

International course

# Market access for food security



## Towards pro-poor & smallholder inclusive market development

Wageningen, The Netherlands, 11 – 29 January 2016 (2<sup>nd</sup> event)

**Making markets work for the poor** often assumes a solution to the global problem of poverty. As such, markets are increasingly seen as a good instrument for poverty reduction and sustainable development. In reality, however, markets only have a limited impact on poverty reduction. But however limited this impact might be, it makes a world of difference for those positively affected by it! Taking market trends as a given, and a dynamic market environment as a basis for sustainable development, this very popular course examines the dos and don'ts of market-led development that is both smallholder inclusive and pro-poor.

**Markets as tools to alleviate poverty** is the focus of this international course. More food secure consumers and a sustained inclusion of smallholders the outcome that is aimed at. The two core and interrelated questions addressed in the course are:

- How can markets be put actively at work for smallholder inclusion and poverty alleviation?
- How can their products access markets better?

The first question is posed in order to shed some light on the preconditions under which smallholders and small entrepreneurs can enter into markets and benefit from them. The second question is to identify the market requirements and type of their products.

**Stakeholders shaping the environment** in which markets can function optimally, will increase their knowledge, improve their skills and enlarge their toolkit by following this highly interactive course. Specifically, participants will have increased their capabilities by:

- being exposed to and having practiced with new conceptual frameworks and models that assist in identifying market development opportunities for poverty alleviation and inclusion of smallholders and small entrepreneurs;

Fee:	3,800 Euro
Deadline subscription:	12 December 2015

- having gained a better and more comprehensive understanding of the critical linkages that exist between market engagement, product access, value chain dynamics and governance, and how these can be put to work for positive change;
- having practiced with participatory approaches, methods and tools for analysis, and a strategic action planning process that, taken together, initiate innovative, positive change processes.

**This course is beneficial** for professionals of development agencies, non-governmental and civil society organisations, institutes of higher education, business associations and government, and other experts that are responsible for shaping the enabling environment where markets and chains can be put to work for smallholder inclusive, pro-poor and gender sensitive development. Typically, the course is designed for:

- policy staff responsible for drafting strategic development policies and/or the implementation of these, in particular related to pro-poor and smallholder inclusive development;
- development practitioners and managers of organisations responsible for drafting and/or executing market-driven development projects;
- staff of institutes of higher education and (applied) research, especially those involved in community outreach and/or research uptake;
- staff of local service providers, civil society organisations and business associations.

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## Participants' cases are the starting point

from which the course departs. It builds on the participants' own experiences and situations. A selection of these cases will be further analysed and elaborated throughout the course. In a learning by doing and step-by-step process, strategic action plans are developed to improve these situations. The resulting action plans are the 'take-away-home' outputs of the course.

## Market engagement and product access

of smallholders and small entrepreneurs are the issues that form the basis of the course program. It kicks off with a session on poverty dynamics viewed from an economic perspective. Next, the program zooms in on market engagement of smallholders, rural dwellers and small entrepreneurs. Here the market-economic factors and dynamics that could link these vulnerable groups through value chains to end-markets, will be viewed and discussed from a wide range of perspectives.

An important aspect of market participation relates to product access issues. It will be very hard to link any party, let alone marginal groups, to markets if their products do not, or only partly meet the needs of upstream customers. This often controversial problem is addressed from a chain governance angle, entailing all the relevant market and chain-based institutions, and logistical concepts. Special attention will be paid to those tools and instruments that have the potential to reduce the transaction costs or "marketing overhead" in value chains. Because the course is focused on smallholder inclusion, special emphasis will be given to farmer-buyer relationships. In addition, a side step is made on the subject of how to deal with ensuring the provision, security and access to food in dense metropolitan areas.

## Action planning for positive change

is the topic with which the course program will be concluded. A strategic action planning process will be practiced in a hands-on and down-to-earth manner. The focus of the actions is on positive and innovative change. This will be ensured through the integration of a targeted scenario analysis in the planning process. The strategic action planning process is applied to the selected cases that are brought in by the participants. In this way, the role of the relevant stakeholders as well as their respective importance and influence can also be taken into account. At the heart of the planning process lies the SWOT tool of analysis. This tool will be practiced such that will make a learning difference. The action plans that result from the process will very likely lead to a positive impact when implemented.

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**Requirements** Applicants should meet the following requirements:

- tertiary education in (agricultural) economics, social or agricultural sciences, or equivalent through alternative training and/or experience;
- three years of professional experience in a relevant field;
- proven competence in the English language.

## Further practical information

- **Application**, the procedure is:
  - 1) Apply at the website of CDI, Wageningen UR:** [www.wageningenur.nl/cdi](http://www.wageningenur.nl/cdi)  
You will receive a confirmation and more information within a week. Early application is recommended as some procedures to finalise subscription (f.e. funding, visa) can take some time.
  - 2) CDI** is unable to assist you in obtaining financial support
- **Accommodation:** Hof van Wageningen, Wageningen, The Netherlands. For prices, see the cost estimate on our website.
- **Fee** includes all course related costs (materials, excursions, administration).
- Participants will be awarded with a **Certificate of attendance**. The programme of the course might be changed to incorporate new insights.

## Proven concepts & state-of-the-art science and methodology

For an overview of all the courses visit our website: [www.wageningenur.nl/cdi](http://www.wageningenur.nl/cdi). More than 20,000 participants have gained access to the latest insights from research and best practices. From September 2013, all participants of our courses offered in Wageningen will use tablets as a learning tool.

