


Module 10: The Role of Extension in Supporting Value Chains Part 2, Practical



WORKBOOK

Global Forum for Rural Advisory Services (GFRAS)
c/o Agridea, Eschikon 28, 8315 Lindau, SWITZERLAND
Phone +41 (0)52 354 97 64, Fax +41 (0)52 354 97 97
info@g-fras.org, www.g-fras.org



Module 10: The Role of Extension in Supporting Value Chains Part 2, Practical

Pre-assessment

After reading through the module overview and introduction, complete the following pre-assessment in order to determine how comfortable you are with the topic of extension. You will be asked to complete a post-assessment after you have worked through the learning content. Rate your knowledge on the topics on a scale of 1 to 5 by circling the corresponding number.

	Question	Self-assessment				
		Low			High	
1	Can you confidently use market analysis tools?	1	2	3	4	5
2	Can you explore value chain upgrading strategies?	1	2	3	4	5
3	Are you able to evaluate the use of ICTs in value chain services in the agriculture sector?	1	2	3	4	5

Session 1.2: Market opportunity identification (MOI)

Activity 1.2 Individual activity: Market opportunity identification (MOI)

Answer the following questions in your own words. Write your answer in the space provided.

1. Briefly explain the term market opportunity identification (MOI). (5)

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2. Identify the steps involved in the MOI process. (5)

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Total: 10 marks

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3. Distinguish between market participants and knowledgeable observers as key informants in the value chain analysis. (5)

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4. Identify seven tools that can be used to collect primary data in the value chain analysis. (7)

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5. Explain the problem tree analysis and the way in which it can be used in the value chain analysis. (5)

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6. Name the main sections that should be included in the survey report, which is written at the end of the value chain analysis.

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Total: 33 marks

Summative assessment: Unit 1

Answer the following questions in your own words.

1. Briefly explain the livelihood marketing strategy. (6)

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2. Identify three situations that offer market opportunities. (3)

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3. Explain why it is important to include farmers in the survey team that conducts a market survey. (4)

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4. Discuss the product filtering process, which is performed to assess and select market options. (10)

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5. What are the main areas of investigation in the value chain analysis? (9)

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6. Identify the main types of information provided by the literature review. (3)

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Total: 35 marks

Study Unit 2: Value chain upgrading strategies

Session 2.1: Value chain upgrading strategies

Activity 2.1 Individual activity: Value chain upgrading

Answer the following questions in your own words.

1. Identify the factors that influence farmers' market access. (3)

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2. Briefly discuss commercialising smallholder farmers as a method of upgrading value chains on the farmer level. (5)

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3. Briefly explain the knowledge and skills that extension agents should acquire, in order to assist farmers in value chain upgrading. (8)

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Total: 16 marks

Session 2.2: Business planning (Business canvas)

Activity 2.2 Individual activity: The business plan

Answer the following questions in your own words.

1. Define the term business plan. (6)

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2. Outline the nine areas of the model canvas. (18)

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Study Unit 3: Using ICTs in value chain services

Session 3.1: Using ICT-based support services

Activity 3.1 Individual activity: Using ICTs in value chain services

1. Identify the main ICT applications that are used in the agricultural sector.

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3. Briefly discuss Esoko as an example of an ICT application that is used in agricultural development. (6)

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4. Discuss NetHope as a support network in agricultural development. (5)

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Total: 27 marks

Post-assessment

The post-assessment is to be done once you have read through the module and completed all the activities. Compare your answers to those in the pre-assessment to identify where knowledge has been gained and where improvements can be made. Rate your knowledge on the topics on a scale of 1 to 5 by circling the corresponding number.

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