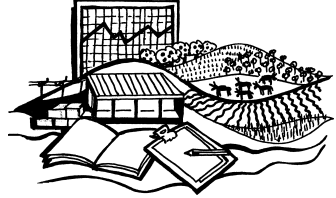


Agricultural Marketing Extension



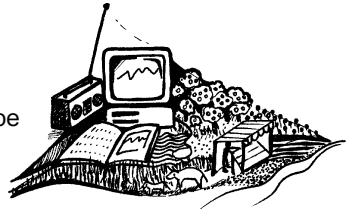
What the extension officer can do

- ✓ Make market information available
- ✓ Assist farmers to get organized as a group
- ✓ Approach the private sector to assist with transport problems
- ✓ Help establish strategic partnerships between farmers, input suppliers, product processors and training institutions
- ✓ Interface with subject-matter specialists
- ✓ Investigate contract production
- ✓ Encourage communication between farmers and sellers (e.g. hawkers)
- ✓ Assist farmers to plan production to reduce transaction costs
- ✓ Understand the production and marketing possibilities and problems in his area
- ✓ Conduct a market research for produce that could be produced by small-scale farmers
- ✓ Liaise with the National Department of Agriculture and marketing companies, consumers and farmers to collate and analyze market information relevant to existing and potential agricultural commodities
- ✓ Facilitate the provision of market facilities, information, packaging, storage and transport services to meet the needs of small-scale farmers
- ✓ Subscribe to any written reports published by the different information services
- ✓ Identify local buyers for crops, find out what prices they are paying, their terms and conditions
- ✓ Keep records of prices and plot them on graphs
- ✓ Organize visits for farmers to auctions, urban markets and processors
- ✓ Monitor local market prices
- ✓ Assist farmers in understanding marketing costs and trader margins
- ✓ Identify traders for new crops
- ✓ Assist local communities to establish their own local market information services
- ✓ Organize visits from traders and wholesalers

Market Information

The types of information farmers need

- ✓ Who and where are the buyers; how can they be contacted; what are their conditions of business; what are their preferences for varieties; packaging and delivery; etc.
- ✓ Immediate or current prices (and supply)
- ✓ Longer-term or historical price data



Extension officers can help farmers to make use of market information to

- ✓ Reduce the risks associated with marketing
- ✓ Decide where to sell
- ✓ Check on the prices they are getting
- ✓ Decide whether or not to store
- ✓ Decide whether to grow “out-of-season” produce
- ✓ Decide whether to grow different crops

Possible sources of market information

The Government (e.g. publications)

- *Crops and Markets*
- *Agricultural Digest of South Africa*

Associations

- Cape Wools
<http://www.capewools.co.za/>
- Mohair SA
<http://www.mohair.co.za/frbuyers.asp>
- Red Meat Abattoir Association
<http://www.rvav.co.za/default.asp> (A password is required.)
- Grain-SA
Market information published monthly in the “Pula” and “Mvula” newsletters.
- South African Meat Industry Company
SA Meat

Private organisations such as

- Agritel
The best source of information about National Fresh Produce Markets is provided by Agritel. This is a subscription service available over the Internet at:
<http://www.agritel.co.za/agritel/home.asp>

- SAFEX
The South African Futures Exchange trades in grain and sunflower seed futures:
<http://www.safex.co.za/>
- First National Bank
Information which appears in *Farmers Weekly* is supplied by the First National Bank and is also available on that bank's website in an expanded form. It can be found at:
<https://www.fnb.co.za>
- Agrimark Trends
Information on most commodities is provided, but for a fee, at:
<http://www.agrimark.co.za>

Information available to farmers

- The Media (e.g. *Beeld*, *Volksblad*, *Farmers Weekly*, *Citizen*)
- Traders
- Processors
- Other farmers
- Extension officers

Activities which extension officers can carry out

- ✓ Charting price movements
- ✓ Controlling for inflation
- ✓ Advise farmers on production
- ✓ Helping farmers plan to grow new crops
- ✓ Helping farmers with off-season production
- ✓ Storing crops for higher prices

Horticultural Marketing Extension

What the extension officer needs to know

- ✓ Sources of market price information
- ✓ Different strategies of small-scale horticultural farms
- ✓ Contact transport companies, National Produce Markets, market agents, processors, bakkie traders
- ✓ Prices and price patterns
- ✓ National grading standards
- ✓ Sources and prices of packaging
- ✓ How to improve shelf life through the application of simple post harvest principles
- ✓ Competitive advantages of local crops
- ✓ Market channels and the products in demand
- ✓ Case studies of successful horticultural farms



