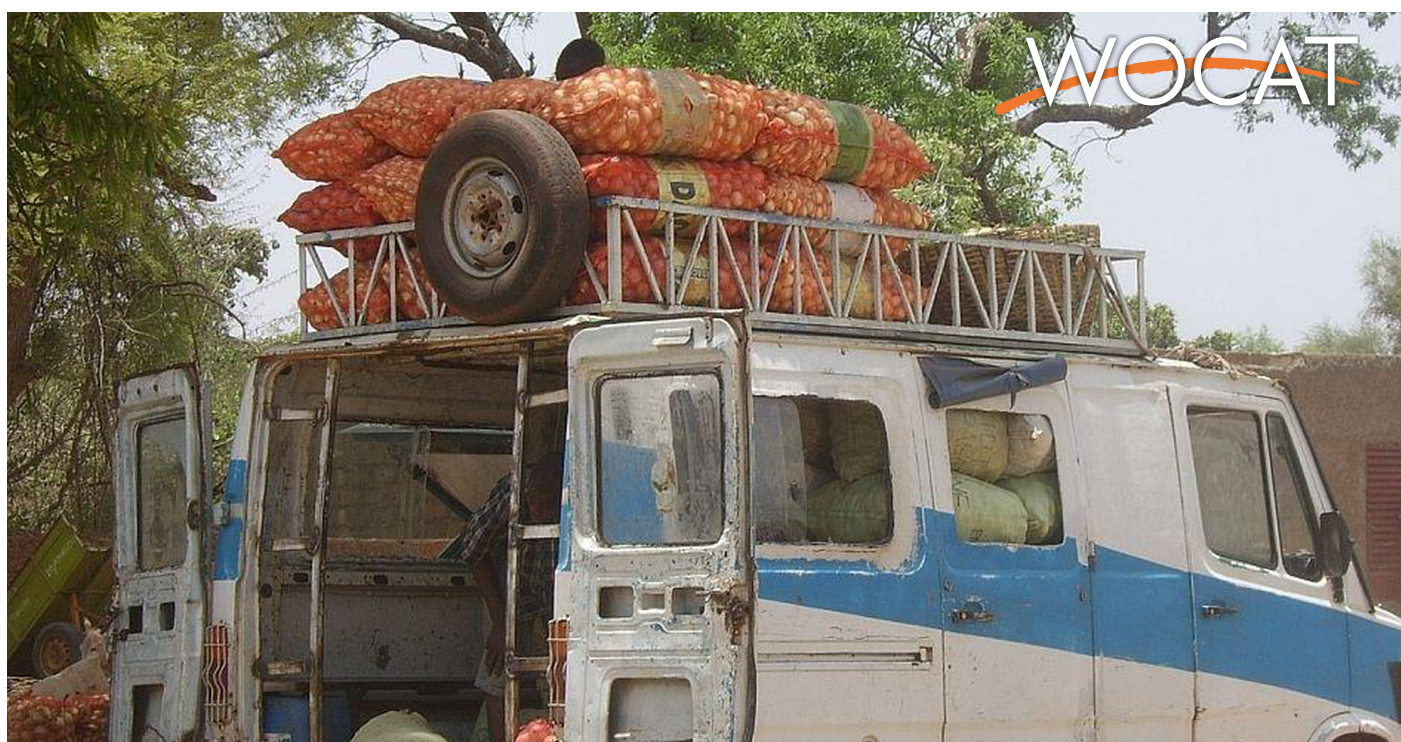




Despatching purchased produce (HELVETAS Swiss Intercooperation)

Bulk sales approach for farmer apex organisations (FaAO) (Mali)

Approche de commercialisation groupée par des organisations paysannes faitières (OPF)

DESCRIPCIÓN

Improve the income of family farms by setting up an organized trade mechanism that factors in market price fluctuations.

The objective of the practice is to improve the income of family farms by setting up an organized trade mechanism that factors in market price fluctuations. Structuring trade in this way puts producers in a stronger position in their value chains.

The FaAOs' approach to trade is based, on the one hand, on purchase agreements for preservable produce (cereals, sesame, etc.) between the FaAO and its producers and, on the other, on sales contracts with one or several market operators/suppliers. The practice enables producers to sell their produce after the harvest at an attractive price, depending on market fluctuations. For the operator, it means a large quantity can be purchased over time, without the need for mobilising major pre-financing resources. As the intermediary, the FaAO benefits from a profit margin and charges levied on transactions.

