

Mapping the Market

Assessing Market Systems for & with the Poor

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A Market Systems Approach to Assessment & Intervention

- Becoming more “market literate”
- Developing a framework - the Market Map
- Using participatory approaches
- Facing challenges and learning

Making market chains work to benefit rural producers

Improving

- competitiveness
- linkages
- collaboration
- access to services
- enabling environment

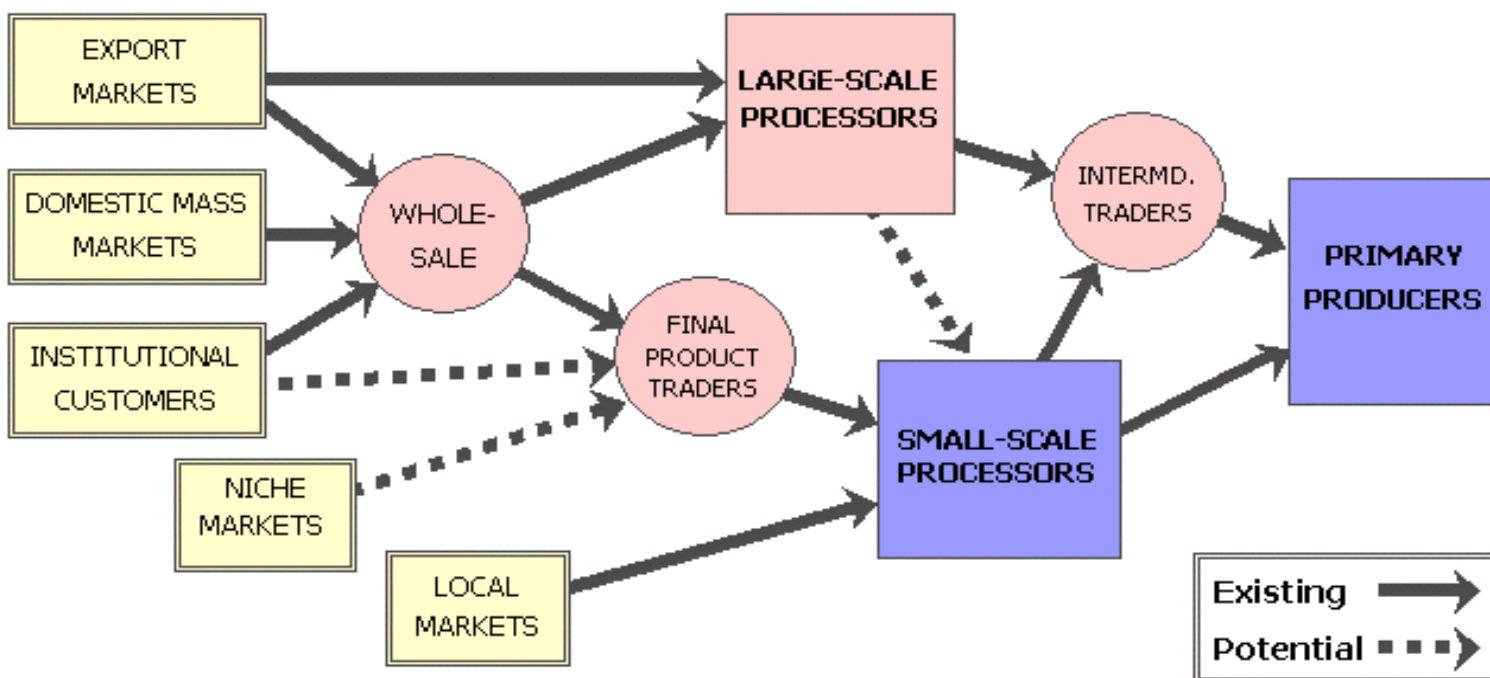


Developing a framework

Tools and approaches for analysis

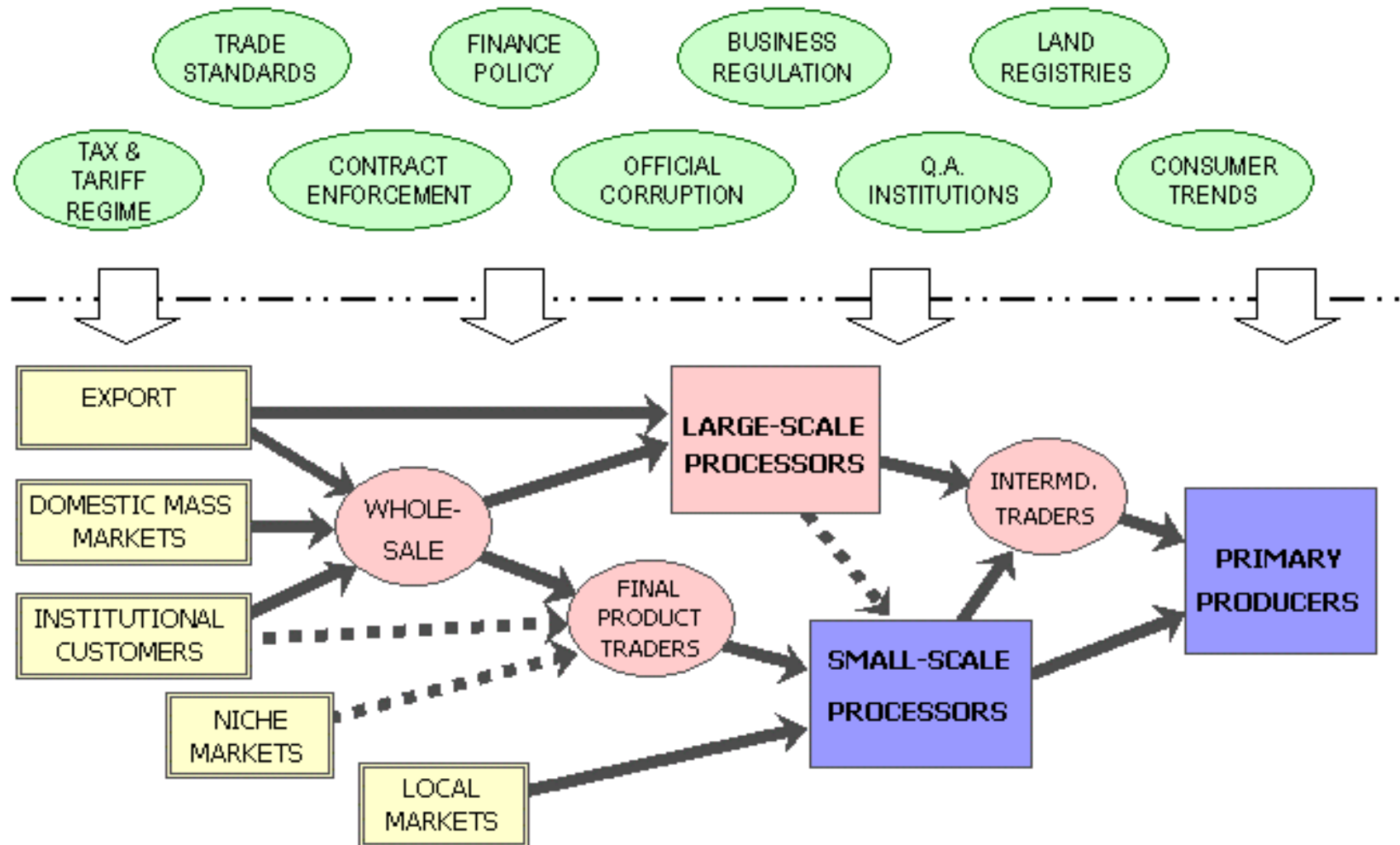
- Sub-sector analysis
- Sustainable Livelihoods framework approach
- Value Chain Analysis
- Integrated Agro-enterprise Project methodology (CIAT)

Market Chain Actors and Links (a generic schematic)

