

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



WORKBOOK

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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	Sel	lf-as	ses	sme	nt
		Lo	W		Н	igh
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

Study Unit 1: Using market analysis tools

Session 1.1: Market strategies

Activity 1.1 Individual activity: Market strategies

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

business model.	(20)

Total: 20 marks

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.

Briefly explain the term market opportunity identificatio (MOI).	(5)
	•••••
2. Identify the steps involved in the MOI process.	(5)

Total: 10 marks

Session 1.3: Value chain analysis and upgrading

Activity 1.3 Individual activity: Value chain survey

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

1. List the seven steps involved in the value chain analysis.

(7)

Discuss the role of the literature review in the value chain analysis. (8)

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

4. Identify seven tools that can be used to collect primary data in the value chain analysis. (7)
5. Explain the problem tree analysis and the way in which it can be used in the value chain analysis. (5)

6. Name the main sections that should be included in the survey report, which is written at the end of the value chain analysis. (8)

Total: 33 marks

Summative assessment: Unit 1

Answer the following questions in your own words. 1. Briefly explain the livelihood marketing strategy. (6) 2. Identify three situations that offer market opportunities. (3)

3. Explain why it is important to include farmers in the survey team that conducts a market survey.	(4)
4. Discuss the product filtering process, which is performed to assess and select market options.	(10)

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

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

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

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

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

Total: 25 marks

Summative assessment: Unit 2

Answer the following questions in your own words.

1.	What are the main assumptions on which a value chain upgrading strategy is based?	(10)
••••		
••••		
••••		
••••		
••••		
••••		

2. Outline the actions involved in the value chain investment process. (10)

3. Explain the purpose of a business plan in the context of value chain upgrading. (9)

Total: 29 marks

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.
(8)

Briefly report on the use of ICT in value chain-wide systems. (8)

Total: 16 marks

Summative assessment: Unit 3

Answer the following questions in your own words.

1. Identify the main ICT applications that are used in the agriculture sector.	(8)

 The education gap and access to information and learning technologies are major challenges for many poor countries, where large percentages of the populations are illiterate. Discuss the use of e-learning to address the education gap in the agriculture sector. (8)

3. Briefly discuss Esoko as an example of an ICT application that is used in agricultural development. (6	
Discuss NetHope as a support network in agricultural development.	5)

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.

	Question	Self-assessment					
		Lov	W		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	