

Markets for Agroforestry Tree Products Projects:

Generating Knowledge for Curriculum and Teaching Materials Development



Rationale

- Marketing of AF tree products not taught well in SEAsian forestry and agricultural universities and colleges
- Supply side of AF production is often well covered in education programs, but producer-consumer links often omitted and market chains poorly understood.
- Thorough knowledge on various ranges of socioeconomic aspects of marketing must be understood to improve and ensure gainful participation of small farmers.

Write

shop on 5

Country

research

reports

- Review & understand principles for smallholders' gainful participation in markets for AF tree products
- Identify and characterize key types of markets for AF tree products in SEAsia
- Strengthen teaching of markets for AF tree products in SEAsian universities and colleges in English and national languages.
- Enhance the teaching capacity in universities and colleges on marketing of AF tree products

Objectives



Framework

Interventions

Training & planning Workshop on markets for agroforestry tree products

Conduct of country researchs*

Intermediate Outputs

5 Country research reports on MAFTP

1 Curriculum Framework

5 Country case study materials

Final Outputs

1 Localized curriculum framework, 5 teaching materials & 1 teaching guide on markets for agroforestry tree products

Educational change / impact

Short-term: Integration of marketing content cases in existing agroforestry curricula

More development and review of agroforestry marketing courses

agroforestry marketing course in SEANAFE institutions





Process Lessons

- Ensure availability of required expertise in country teams
- Identify and standardize at the onset research framework to facilitate integration of outputs across countries
- Identify desired
 features of how AF
 marketing curriculum
 could be different from
 other existing marketing
 curricula
- Allot resources to validate results to address info gaps and data inconsistencies

Technical Results

To ensure gainful participation of and benefits to small farmers in marketing AF products:

- Ineffective market regulatory system inhibiting individual & collective bargaining power
- Poor quality control practices and unclear product standards
- Limited credit facilities
- Unreliable market information sources
- Limited capacity building on value addition, product development & other entrepreneurial skills