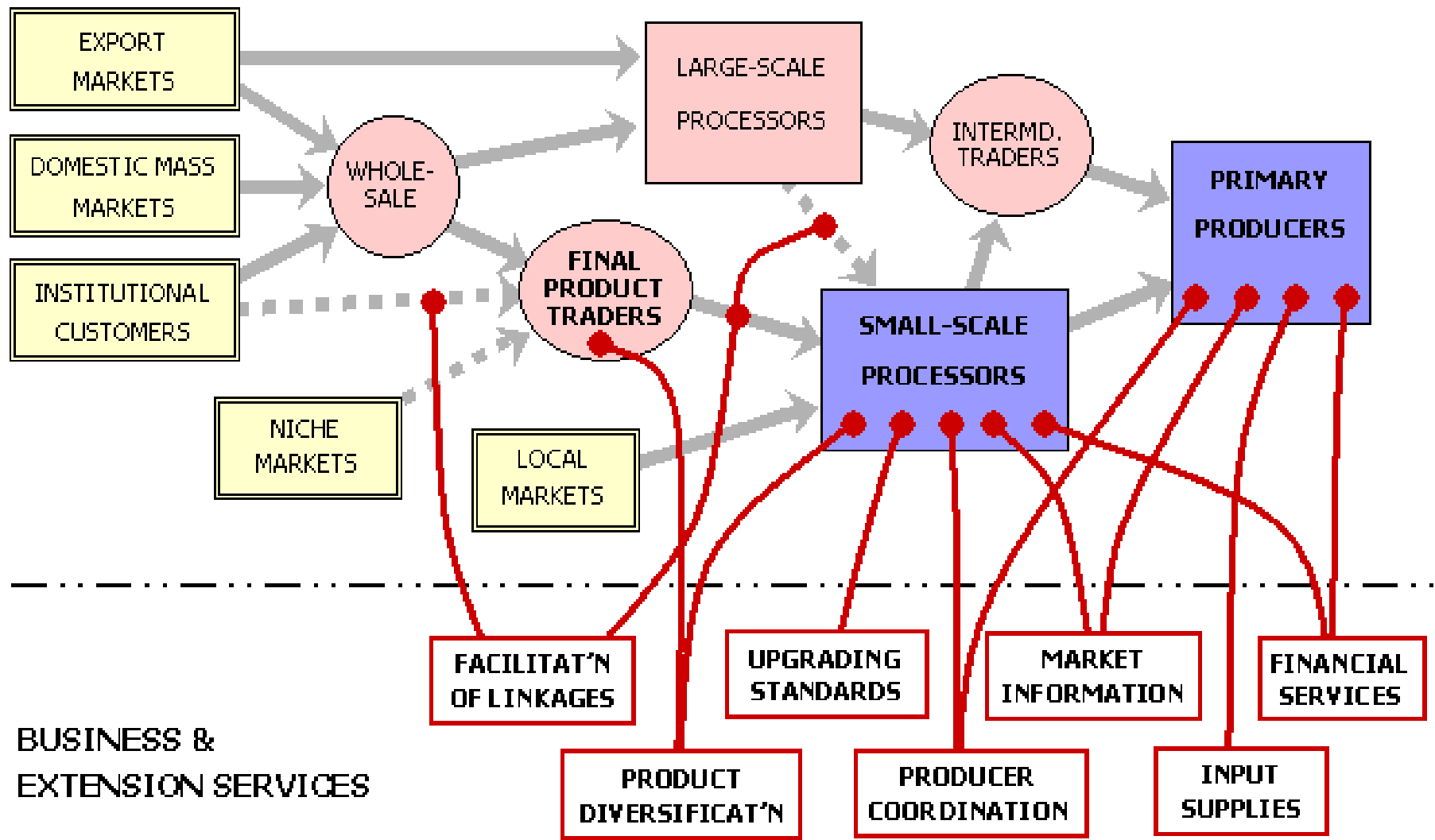


Enabling Environment (a generic schematic)

