



Figure 19. Prioritising critical points in the market chain and activities to address them.

Table 16. An example list of prioritised interventions and associated chain actors.

	Farmer group	Trader/ Entrepreneur	Government extension/NGO	Retailer/Processing factory
Market evaluation	Making decisions on what to sell	Investigating market options	Confirming production requirements	Information on product quality required
Pre-production	<ul style="list-style-type: none"> <li>New variety</li> <li>Arrangement of savings scheme</li> </ul>	Supply of inputs	Experimenting with new varieties	
Production	Irrigation			
Post harvest	Storage facilities	<ul style="list-style-type: none"> <li>Bulk sales of 5 tonnes</li> <li>Access to milling machine</li> </ul>	Linking farmer groups with contract buyer	
Market sales	Collective action			Contract with farmer group for 50 tonnes of produce

Table 17. Actions to be taken at specific points in the market chain.

Activity	Actions		
	Short	Medium	Long
<b>Enterprise development</b>			
Marketing			
Production			
Post harvest			
Processing			
Business organisation			
<b>Research/Innovation</b>			
Marketing			
Production			
Post-harvest			
Processing			
Marketing			
Business organisation			