization of the United Nations (FAO);
- Arab Organization for Agricultural Investment and Development (AAAID);
- Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ).

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Potential Donors

There is a need to contact (lobby for the present project) all international donor agencies and bodies that have interest in poverty alleviation, agriculture development and national capacity building. (The following list is not an exhaustive one and additions are welcomed).



- United Nations Development Program (UNDP);
- World Bank;
- United States Agency for International Development (USAID);
- European Community;
- Arab Fund for Social and Economic Development (AFSED);
- International Fund for Agricultural Development (IFAD);
- Islamic Development Bank (IDB);
- Arab Authority for Agricultural Investment and Development (AAAID);
- and
- Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ).

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Thank you

