



**- International Fund for Agricultural Development –  
– Scouting and Sharing Innovation in Western and Central Africa –**

**– Rapid Market Appraisal –**

**I. Background**

**1. Name of innovation**

Rapid Market Appraisal (RMA)

**2. Country – Region**

Sud-Ouest Region, Burkina Faso

**3. Organization**

Sitébouôra Cassava Producers' Group from Passena

**4. Who is the innovator?**

Agricultural Development Programme of the German Agency for Technical Cooperation (GTZ) and Burkina Faso

**5. Actors involved**

Cassava farmers, small-scale cassava processing companies, Regional Directorate of Agriculture, Water and Fisheries, National Institute for the Environment and Agricultural Research (INERA), Regional Union of Savings and Credit Cooperatives, South-West (URCP-SO), Agricultural Development Programme

**6. Implementation date**

8 February 2006

**7. Type of innovation**

Organizational, methodological and in project management approach

**II. Key issues**

**8. Summary**

The aims of the GTZ-Burkina Faso Agricultural Development Programme include the promotion of market-driven production with a view to increasing men and women farmers' income in its intervention zones. Since February 2006, the programme has been supporting the cassava sector, focusing on the attiéké value added chain, identified by the Ministry of Agriculture, Water and Fisheries as having potential for the country's economic development. The main elements of the strategy devised by the key actors in the attiéké value added chain seek to improve the organization and professional skills of those involved in the chain, and also increase the quality and accessibility of the services of the service providers concerned.

With a view to improving control of the value chain and market mechanisms by the cassava producers' group and the service provider responsible for technical support and supervision of production, training was carried out in the RMA method, developed and tested by Helvetas.

The theory was that the farmers themselves are capable of carrying out a market appraisal with the help of their training in the RMA method, which entails an iterative and interactive market survey carried out in a very short space of time with the aim of identifying market outlets and focusing production on demand, respecting the principle of "the customer first". The tools used, such as supply analysis, semi-structured interviews based on the "4 P's" of marketing, the trade route and the added value table, provide trainees with a basic understanding of economics and marketing.

The training provides the participants with a fuller understanding of the organization and operation of the attiéké value added chain in Bobo-Dioulasso. The information on market mechanisms gathered through interviews with the actors in the various links in the chain (production, transport, marketing, processing, distribution) led to the identification of potential direct and indirect purchasers, the best period for marketing and the profit margins that producers from Passena can obtain.

The producers' analysis of the RMA results highlights strategic elements, particularly with a view to focusing production on market demand, planning crops so as to ensure that produce is available in the right periods, increasing production through popularization of improved cassava varieties and improving communication with their potential customers.

The RMA method is incorporated into the Agricultural Development Programme's "value chain approach" and has two main components: entrepreneurial capacity-building and market research. Its principles empower the participants, inasmuch as they take charge of marketing their produce. A market survey is normally carried out by experts, but an RMA is carried out by the producers themselves and also entails a whole process by which the actors' professional capacities are boosted and they become entrepreneurs with a "market focus" instead of people with a "production focus". Similarly, for those providing support and supervision services, a grasp of the importance of the "customer first" principle can help them to target their technical support on production, which must be adapted to meet customer demand.

### **9. What issues does the innovation address?**

- Insufficient market focus of production (ignorance of the market)
- Insufficient knowledge of markets and the various actors in the value chain
- Lack of professional know-how and attitude of actors in the chain and difficult access to service providers (financial services, input supplies etc.)
- Poverty (sources of income and employment)

### **10. Key success factors for replication**

- Application of the same RMA method in the maize value chain and in the processing link in the cassava value chain
- Ease of application of the method (even for actors without schooling): an RMA costs very little time or money

### **11. Main results**

- Capacity to manage production costs and farm accounts
- Introduction of improved high-yield cassava varieties suitable for processing
- Women processors' signing of intent-to-purchase contracts for cassava tubers
- Financing of the 2007/08 cropping season by the savings and credit cooperative for a sum of CFAF 2,350,000
- Better grasp of the cassava value chain
- Capacity to implement the improved technical package for cassava production
- Market-driven production

### **12. Target groups**

All the actors in the value chain (input suppliers, producers, traders, processors, consumers etc.)

### **13. Difficulties encountered**

- Inaccessibility of certain production locations
- Lack of means of communication
- Lack of financial resources
- Lack of mobility
- Mainly rain-fed production

### **14. Financial aspects**

Cost of a seven-day training course in RMA: CFAF 807,000

### **15. Technical summary**

- Introduction to the method
- RMAs carried out by actors in the value chain
- Training on the improved technical package for cassava production and its application
- Monitoring, support and advice for the Regional Directorate of Agriculture, Water and Fisheries
- Facilitation of the Agricultural Development Programme's access to service providers

## IV. Follow-up

### 16. Key contacts

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### 17. Internet link

#### 18. Key documents (document title + link or contact or other details)

- Rapport de formation et de réalisation de l'EAM manioc à Bobo-Dioulasso [Report on RMA training and execution of the cassava RMA in Bobo-Dioulasso]. Agricultural Development Programme, 2006
- Rapport des réalisations des EAM dans la région du Sud-Ouest [Report on execution of RMAs in the Sud-Ouest Region]. Agricultural Development Programme and URCP-SO, 2007
- Situation du marché et de la production du manioc au Burkina Faso. In *Atelier international sur les potentialités à la transformation du manioc en Afrique de l'Ouest* [Situation of the cassava market and production in Burkina Faso. In *International Workshop on the Potential for Processing Cassava in Western Africa*]. CSRS, CNRA (ed.), 2007.
- Rapport de formation de l'EAM maïs à Batié [Report on maize RMA training in Batié]. Agricultural Development Programme, 2007.
- Rapport de réalisation d'une EAM attiéké [Report on the implementation of an attiéké RMA]. Nahonondo Palenfo, 2007.