

Draft Guide on Mapping Marketing Initiatives:

I. Basic Information

Note: If this marketing initiative is marketing different agricultural product or commodity, please use one sheet for each product or commodity.

Name of Market Inter-mediator:	
Address:	
Contact Person	
Product*	
Name of Areas Covered	
• Province	
• District	
• Municipality	
• Commune	
• Villages/Barangays	
Estimated Volume	
Estimated number of Farmers Involved	
Estimated number of hectares covered	
Frequency of Deliveries to market	
Estimated volume per delivery	
Type of Marketing Arrangements	
a) Consignment (payment upon sale)	
b) Purchase and Sell at a margin	
c) Facilitation (payments to farmers are paid when buyer remits payments)	
d) Financing (farmer delivers to repay loans)	
e) Others	
Type of Support to Small Farmers if Any	
a) Organizing for consolidation	
b) Agricultural Extension	
c) Packaging	
d) Processing	
e) Financing	
f) Others	
Type of Markets	
a) Institutional Markets	
b) Supply Contract	
c) Chain Outlet Distribution	
d) Informal Markets	
• Public market	
• Auction market	
• Roving market	
e) Walk-in buyers (shop)	
f) Others	

II. Descriptive Information: About your marketing intermediation between small farmers and markets.

- 1) Describe the existing marketing intermediation of your organization in terms of the following:
 - What were the issues and problems that farmers faced that led to this marketing intermediation?
 - What are the goals and objectives set for this marketing intermediation?
 - What is the organizational set-up of this initiative
- 2) What are the 3 most important challenges faced by this marketing intermediation?
- 3) So far, what benefits that small farmers get from this marketing intermediation initiative?
- 4) What provisions are present in this initiative that would ensure sustainability?
- 5) Do you have information on what other marketing intermediation initiatives in your area?
 - Name of Initiative
 - Address
 - Contact Person
 - What agricultural commodity
 - Scope: Area of operation
 - Other information

Possible Criteria for a marketing initiative inclusion in the mapping:

To narrow down the choices of marketing initiative to be included in the map, we might need a set of criteria for selection which may include among others:

- 1) longer value chain which means that farmers product from the village reach major city(s), the product or commodity being passed on to many layers in the supply chain so that we can eliminate those initiatives that are too limited at the local markets, such as from village to commune or district;
- 2) The product being marketed involved many farmers, meaning, if expanded, more farmers can benefit;
- 3) Demand of the product being marketed has shown an increasing trend.
- 4) Preferably, these intermediation initiatives have dealt with relatively larger volumes

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