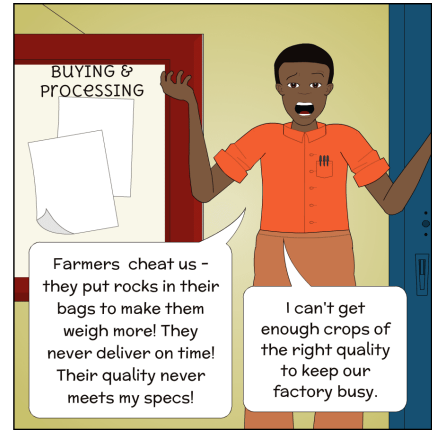
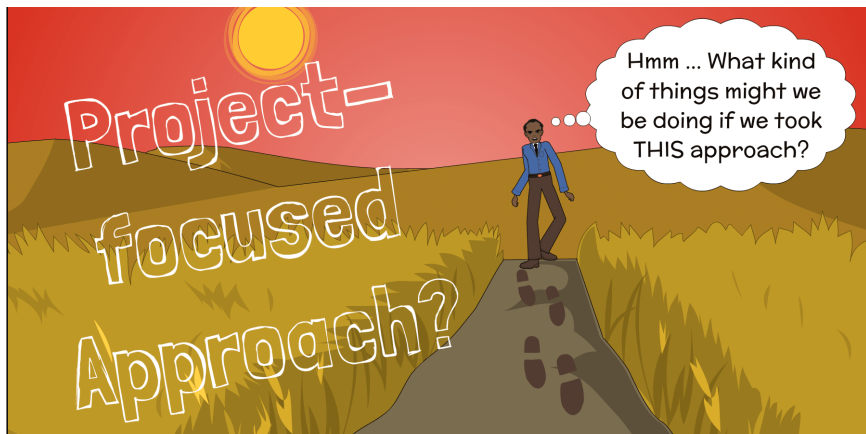


Market SYSTEMS Development
LEARNING Series
for Field Practitioners





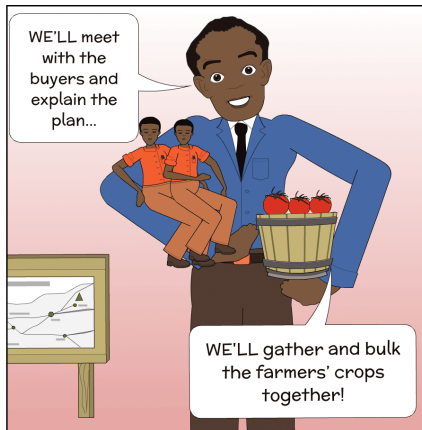
Hmm ... What kind of things might we be doing if we took THIS approach?



WE'LL meet with local communities!

... design the strategy for connecting farmers to buyers!

... assess and select which farmers can participate!



WE'LL meet with the buyers and explain the plan...

WE'LL gather and bulk the farmers' crops together!



WE'LL hire new project staff to do all of this work.

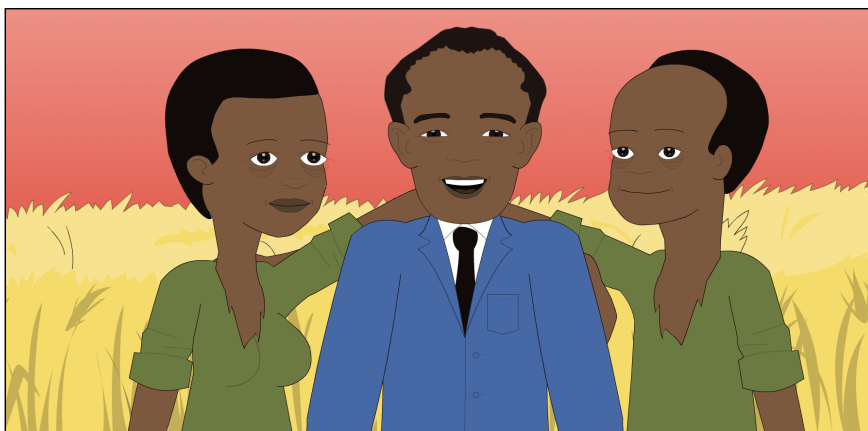


WE'LL work with farmers every step of the way! We'll help them to plan, to organize using inputs, to forecast production, and even to harvest!



WE'LL coordinate the collection of crops from farmers!

WE'LL collect payment from buyers and coordinate payment to farmers!



WE'LL raise new funds so that we can continue gathering farmers' crops together ... for even more buyers!



Or maybe WE could even privatize all of our functions by spinning-off a social enterprise!