Stages of implementation: 1) Estimating the areas of family farms that are members of the FaAO: Together with its producers, the FaAO calculates sown areas (of rice, for example) fairly speculatively, providing the first estimates of future outputs. 2) Estimating outputs: Prior to harvesting, the initial estimates made in stage 1 are further refined through crop inspections. 3) Evaluating the quantities for home consumption and for sale: After the harvest, FaAO producers assess what part of their output will be retained for home consumption and what will be sold. 4) Contracting between the family farms and FaAO: The FaAO enters into a contract with the producers for the part to be sold. 5) Contracting between the economic operator and FaAO: Research into economic operators; At a consultation day involving producers, FaAO and operators, a contract is negotiated between FaAO and the operators, who will factor in price increases up to the lean period. Operation: Introducing this approach requires a robust FaAO or family farm, a market analysis and good quality produce. The portion of the output for sale is transferred to the FaAO storage facility. The operator draws down this produce over an extended period. The price for each consignment varies according to the market rate prevailing at the time the produce is drawn down.

Producers provide, process and pack the produce, and enter into a contract with FaAO. The apex organisation researches economic operators, negotiates the sales contract on behalf of the economic operators, stores the produce, monitors sales and manages rebates. Operators draw down produce in line with the terms of the sales contract, and make payments accordingly. Support partners deliver training, provide advisory support and foster contacts.

LUGAR

Lugar: Ségou, Sikasso, Mali, Mali

Georreferencia de sitios seleccionados

- n.d.

Dato de inicio: 2008

Año de conclusión: n.d.

Tipo de Enfoque

- ☐ tradicional/ local
- ☐ iniciativa local reciente/ innovadora
- ☒ proyecto/ basado en un programa



Hulling fonio in San (HELVETAS Swiss Intercooperation)

METAS DEL ENFOQUE Y ENTORNO FACILITADOR

Propósitos/ objetivos principales del Enfoque

The objective of the practice is to improve the income of family farms by setting up an organized trade mechanism that factors in market price fluctuations. Structuring trade in this way puts producers in a stronger position in their value chains. The SLM Approach addressed the following problems: low income of family farms, market price fluctuations

Condiciones que facilitan la implementación de la/s Tecnología/s aplicadas bajo el Enfoque

Condiciones que impiden la implementación de la/s Tecnología/s aplicadas bajo el Enfoque

- **Disponibilidad/ acceso a recursos y servicios financieros** : low income of family farms Treatment through the SLM Approach: setting up an organized trade mechanism that factors in market price fluctuations; purchase agreements for preservable produce (cereals, sesame, etc.) between the FaAO and its producers and sales contracts with one or several market operators/suppliers.

PARTICIPACIÓN Y ROLES DE LAS PARTES INTERESADAS INVOLUCRADAS

Partes interesadas involucradas en el Enfoque y sus roles

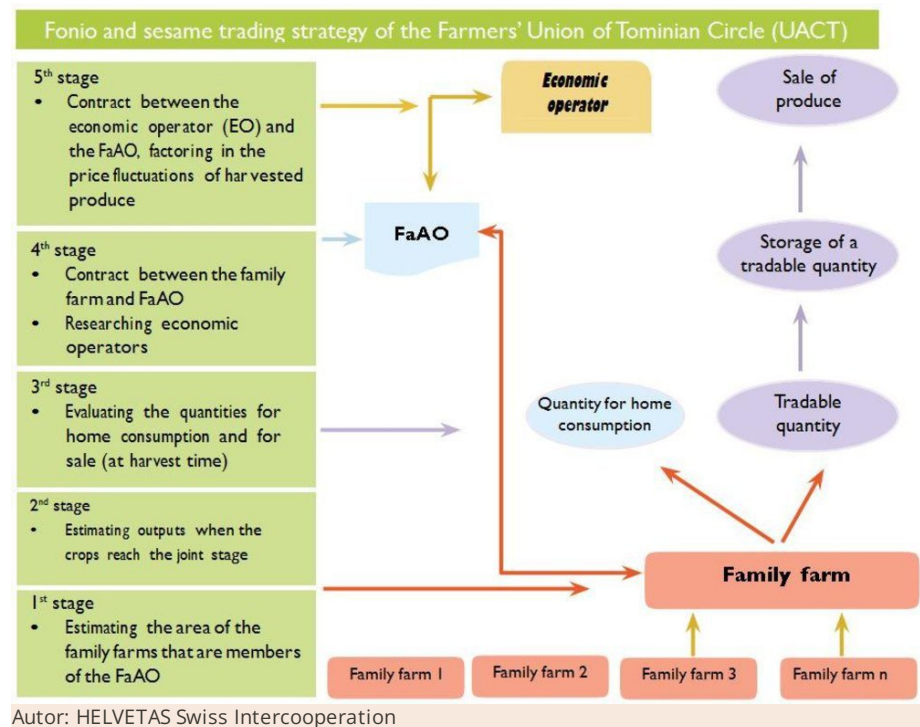
¿Qué partes interesadas/ entidades implementadoras estuvieron involucradas en el Enfoque?	Especifique las partes interesadas	Describa los roles de las partes interesadas
usuarios locales de tierras/ comunidades locales		
especialistas MST/consejeros agrícolas		
ONG		
gobierno local		
gobierno nacional (planificadores, autoridades)		

