



Market Linkages and Agribusiness

Supporting upcoming women entrepreneurs on their path to a sustainable
agribusiness



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Centre de recherches pour le développement international





Marketing
and Agro-
enterprise
development



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Welcome

My Agripreneur Sistas

Me- that is who, exactly

Agenda



Agriculture, Agribusiness
and Marketing

Agricultural Marketing

Cup of bush tea

Q&A

Objectives

01.

Examine Agribusiness and Market Linkages

02.

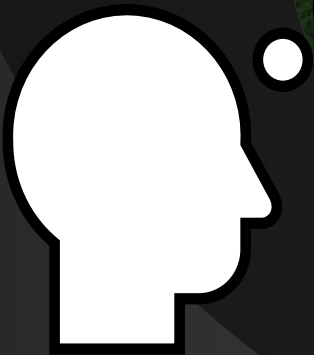
Examine the activities that go into agricultural marketing.



Programming for success

ME- That is who, exactly?

Activity



Me. That is who, exactly?

A. I am very (name 3 great personality traits)

Patient, selfish, generous, kind, caring, sophisticated, loud, etc

1..... 2.....3.....

A. I am good at

1..... 2..... 3.....

A. I have difficulty with

1..... 2..... 3.....

A. My 3 greatest experiences in business (profession) are

1..... 2..... 3.....

A. My main learning type is

1.....

(Learning by doing, visual learning, full analysis first learning etc

A. How do I tackle a project/personal challenges? What is special when I do so?

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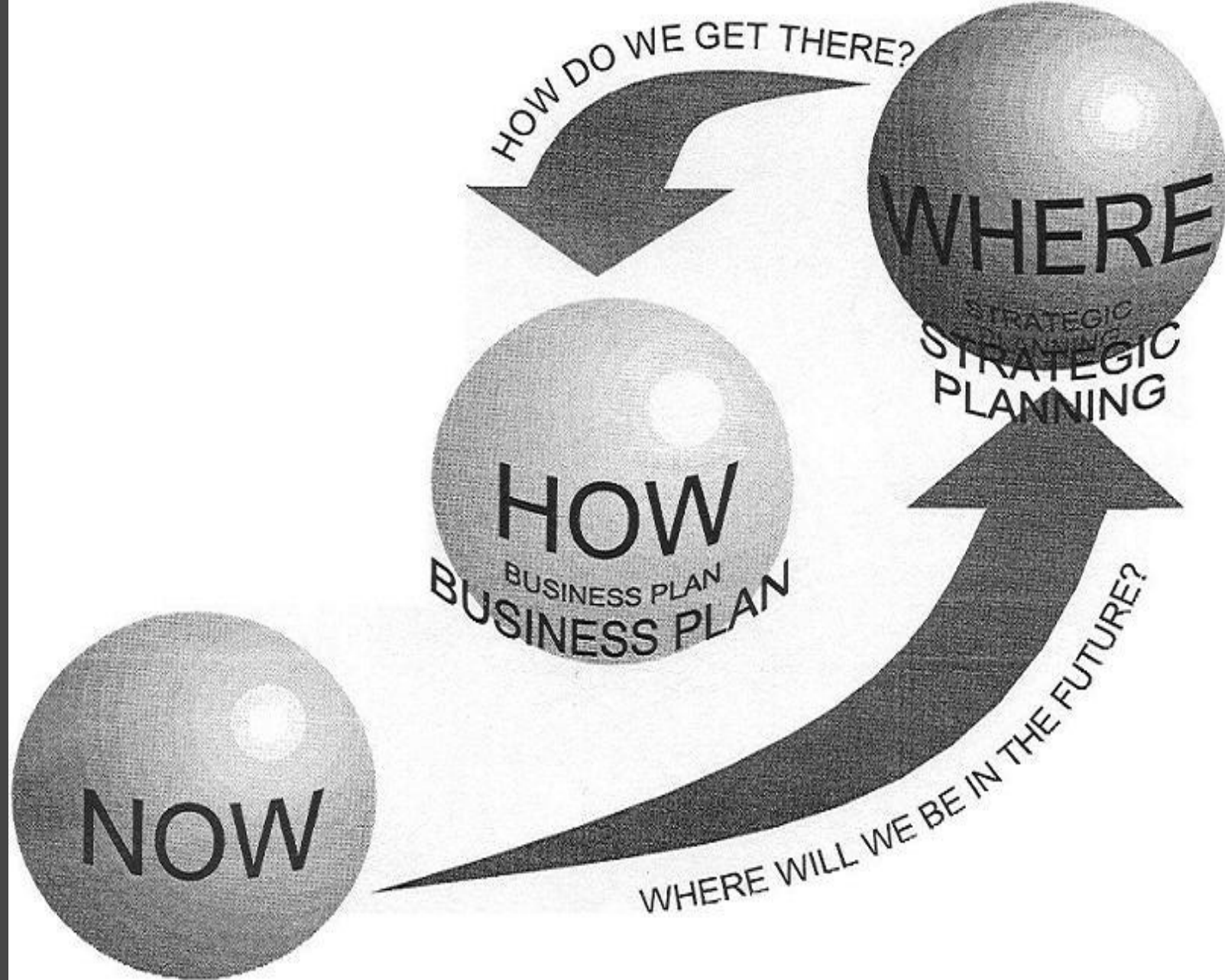
A. What is important to me?

