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Press Release

World Vision hosts Integrating Extremely Poor Producers into Markets Field Guide Training for organizations implementing USAID funded DFAPs

Manikganj, Dhaka, Bangladesh
Date: 31 August 2016

The **Nobo Jatra** Development Food Assistance Program (DFAP) led by World Vision Bangladesh (www.wvi.org/Bangladesh) organized a training for employees of three USAID Food for Peace funded DFAPs. Staff from World Vision Bangladesh, Winrock International, CARE Bangladesh, Helen Keller International, and local NGO partners participated in this training at Proshika HRDCT, Manikganj from 28-31 August 2016. The Chief of Party, Nobo Jatra Program, Rakesh Katal stated "The training is a rare opportunity to have all three DFAP Programmes in the same workshop and to learn about market development best practices and the implementation experiences of one another."

Three presentations on three USAID-Development Food Assistance Programme prompted different contextual discussion around Market Assessment in Haor, Char, Hill-tracts and south-western coastal region of Bangladesh. Market Systems Development for extremely poor people in this regions have different constraints like shortage of cultivable land, Migration, Communication, Low livelihood diversification, lack of capital, limited market, low price of products, involvement of the middlemen etc.

"Both input suppliers and buyers usually engage and benefit the upper-level producers, but extremely poor producers are not getting access in most of the cases, because they have no land and produce little to sell in the market. They don't have much capacity to give back to buyers and input suppliers"— one of the participants.

The Training is being facilitated by Dan Norell, Senior Technical Advisor from World Vision US and Nurul Amin Siddiquee, Technical Advisor, Agriculture and Market Systems, CARE USA.

The objectives of the Field Guide training included:

- Familiarity with value chain development and market systems development
- Understanding of constraints to market participation of extremely poor producers
- Understanding of tools for linking producers to suppliers and buyers
- Understanding of tools for linking producers to producers
- Understanding of tools to better integrate vulnerable groups such as women into value chains
- Understanding of market development approaches of other projects



The training also will begin a process to receive feedback from the participants so that the next fourth edition of the Field Guide.

It is expected that after the training the participants will be equipped with the practical tools that might help to increase market engagement of extreme poor through enterprise development.

Photo: Participants talking to a Para vet (Input Suppliers) in Field exposure

The training also discussed – different kinds of embedded services that Input suppliers and buyers can provide to the producers, ways of strengthening poor producers’ commercial relationship with buyers and suppliers, how producers’ groups can negotiate with buyers and other actors in the Market system, and other issues related to value chain.

Though it can be challenging, extremely poor producers can be engaged in the Market Systems through various mechanisms, e.g., incentives, smart subsidy, access to community land, embedded services, and gaining skills in negotiation.

The Field Guide is available on the USAID Microlinks website: <https://www.microlinks.org/library/integrating-extremely-poor-producers-markets-field-guide-third-edition>

