

# Agricultural marketing and other publications from FAO

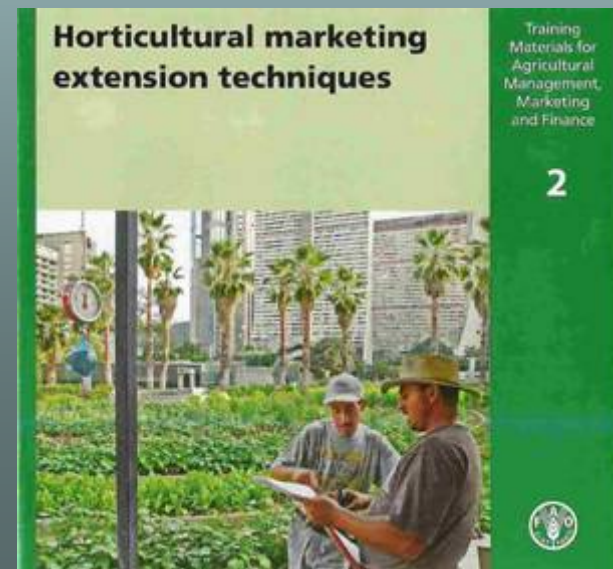
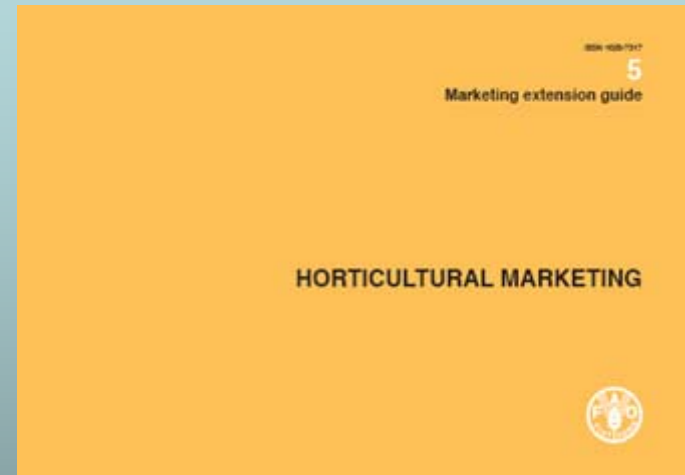
Andrew Shepherd  
FAO

- Horticultural marketing guide and related videos;
- Marketing extension guides;



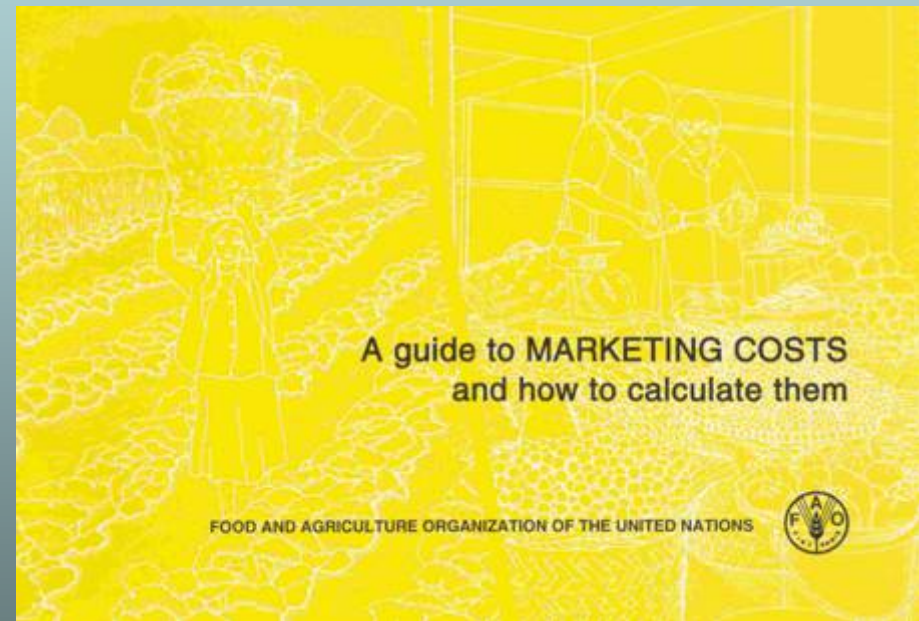
# Horticultural marketing guide and videos

- aim to help extension workers to understand how to assist farmers to market horticultural products, with emphasis on working with traders;
- the guide also provides basic post-harvest advice.