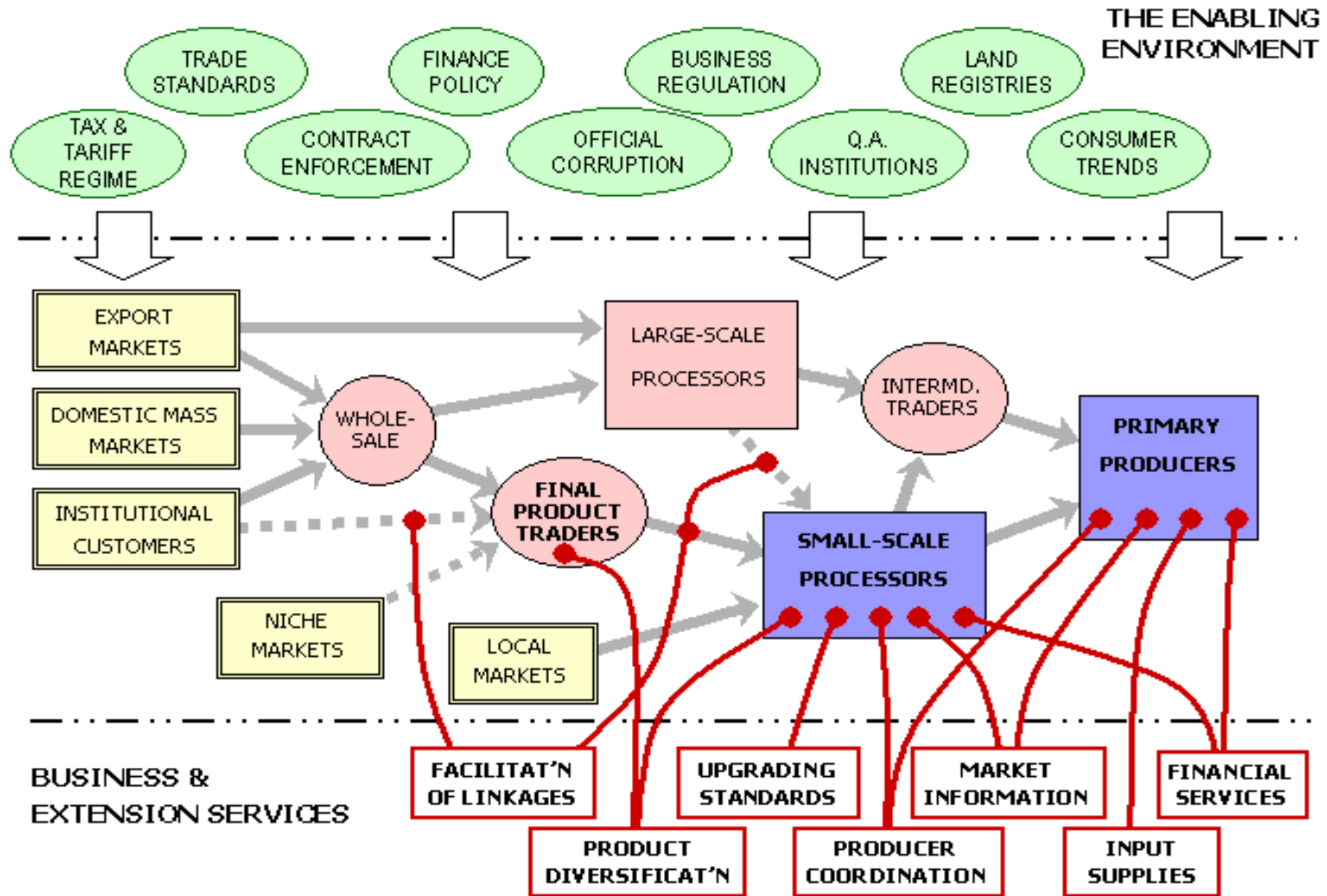
THE ENABLING ENVIRONMENT



Business & Extension Services (a generic schematic)



The Market Map (a generic schematic)



