GROUP A

As you have stated over the past few days...“The future belongs to the organized.” Let us look at this closer.

Collective marketing, training, input procurement or all of the above is being proposed by virtually every organization working with smallholder maize producers—yet, it appears many are not learning from their past failures in collective maize marketing.

In the case of marketing, it is very costly for farmers to lose their produce when we don’t learn.

Task: Design a collective marketing model that will work for smallholder maize producers in East Africa.

What would be critical in your design for success? How will your models be different given lessons learned?
GROUP B

Shifting the perspective of agriculture in East Africa.

Task: In order to provide the services needed for small maize producers to increase their income through marketing, how would you redesign extension services needed?

Should extension programs be part of early education to educate youth regarding agriculture?
GROUP C

Task: How would you design a program, like NAAIAP, with the objective to catalyze smallholder maize commercialization that does not interfere with private sector role?

Who is the private sector? Farmers, handlers, millers, input dealers, financiers, markets?