Involucramiento de los usuarios locales de tierras/ comunidades locales en las distintas fases del Enfoque

	ninguno	pasivo	apoyo externo	interactivo	auto-movilización
iniciación/ motivación	✓				
planificación			✓		
implementación			✓		
monitoreo y evaluación			✓		
Research	✓				

Flujograma

The stages of the trading strategy



La toma de decisiones en la selección de Tecnología MST

Las decisiones fueron tomadas por

- ☐ solamente usuarios de tierras (autoiniciativa)
- ☐ principalmente usuarios de tierras con el apoyo de especialistas MST
- ☐ todos los actores relevantes, como parte de un enfoque participativo
- ☒ principalmente por especialistas MST en consulta con usuarios de tierras
- ☐ solo por especialistas MST
- ☐ por políticos/ líderes

La toma de decisiones se basa en

- ☐ la evaluación de conocimiento MST bien documentado (la toma de decisiones se basa en evidencia)
- ☐ hallazgos de investigaciones
- ☐ la experiencia personal y opiniones (no documentadas)

APOYO TÉCNICO, FORTALECIMIENTO INSTITUCIONAL Y GESTIÓN DEL CONOCIMIENTO

Las siguientes actividades o servicios fueron parte del enfoque

- ☒ Construcción de capacidades / capacitación
- ☐ Servicio de asesoría
- ☒ Fortalecimiento institucional (desarrollo institucional)
- ☒ Monitoreo y evaluación
- ☒ Investigación

Construcción de capacidades/ capacitación

Se proporcionó capacitación a las siguientes partes interesadas

- ☒ usuarios de tierras
- ☐ personal de campo/ consejeros

Forma de capacitación

- ☒ en el contexto de trabajo de agricultor a agricultor
- ☐ áreas de demostración
- ☒ reuniones públicas
- ☐ cursos

Temas avanzados

Support partners deliver training, provide advisory support and foster contacts.

Fortalecimiento institucional

Se fortalecieron/ establecieron instituciones

- ☐ no
- ☐ sí, un poco
- ☐ sí, moderadamente
- ☒ sí, mucho

en el siguiente nivel

- ☒ local
- ☐ regional
- ☐ nacional

Describe la institución, los roles y las responsabilidades, miembros, etc.

Tipo de apoyo

- ☒ financiero
- ☐ construcción de capacidades/ entrenamiento
- ☐ equipo

Detalles adicionales

Improve the income of family farms by setting up an organized trade mechanism that factors in market price fluctuations. Structuring trade in this way puts producers in a stronger position in their value chains.

Monitoreo y evaluación

socio-cultural aspects were ad hoc monitored by project staff, land users through observations economic / production aspects were regular monitored by project staff through measurements management of Approach aspects were ad hoc monitored by project staff through observations There were no changes in the Approach as a result of monitoring and evaluation There were no changes in the Technology as a result of monitoring and evaluation

Investigación

La investigación trató los siguientes temas

- ☒ sociología
- ☒ economía/ marketing
- ☐ ecología
- ☐ tecnología

FINANCIAMIENTO Y APOYO MATERIAL EXTERNO

Presupuesto anual en dólares americanos para el componente MST

- ☐ < 2,000
- ☐ 2,000-10,000
- ☐ 10,000-100,000
- ☐ 100,000-1,000,000
- ☐ > 1,000,000

Approach costs were met by the following donors: international non-government: 100.0%

Precise annual budget: n.d.

Los siguientes servicios o incentivos fueron proporcionados a los usuarios de las tierras

- ☐ Apoyo financiero/material proporcionado a los usuarios de tierras
- ☐ Subsidios para insumos específicos
- ☐ Crédito
- ☐ Otros incentivos o instrumentos

ANÁLISIS DE IMPACTO Y COMENTARIOS DE CONCLUSIÓN

Impactos del Enfoque

¿El Enfoque ayudó a los usuarios de tierras a implementar y mantener Tecnologías MST?