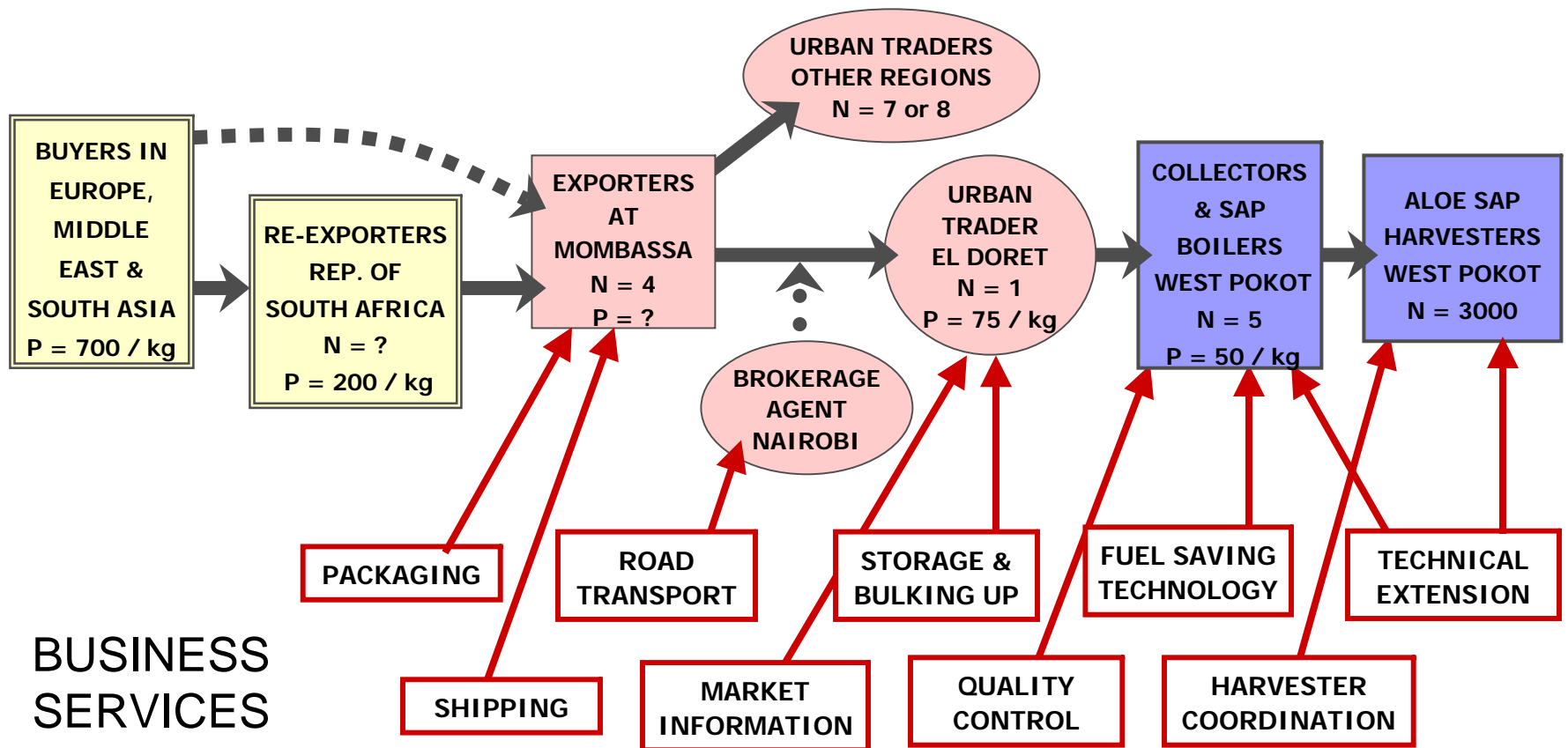
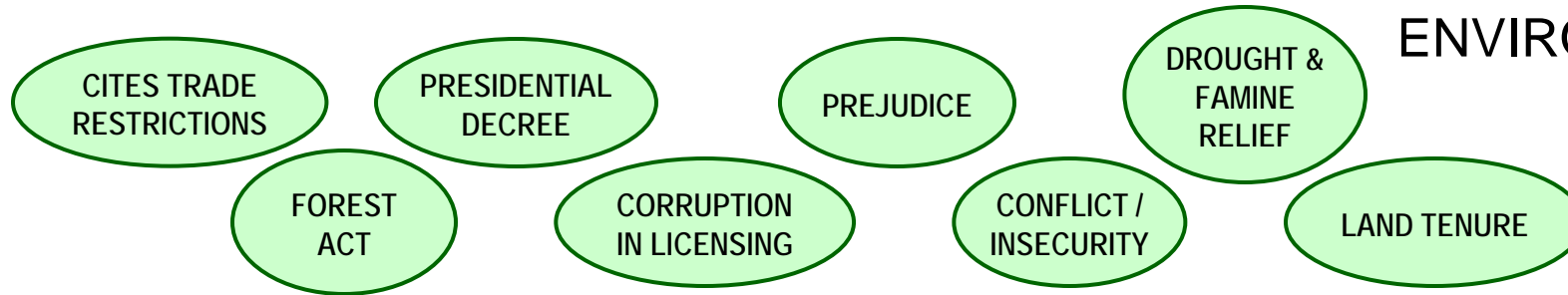
Mapping the Market

