

PARTNERS PROGRAMME



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EUROPEAN UNION

Market Assessment and Value Chain Analysis



SUMMARY

Study counties: Overview

Margibi

Bomi

Cape Mount

Bassa

Rivercess

Sinoe

Grand Kru

Selected value chains with optimum market potential:

Cassava

Plantain

Pineapple

Groundnut

Cowpeas

Meringa

Value	Opportunities
Cassava	<p>Provision of primary processing equipment and warehousing for processing businesses</p> <p>Support key processors in branding and marketing</p> <p>Production of High-Quality Cassava Flour</p> <p>Introduction of improved packaging materials</p> <p>Contract farming agreements between SHFs and Aggregators/Traders/Processors</p>
Plantain	<p>Production of plantain flour</p> <p>Production of plantain baby formula</p> <p>Support key processors in branding and marketing</p> <p>Basic farm management and reporting training to facilitate accountability and transparency</p> <p>Contract farming Agreements between SHFs and Aggregators/Traders/Processors</p> <p>Creating warehousing systems across production clusters to control price and supply chain</p>
Pineapple	<p>Development and expansion of vegetable kiosks and booths to increase marketing outlets for pineapple</p> <p>Post-harvest handling training to prevent losses</p> <p>Support key Processors in branding and marketing</p> <p>Contract farming Agreements between SHFs and Aggregators/Traders</p>

Recommendations

- Facilitate the establishment of Agro Dealer Shops in Rural Farming Communities. These agro dealers should be empowered to use extension as a sales tool.
- Coordinate the creation of specialized storage facilities. Such warehouses could have multiple uses, even up to and including warehouse receipts as a means of access to finance.
- Work with key private sector actors to provide mechanization services to SHFs and processors.
- Strengthen the relationship between the Value Chain Aggregation Networks and Commercial SHFs and ordinary farmers
- Strengthen existing farmers' businesses. Encourage farming as a business.
- Support Processing Activities through Entrepreneurship Initiatives

Plantain, Cassava, Pineapple



Results

Three priority crops selected based on economic viability and profitability

Cassava

Plantain

Pineapple

The Solution

The market assessment highlights the key business opportunities and possible areas of interventions of the three (3) best performing crops across the study locations.