Independence, Peace, Relaxation, Harmony, Security, Friends, Family etc

.....

Subheading Here

THOUGHTS...





- **Agriculture is not a way of life!!**
- **Agriculture is a business.**
- **Creates wealth**
- **Promotes development and improve people's lives**



Subheading Here

What is Agriculture

Agriculture is often said to include all of the services and activities involved in producing plants and animals, and their products, and in getting them to the consumer. This includes agribusiness as well as production agriculture, or farming.

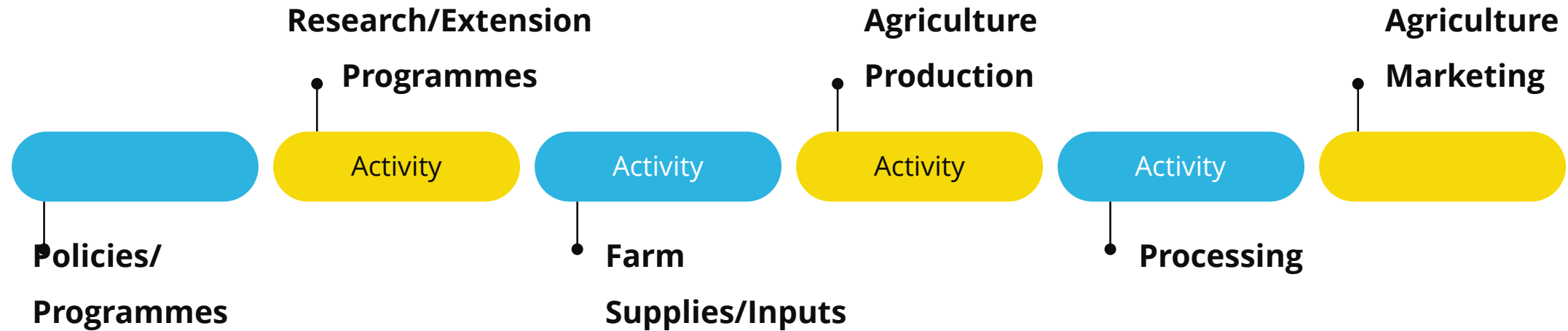
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What is Agribusiness

GROW WHAT YOU CAN
SELL. DON'T TRY TO
SELL WHAT YOU HAVE
GROWN!

Agriculture has evolved into agri-business and has become a vast and complex system that reaches far beyond the farm to include all those who are involved in bringing food and fiber to consumers . Agri-business include not only those that farm the land but also the people and firms that provide the inputs (for ex. Seed , chemicals , credit etc), process the output (for ex. Milk , grain , meat etc), manufacture the food products (for ex. Ice cream , bread , breakfast cereals etc.), and transport and sell the food products to consumers (for ex. Restaurants , super markets)..

Agribusiness Activities





Agribusiness



**Market Oriented
&
Profit Oriented**

DISCUSSION

What is marketing? Select what apply?

- A. Convincing people to buy things they do not really need at high prices
- B. All activities and services involved in moving a product from the point of production to the point of consumption
- C. Finding out male and female customer needs and satisfying these needs at a profit.
- D. Making people buy things so that they do not look poor or feel left out.

Put the following activities in the best sequence.

- A. Grow a crop
- B. Decide what crop to grow
- C. Find out what customers want to buy
- D. Identify a buyer
- E. Sell the crop

Which approach would you take?