The case of aloe in Kenya



Aloe Market Chain into West Pokot, Kenya

THE ENABLING ENVIRONMENT



Participatory Market Chain Analysis Methodology

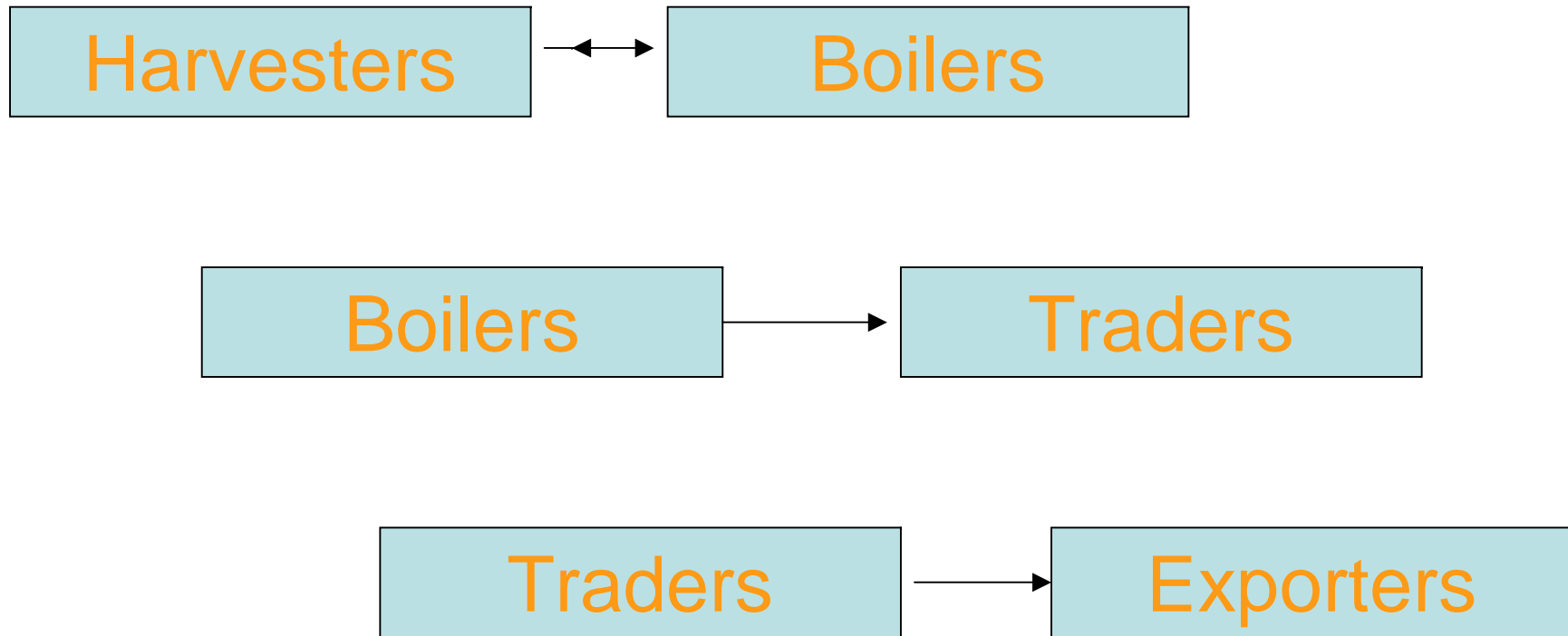
Steps followed:

- Preliminary mapping
- Preparing producers (MOG)
- Involving other stakeholders e.g. Interest groups
- Market Chain dialogue (workshop/s)

Building trust and improving aloe market chain linkages

- Tackling misconceptions
- Dealing with imbalances of power
- Managing expectations
- Addressing uncertainty and secrecy
- Coping with physical barriers

Bite-size Market Chain Sections



Identifying Enabling Environment Issues for Aloe

- Trade restrictions are a key issue for the entire chain
- Proof of sustainably harvested aloe (the “hook” for PMCA)
- Bringing producers’ voices into the national aloe working group

Assessing service requirements of aloe market chain actors

Embedded services e.g. market info and quality control.

Potential services e.g.

- Technical extension services (advice on sustainable harvesting)
- Technology services to improve quality (sap extraction) and processing (more efficient boiling).



Challenges/Lessons from PMCA in aloe

- Establish credibility
- Secure “buy-in” from MC actors
- Be creative - find a “hook”
- Prepare producers to engage
- Be realistic e.g. shorter chains
- Move to action (as you go)

Oops!

What we would do differently

- Introduce the producers to the ideas and contacts over longer period of time.
- Keep the PMCA workshop focussed –not “dilute” it with too many issues and stakeholders.
- Ensure project team have necessary knowledge and skills.
- Move to action sooner e.g. services to boilers.

What we achieved so far....

- A clear understanding of the aloe market system
- Increased market awareness of remote, resource-poor pastoralist communities
- Market chain actors hearing from each other what is needed
- Demand for services articulated by users
- Voices of producers to influence a key policy issue, trade restriction

A Final Point

It can be difficult to decide how much information is enough....

Market Mapping offers a realistic approach to gather initial info

Participatory assessment and mapping is a process with potential to strengthen linkages & create more sustainable market systems.