

Identifying Market Opportunities for Rural Smallholder Producers



C. Ostertag, M. Lundy, M. Gottret, R. Best and S. Ferris

The International Center for Tropical Agriculture (CIAT) is a not-for-profit organization that conducts socially and environmentally progressive research aimed at reducing hunger and poverty and preserving natural resources in developing countries. CIAT is one of the 15 centers funded mainly by the 64 countries, private foundations, and international organizations that make up the Consultative Group on International Agricultural Research (CGIAR).

CIAT also receives funds for research and development services provided under contract to a growing number of institutional clients.

Information and conclusions reported in this document do not necessarily reflect the position of any donor agency.

About the Partners

ASARECA FOODNET (Association for Strengthening Agricultural Research in Eastern and Central Africa)

FOODNET is ASARECA's post harvest and market research network for East and Central Africa. The network was established in 1999 and focuses on market analysis studies, market information, agroenterprise development, and related business development support services. FOODNET works in collaborative partnerships with research and development partners from the public and private sector.

Catholic Relief Services

Catholic Relief Services was founded in 1943 by the Catholic Bishops of the United States. Their mission is to assist the poor and disadvantaged and promote development of all people and to foster charity and justice throughout the world. CRS operates on 5 continents and in over 90 countries. CRS aids the poor by first providing direct assistance then encouraging these people to help with their own development.

CIPASLA

Cipasla, an inter-institutional consortium that fosters sustainable agriculture in hillsides, was founded in 1993 and is based in Pescador, a village in northern Cauca department, located in south-western Colombia. In its first phase, Cipasla included twelve public and private agencies and its structure involved a support committee consisting of community representatives. Cipasla's agenda encompasses community organization, environmental education, soil and water conservation, integrated crop management, marketing and agro-industry. Several CIAT projects have implemented research activities in this region, which is considered to be a pilot site.

About the Donors

CIDA

Canadian International Development Agency's mandate is to support sustainable development in developing countries to reduce poverty and contribute to a more secure, equitable, and prosperous world. The Agency's work is concentrated in the poorest countries in Africa, Asia, and Latin America. CIDA's program is based on the Millennium Development Goals, to which it contributes through four key areas: social development, economic well-being, protection, conservation, and management of the environment and governance.

DFID

The Department for International Development (DFID) is the part of the UK Government that manages Britain's aid to poor countries and works to reduce extreme poverty. DFID's work aims to bring people out of poverty through programs that settle conflicts, increase trade and improve health and education.

IDB

The Inter-America's Development Bank was established in 1959 as a development institution with novel mandates and tools. The IDB is the oldest and largest regional development bank. It is the main source of multilateral financing for economic, social and institutional development projects as well as trade and regional integration programs in Latin America and the Caribbean.

IDRC

The International Development Research Centre (IDRC) is a public corporation created by the Parliament of Canada in 1970 to help developing countries use science and technology to find practical, long-term solutions to the social, economic, and environmental problems they face. Support is directed toward developing an indigenous research capacity to sustain policies and technologies that developing countries need to build healthier, more equitable, and more prosperous societies.

SDC

The Swiss Agency for Development and Cooperation (SDC) is organized and funded by the Swiss government and operates by financing programs both directly, and in partnership with, other agencies to countries around the world.

USAID

The United States Agency for International Development is an independent federal government agency that aims to further America's foreign policy interests in expanding democracy and free markets while improving the lives of the citizens of the developing world. USAID supports long-term and equitable economic growth and advances U.S. foreign policy objectives by supporting: economic growth, agriculture and trade; global health; and democracy, conflict prevention and humanitarian assistance.

CIAT Rural Agroenterprise Development
Good Practice Guide 3

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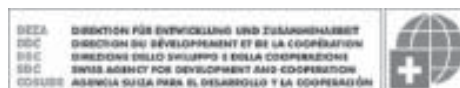
C. Ostertag, M. Lundy, M. Gottret,
R. Best and S. Ferris



Canadian International
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Canada



Centro Internacional de Agricultura Tropical
International Center for Tropical Agriculture
Apartado Aéreo 6713
Cali, Colombia
Fax: +57 (2) 4450073
E-mail: c.ostertag@cgiar.org

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AGROVOC descriptors in English:

1. Markets.
2. Farmers.
3. Small farms.
4. Small enterprises.
5. Rural development.
6. Marketing.
7. Value added.
8. Market research.
9. Marketing techniques.
10. Profitability.

Local descriptors in English:

1. Agroindustrial development.
2. Productive chains.

AGROVOC descriptors in Spanish:

1. Mercados.
2. Agricultores.
3. Explotación en pequeña escala.
4. Empresas pequeñas.
5. Desarrollo rural.
6. Mercadeo.
7. Valor añadido.
8. Investigación de mercados.
9. Técnicas de mercadeo.
10. Rentabilidad.

Local descriptors in Spanish:

1. Desarrollo agroindustrial.
2. Cadena productiva.

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About the Authors

Carlos Felipe Ostertag

Corresponding author, based in CIAT headquarters, Cali, Colombia. Dual Colombian/United States of America National.

Senior Marketing and Business Administration Officer, Rural Agroenterprise Development project.

E-mail: c.ostertag@cgiar.org

Mark Lundy

Based in CIAT headquarters, Cali, Colombia. United States of America National.

Senior Research Fellow, Rural Agroenterprise Development project.

E-mail: m.lundy@cgiar.org

María Verónica Gottret

Based in CIAT headquarters, Cali, Colombia. Bolivian National.

Senior Research Fellow, Rural Agroenterprise Development project.

E-mail: m.gottret@cgiar.org

Rupert Best

Based in FAO offices, Rome, Italy. British National.

Senior Technical Advisor for the Global Forum for Agricultural Research.

E-mail: rupert.best@fao.org

Shaun Ferris

Based in CIAT headquarters, Cali, Colombia. Dual British/Australian National.

CIAT Project Manager, Rural Agroenterprise Development project.

E-mail: s.ferris@cgiar.org