- A. Grow the crops you usually grow, then try to find a buyer
- B. Find a new crop, grow it and then look for a buyer
- C. Find out what product customers want, then grow it

Marketing Begins When



01.

**Before
Planting**

02.

**After
Planting**

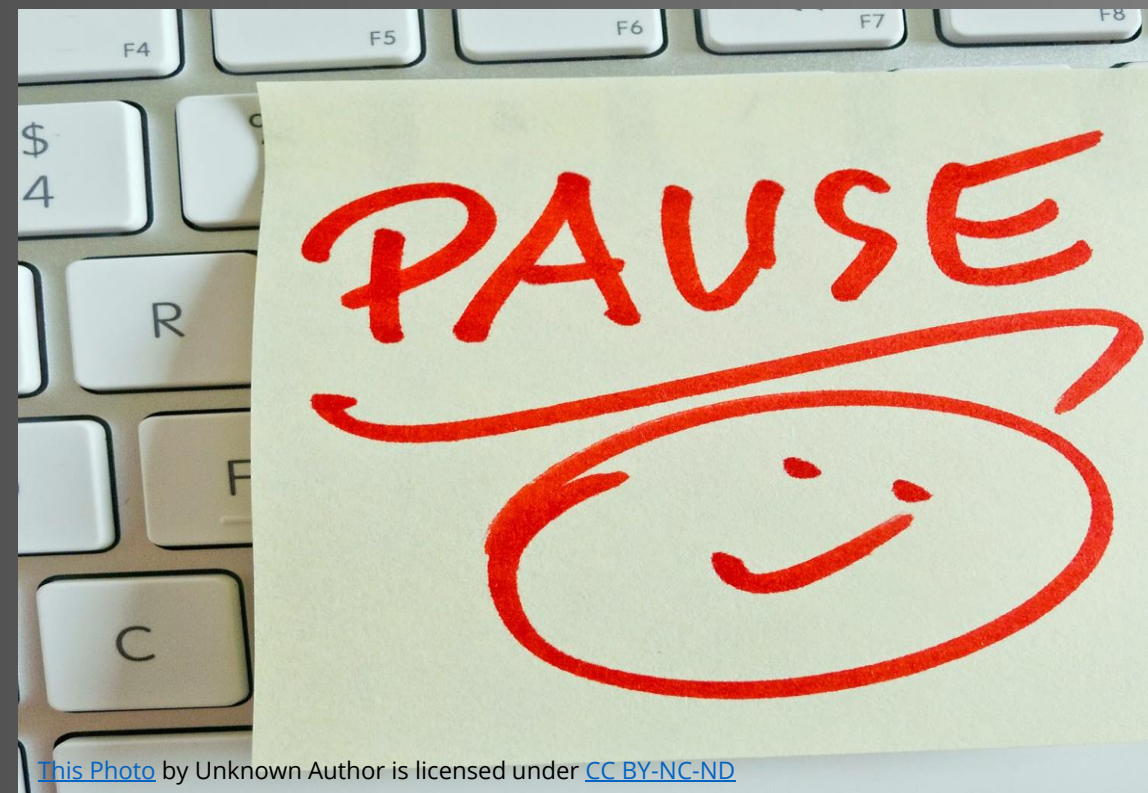
03.