What the extension officer can do

- ✓ Advise farmers on grouping together to transport produce to the market
- ✓ Training groups of farmers
- ✓ Advise farmers on the alternative grants schemes and sources of funds
- ✓ Explain to farmers the options for marketing their produce
- ✓ Act as a facilitator between growers and processors, agribusiness, partners, trainers
- ✓ Research the market
- ✓ Advise traders on the availability of produce by small-farmers
- ✓ Organize market visits for farmers
- ✓ Introduce hawkers/bakkie traders to farmers
- ✓ Advise farmers what crops to grow and when to target production
- ✓ Acting as a catalyst between producers and projects

Field Crops

What the extension officer needs to know

- ✓ Basic characteristics of the field crop industry in South Africa
- ✓ How is the price formed in the field crop industry
- ✓ Opportunities for small-scale field crop producers
- ✓ Where can market information be obtained with regard to field crops



What the extension officer can do

- ✓ Organize study groups to explore trading maize on Safex
- ✓ Organize trips to Safex
- ✓ Inform farmers about grain grading
- ✓ Provide a marketing strategy to obtain the best price for his produce
- ✓ Gather market information continuously and inform farmers of market indicators
- ✓ Identify trustworthy buyers in the region
- ✓ Bring small-scale farmers in touch with these buyers
- ✓ Identify storing facilities and the associated costs and the conditions
- ✓ Inform small-scale farmers on how to make use of storing facilities
- ✓ Motivate small-scale farmers to join producer organizations
- ✓ Identify the demand of the different types of grain before the planting season
- ✓ Help the farmer to organize transport for his produce
- ✓ Become constantly aware of the factors affecting prices in each region, as well as how the prices are derived
- ✓ Establish a network with potential grain buyers and sellers
- ✓ Get in touch with the Agricultural Development Office (ADO) at Grain South Africa
- ✓ Invite potential buyers to the production region

Livestock: Pig Marketing

What extension officers needs to know

- ✓ Market potential of the region in regard to pig production
- ✓ What kind of transport is available to the market
- ✓ Market requirements in terms of quantity and quality?
- ✓ Price determination in the region, e.g. derived from prices paid by the nearest processing plant, live animal auctions or carcass auctions in/near the region
- ✓ Veterinarian issues with regard to production for processors
- ✓ Availability of yellow maize for feeding purposes
- ✓ Contact number of the nearest SAPPO agent in the region

What the extension officer can do

- ✓ Arrange a meeting with existing and prospective producers to assess the current situation
- ✓ Contact SAPPO (012) 322 6980 to find out about available agents
- ✓ Arrange meetings with processors to find out about contract specifications
- ✓ Get hold of statistics to determine the seasonal price trends in the region
- ✓ Arrange pig farmer meetings to discuss marketing on e.g. pension days when people gather in town
- ✓ Find out what are the prices in general paid for pigs in the region
- ✓ Contact SAPPO or other statistical department to verify the relevancy of the prices paid to farmers
- ✓ Find out about the possible markets for the marketing of pigs
- ✓ Contact marketing agents and other role players to establish links between the farmers and the industry
- ✓ Contact the Pig Veterinarian Association at SAPPO and arrange short courses on the production of pigs on small-scale level
- ✓ Contact the nearest grain producer or silo owner to find out about the availability of yellow maize for additional feeding to pigs
- ✓ Contact the extension officer of Grain SA in your region to help with the production of additional feed for pig production
- ✓ Get involved in training programmes for farmers by means of farmer days.
- ✓ Invite hawkers, marketers to address farmers and reveal their requirements in general
- ✓ Form farmer groups in a region to help with the transfer of knowledge
- ✓ Establish a good relationship with farmers in the region in order to secure trust and willingness to cooperate

What the extension officer can do

- ✓ Organize study groups
- ✓ Organize “mohair days”
- ✓ Take the group on a field trip to get hands on experience of different veld conditions

Broilers and Eggs

What extension officers can do

- ✓ Business plan preparation
- ✓ General guidelines.
- ✓ Conducting a market survey
- ✓ Rapid appraisal.
- ✓ List of poultry stakeholders
- ✓ Input suppliers:
 - Hatcheries (source of day old chicks)
 - Feed manufacturers (distributors and agents)
 - Equipment and machinery suppliers.
 - Pharmaceutical companies (vaccine, animal drugs, etc.)
 - Institutions, organizations and companies involved in poultry
 - Companies that are major players in the industry (e.g. Rainbow, Country Birds, etc.), research institutions (ARC)
 - Learning institutions (NPI)
 - Universities providing training in poultry
 - NGO’s and consultants engaged in poultry development
- ✓ Provide basic understanding of the contract requirements, expectation and rewards of the contract.
- ✓ Provide sources of price information
- ✓ Commodity group formation



What the extension officer as resource person and can assist in

- ✓ Business plan preparation
- ✓ Market survey
- ✓ Production scheduling and coordination in input supply
- ✓ Contracting arrangement
- ✓ Commodity group formation
- ✓ Link producers to hawkers, markets and processors
- ✓ Provide information on regulations of health and packaging requirements