

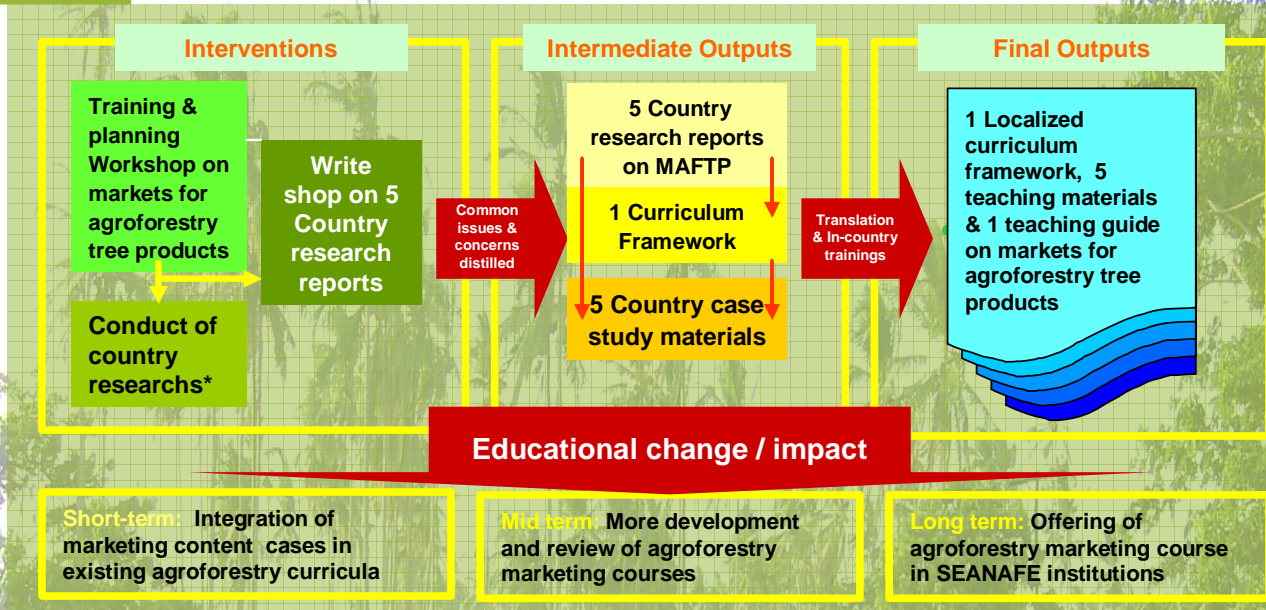
### Rationale

- 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.

### Objectives

- Review & understand principles for small-holders' 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

### Framework



### 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



\* cashew nuts for Indonesia and Vietnam, bamboo for Lao, coconut for Philippines and Rubber for Thailand