None



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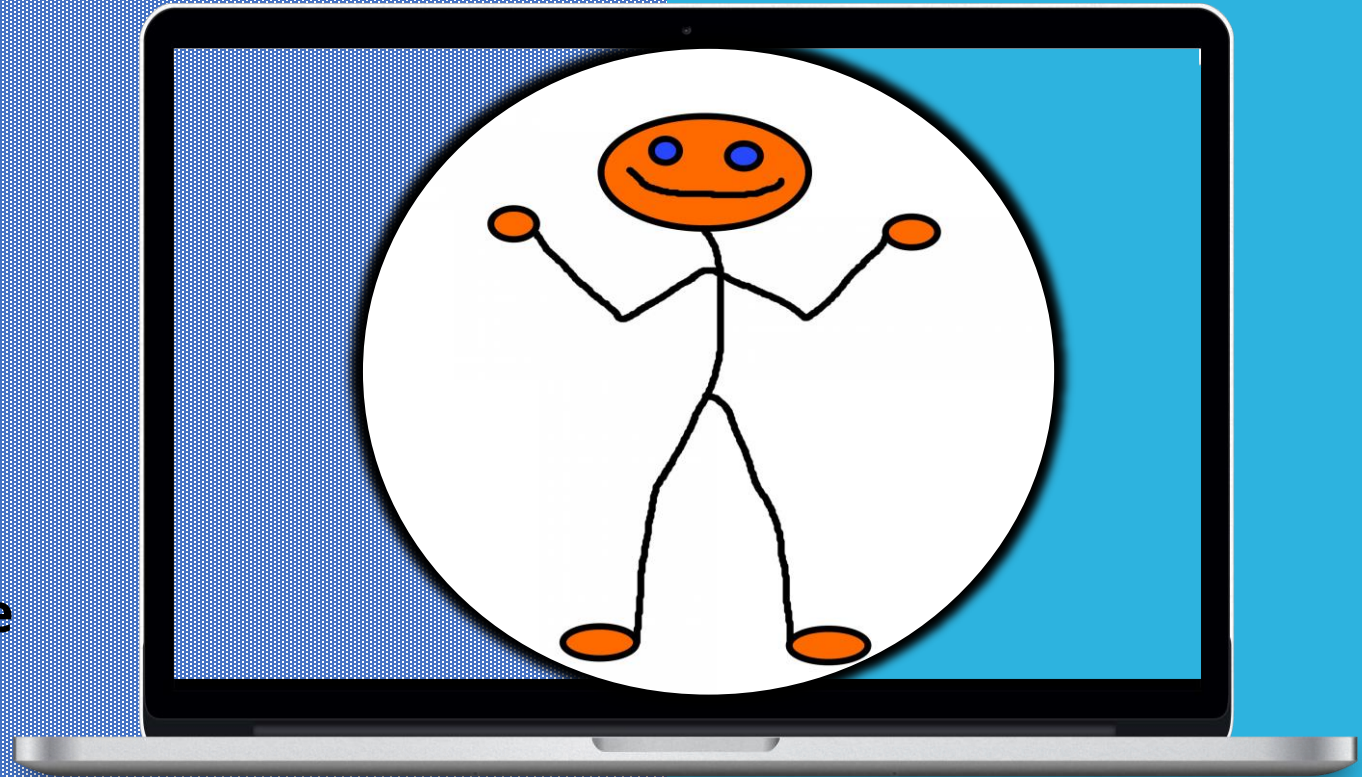
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Subheading Here

Ice Breaker

**Draw an image of yourself
doing your favourite activity.**

Stick animations are welcome



Subheading Here

Agricultural Marketing

GROW WHAT YOU CAN
SELL. DON'T TRY TO
SELL WHAT YOU HAVE
GROWN!

Agricultural
marketing is about
finding out what
consumers need
and then making a
profit by satisfying
those needs.





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Agricultural Marketing Activities

Also known as the activities commonly associated with marketing include cleaning, drying, sorting, grading and storage, as well as things like transport, processing, packaging, advertising, finding buyers and selling the product.



- What your customer wants



Planning



Right Product/Service

AGRICULTURAL MARKETING

DISCUSSION

What is a market?

- A. place where traders make money
- B. A place where farmers sell to traders
- C. A place where consumers must buy what is on offer
- D. A place where buyers and sellers can meet to exchange goods and services for financial gain

Match the Seller with the Market

| SELLER | BUYER |
|---|---------------|
| . In retail markets, retailers sell to ... | Large traders |
| In assembly markets, farmers sell to ... | Consumers |
| In wholesale markets, large traders sell to ... | Small traders |

Types of Market



01.

Farm Gate

02.

**Local Farmers
Market**

03.

**Wholesale
Market**

Types of Markets



01.

**Retail
Markets**

02.

Supermarkets

03.



Selecting Market

Where can farmers make the most Profit?

Supply

Demand

Market Segmentation

Calculate:

- Costs
- Income and
- Profits for selling in different markets.

A cup of bush tea(chamomile)

Physiology- Healthy Nutrition and exercise

Do something good for yourself everyday?
WHAT ARE YOU GOING TO DO? WHAT DID YOU DO?

Experience- surround yourself with positive energy. Fill your treasure chest with positive trinkets. What are you going to do?

Imagination- What you foresee is what you get!

Do this exercise everyday. Write down a main business activity for

Today

This week.....

In 2 years.....

Enjoy the tea!!!



Agribusiness



Q&A
You have
Questions
We have
Answers