



## Module 10- The Role of Extension in Supporting Value Chains PART II: Practical

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### Summary

#### Module Overview

Globally, economic activities are becoming increasingly integrated in efforts to reach new levels of efficiency and profitability. Value chains are one type of market supply chain, which organise various actors involved in the process of creating a product and getting that product to a consumer. In agriculture, value chain structures based around commodities are beginning to offer producers access to new market opportunities. Working within agricultural value chains involves new, often more complex, combinations of knowledge, skills and partnerships. For extensionists, this means broadening the traditional production focus of extension services towards a more analytical, facilitation-oriented approach.

**N.B.** The module is offered in two parts. Part I: theory and part II: practical. **This part II.**

**Target Audience:** This module has been developed to be used as a self-guided learning resource. It targets anyone who is currently working within extension and looking to improve their competence providing quality extension services within agricultural value chains. It is aimed at extensionists working with the public and private sectors as well as with civic society in recognition of the progressively pluralistic nature of modern extension systems.

#### **Part II: Practical**

The purpose of this module on **marketing** and **value chain** development is to help extension agents, who are new to working with markets, understand the basic components of marketing and value chains. This module will also focus on the way in which extension agents can work with farmers and other key chain actors to target market opportunities and to develop an action plan that farmers can use to engage with markets successfully.

In this practical part of the module, you will be familiarised with the use of market analysis tools and value chain upgrading strategies, as well the use of information and communication technologies (ICTs) in value chains services.

#### **Module Performance outcomes:**

After completing this module, you will be able to:

- Demonstrate how market analysis tools are used;
- Discuss value chain upgrading strategies; and
- Evaluate the use of ICTs in value chain services in the agriculture sector.

#### **Unit 1: Using market analysis tools**

- Different market strategies and interventions.
- The market opportunity identification (MOI) process.
- Identify market opportunities by following the steps in the MOI process.
- Key points that are evaluated in a value chain analysis.
- Steps involved in the value chain analysis.

#### **Unit 2: Value Chain Upgrading Strategies**

- Identification of the assumptions and decision points in value chain upgrading;
- The value chain investment process
- Assessing value chain upgrading strategies on farmer and extension agent level;
- Designing a business plan for the implementation of a value chain upgrading strategy.

#### **Unit 6: Using ICTs in Value Chain Services**

- Identifying different ICT support services
- The use of ICT in agricultural development.