# Marketing costs

- guide aims to create a better understanding of all costs involved with marketing;
- covers costs of preparation, handling, transport, losses, storage, processing as well as capital costs

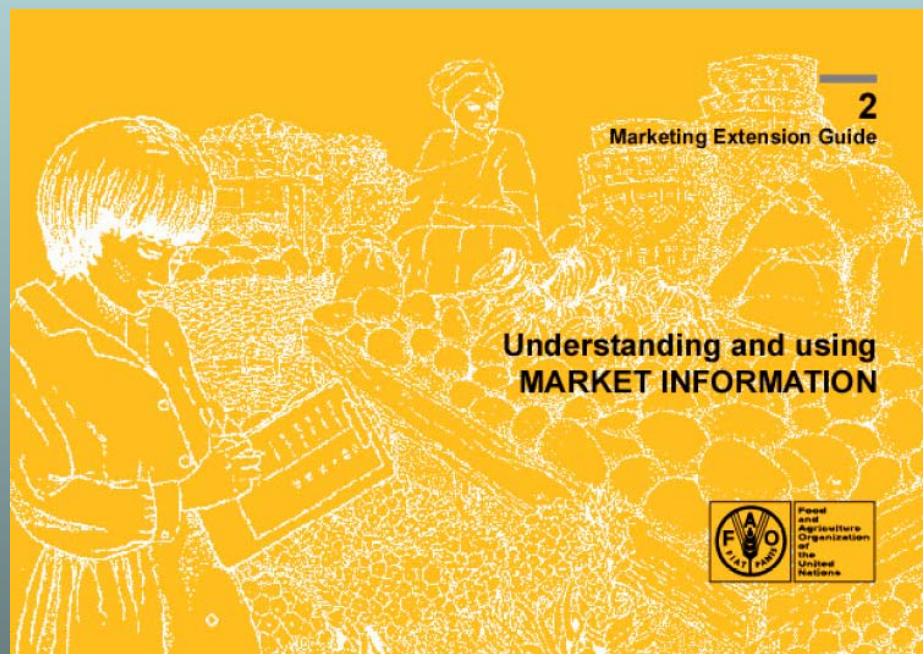


# Understanding and using MARKET INFORMATION



# Understanding market information

- designed to enable extension workers to advise farmers on how to interpret and use prices provided by market information services;
- discusses why prices change; prices at different stages of the marketing chain; using market information to negotiate and to plan future production



