
Enabling small farmers to access overseas market

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Published: 10/24/2008 - 04:39

Focus Themes:

Supply/value chains, market access and linkages

To which sector/s of agribusiness does the solution apply? :

Horticulture

Logistics

Market Info / Intelligence

Other

logistics:

Cold Chain

Transportation

Please name:

Mahagrapes

Please describe the solution /project. :

Creating Farmers' organization that enhanced feasibility of export of fresh horticulture produce through economies of size, better technology and knowledge sharing.

What problem or market opportunity did it address? :

It addressed issue of the access for farmers to the premium overseas market. In spite of the excellent quality of produce, farmers had never ventured into export market. Export of Indian grapes was limited to the Gulf market via Air and not directly by farmers. Export of grapes to the quality conscious European market via Sea route by the farmers was the opportunity.

How was the solution developed? :

The solution was developed through interactions between various agencies, most importantly farmers' leadership under Mr.Sopan Kanchan, timely and time-bound support of the government agencies, mainly Maharashtra State Agricultural Marketing Board

What were the implementing stages of the solution?:

Market survey of European markets by farmers and gov. officials, finalizing road map, selection and import of the technology, dissemination and fine tuning of the same, development of infrastructure, training of the farmers

What challenges had to be overcome?:

Huge logistical and infrastructure problems, financial and trade related problems at least partially due to the then trade policy Tariff and non tariff barriers, fast changing market requirements

What are the main outputs / outcomes of the solution?:

Increasing export of fresh horticulture produce via sea, demonstration effect of the same Farmers' exposure to overseas markets, knowledge spillover of the same to other products Institutionalization of many sectors related to agriculture export Signaling of fresh agricultural produce area as potential export sector to policy makers

What are the lessons learned in implementing the solution? What factors were critical for its success? :

Quality and knowledge are the success mantras Vibrant farmer to farmer dialogue is a must. Assets such as post harvest centers should be owned by the users.

How long was the duration of the project / how long was required for the solution?:

There was no fixed duration of the project but within four years Mahagrapes became self reliant.

Which institutions / organizations are supporting the implementation of the solution? :

Local / national government agencies

Please name:

Maharashtra state agriculture marketing board, National corporation for developement of cooperation

What are the key areas of impact?:

Social

Capacity building/ Training

Trade

Productivity

Employment

Quality

How is the impact evaluated?:

No systematic impact evaluation study has been undertaken.

How was the solution financed?:

Local/national government

Were alternative sources of finance considered?:

Yes

Please Specify:

Banks

How can the sustainability of the solution be ensured?:

The organisation should be able to sustain itself by being active in Export market.

Is there a cost recovery scheme in place?:

Yes. The post harvest packing centers are owned by the member cooperatives. That was financed by NCDC. The societies were to repay these by pre-decided EMIs.

Are beneficiaries able / willing to pay for services?:

Yes. They have paid back the finance for post harvest centers.

What are the future plans for the implementing institution?:

More markets and a separate division for domestic marketing is on the cards.

Are there expansion plans for new services – new potential beneficiaries?:

We already have started technical services for non members.

Can the solution be replicated/scaled up to cover other areas/regions/countries/groups/products? :

This solution is applicable to marketing of any agriculture produce, where demand is centralized and supply is scattered amongst many small farmers. This is applicable to all developing countries.

In which way can this be achieved and what resources would be needed in order to replicate/scale up the solution? :

By forming farmers groups, giving them more and more exposure through sharing of experiences and visits

What should be considered in the implementation?:

Market scenario is the key, knowledge sharing of market information, quality parameters to farmers. Their ability to absorb the technology.

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