The approach offers producers greater opportunities to access enhanced seeds and inputs (credibility among service providers).

No
Sí, un poco
Sí, moderadamente
Sí, mucho

¿El Enfoque empoderó a grupos en desventaja social y económica?

When prices become more lucrative, producers are less inclined to sell off their harvest; the risk of slumps in prices is minimal.

☒

Did other land users / projects adopt the Approach?

Implementation locations: Ségou and Sikasso. 12,750 beneficiaries are applying this approach in 14 apex organisations.

☒

Motivación principal del usuario de la tierra para implementar MST

- ☒ producción incrementada
- ☒ incremento de la renta(bilidad), proporción mejorada de costo-beneficio
- ☐ reducción de la degradación del suelo
- ☐ reducción del riesgo de desastres naturales
- ☐ carga de trabajo reducida
- ☐ pagos/ subsidios
- ☐ reglas y reglamentos (multas)/ aplicación
- ☐ prestigio, presión social/ cohesión social
- ☐ afiliación al movimiento/ proyecto/ grupo/ redes
- ☐ conciencia medioambiental
- ☐ costumbres y creencias, moral
- ☐ conocimiento y capacidades mejorados de MST
- ☐ mejoramiento estético
- ☐ mitigación de conflicto

Sostenibilidad de las actividades del Enfoque

¿Pueden los usuarios de tierras sostener lo que se implementó mediante el Enfoque (sin apoyo externo)?

- ☐ no
- ☐ sí
- ☒ incierto

CONCLUSIONES Y LECCIONES APRENDIDAS

Fortalezas: perspectiva del usuario de tierras

Fortalezas: punto de vista del compilador o de otra persona
recurso clave

- Bank loans guaranteed as a result of retained stocks and management tools
- Guaranteed revenues for small-scale producers
- Improved post-harvest management
- As revenues grow, producers seek to maximise their cropping schedules in order to earn more money. The approach offers producers greater opportunities to access enhanced seeds and inputs (credibility among service providers). When prices become more lucrative, producers are less inclined to sell off their harvest; the risk of slumps in prices is minimal. Incomes are stabilised, which improves living conditions and social cohesion. Communities are better able to pay taxes and more receptive to formalised contracts.
- Price stabilisation (to prevent produce from being sold-off) and improved producer incomes (How to sustain/ enhance this strength: A thorough market analysis must be conducted to enable market price fluctuations to be accurately predicted and the best

Debilidades/ desventajas/ riesgos: perspectiva del usuario de tierras cómo sobreponerse

Debilidades/ desventajas/ riesgos: punto de vista del compilador o de otra persona recurso clave cómo sobreponerse

times for sale to be pinpointed. Client relationships must be professional and contractual. Informal commitments often fall through. The FaAO must have committed and business-minded leaders. It is wise to stay vigilant when it comes to the governance of these organisations, as they can fall prey to corrupt practices and the embezzlement of collective funds.)

REFERENCIAS

Compilador
Dieter Nill

Editors

Revisado por
Laura Ebner

Fecha de la implementación: 24 de septiembre de 2014

Últimas actualización: 21 de junio de 2017

Personas de referencia

Dieter Nill (dieter.nill@giz.de) - Especialista MST

Maïga Rosaline Dacko (rosaline.dacko@helvetas.org) - Especialista MST

Lassana Keita (lassana.keita@helvetas.org) - Especialista MST

Idrissa Guindo (idrissa.guindo@helvetas.org) - Especialista MST

Descripción completa en la base de datos de WOCAT

https://qcat.wocat.net/es/wocat/approaches/view/approaches_2510/

Datos MST vinculados

n.d.

La documentación fue facilitada por

Institución

- Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH (GIZ) - Alemania
- HELVETAS (Swiss Intercooperation)

Proyecto

- n.d.

Referencias claves

- Manual of Good Practices in Small Scale Irrigation in the Sahel. Experiences from Mali. Published by GIZ in 2014.: <http://star-www.giz.de/starweb/giz/pub/servlet.starweb>
- HELVETAS Swiss Intercooperation: annual report 2010-2011 for the San Hub (Pôle de San) :
- HELVETAS Swiss Intercooperation (2013): JIGIYA programme evaluation report:

This work is licensed under [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International](https://creativecommons.org/licenses/by-nc-sa/4.0/)