# Market research

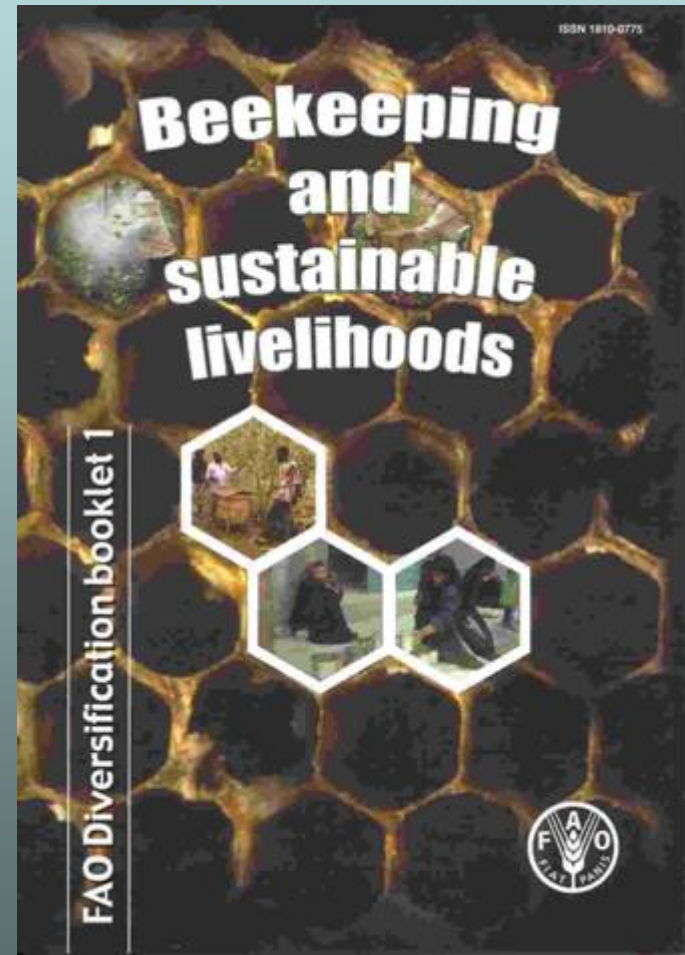
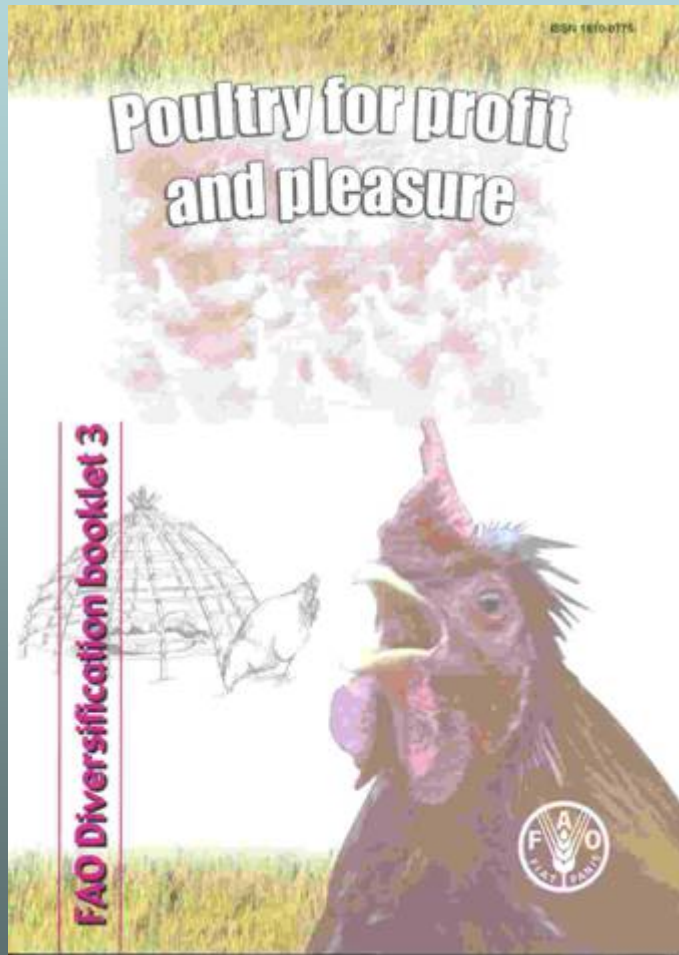
- aimed at small and medium agroprocessors;
- covers how to test consumer attitudes to the products; how to assess the size of the market; how to research distribution channels for the products; promoting products, and calculating the feasibility of the business



- provides advice to management of contract farming companies on how to improve their operations;
- advises governments seeking to promote contract farming on the necessary enabling environment;
- emphasizes that sustainable contract farming arrangements are only possible when the various parties see themselves involved in a long-term partnership.



# “Diversification” booklets





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## LINKING FARMERS TO MARKETS

### □ Agricultural Marketing

- **Linking Farmers to Markets**
- Marketing Policy
- Agricultural Market Information Services
- Marketing Extension
- Urban Food Marketing
- Market Infrastructure and its Management
- Farm Input Marketing
- Contract Farming

We present here a selection of brief case studies of ways in which farmers have linked with markets, through their own efforts and with assistance from others. Not all can be considered success stories, because in some cases problems have been encountered, but all illustrate different approaches to improving farmers' market access. This site is very much a "work in progress." Comments and additional case studies would be much appreciated. Please contact [Andrew.Shepherd@fao.org](mailto:Andrew.Shepherd@fao.org).

### Types of linkage

In this limited collection the following broad categories of linkage can be identified:

#### ■ **Farmer-to-trader linkages**

Five case studies (from Colombia, Ecuador, Indonesia, Myanmar and Thailand) illustrate how traders and farmers have develop markets together. Two other studies - from Bangladesh and El Salvador - illustrate the important role that can be played by donors and NGOs.

#### ■ **Linkages through a leading farmer**

Producers in Mindanao, Philippines, sell lettuce to Manila, coordinated by the leading farmer. In Chiang Mai, Thailand a vegetable growers' group markets through their Chairman, who acts as the buyer.

### What's new

- Latest publications of FAO's Agricultural Marketing Group

### Links

- ACIAR - Linking Farmers with Markets
- Regoverning Markets - market access for small-scale producers

### Contact us

- [AGS-registry@fao.org](mailto:AGS-registry@fao.org)

### Publications

- A complete list of our publications on agricultural marketing and related topics

Thank you.