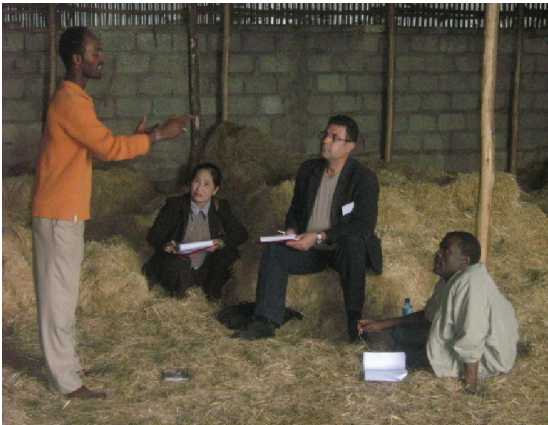


Training Course
Rapid Market Appraisal (RMA) for Fodder Products
Addis Ababa, 4-8 November 2008



Training Report
Tiago Wandschneider (CIAT)

1. Background

The training course “Rapid Market Appraisal for Fodder Products” was conducted under the auspices of the IFAD Fodder Adoption Project. The training was provided by Tiago Wandschneider of the International Center for Tropical Agriculture (CIAT). Thirteen people from Ethiopia, Syria, Vietnam and the United Kingdom participated in the course (see the list of participants in Annex 1).

2. Objectives

The main objective of the course was to equip participants with basic knowledge and skills that will enable them to contribute to future market research activities under the IFAD fodder Adoption Project. Emphasis was given to providing participants with an understanding of important marketing concepts and key features of agricultural markets and to guiding them through the different steps of a Rapid Market Appraisal (RMA).

3. Course structure and training methods

The training course was structured in five sessions (see course programme in Annex 2):

- i. Introduction
- ii. Agricultural Markets and Marketing
- iii. The RMA Process
- iv. Market Visits
- v. Findings from Market Visits

The first two and a half days (Sessions 1-3) comprised a series of lectures structured around specific themes. Some trainees had the opportunity to present case studies from Ethiopia, Syria and Vietnam. Each lecture was followed by plenary discussion sessions and group exercises.

Session 3 was the most important in that it provided trainees with a basic understanding of the whole RMA process, from product and area selection to the design and implementation of data collection, the processing and analysis of data, and report writing. This session was characterised by a lively discussion of the advantages and disadvantages of RMA methods vis-à-vis formal questionnaire surveys.

During the fourth day the trainees visited fodder production areas and urban fodder markets. Two groups visited a rural area near Addis Ababa and a fodder market in the city. The other two groups spent the whole day visiting markets and interviewing farmers and traders in Addis. The fieldwork provided an opportunity for the trainees to practice semi-structured interviewing and direct observation as methods for collecting primary data.

Trainees spent the fifth and final day analysing the data collected from the field and presenting and discussing key findings. The discussion sessions after the presentations provided an opportunity to reiterate some key messages.

A manual was distributed to the trainees, as well as copies of the power point presentations and an introductory paper on value chains.

4. Trainer's assessment

The training was well organised and characterised by a very friendly atmosphere. The trainees' interest in the subject matter was evident from their engagement during the presentations, discussion sessions, and group and fieldwork. Exposure to the situation in very different countries was of particular interest to the trainees and made the course more interesting.

The section on methods and tools for data analysis is particularly important and therefore merited a more in-depth approach. Moreover, a few case studies demonstrating the whole RMA process, from research to intervention and impact, would have been very useful to the trainees. Such improvements would have required more time for preparation as well as an additional day of training.

5. Trainees' assessment

The evaluation from the trainees was very positive (see Tables 1 and 2 below).¹ Nine found the training very good and the other two trainees ranked it as good.

¹ Two of the thirteen trainees failed to complete the evaluation form.

Table 1 Trainees' evaluation (general features)

	Not at all relevant/ Very poor 1	Not so relevant/ Poor 2	Somewhat relevant/ Average 3	Relevant/ Good 4	Very relevant/ Very good 5
Relevance of the course (N = 11)	-	-	-	2	9
Structure of the course (N = 11)	-	-	1	2	8
Quality of the lectures (N = 11)	-	-	-	2	9
Relevance of the group exercises (N = 11)	-	-	-	4	7
Relevance of the fieldwork (N = 11)	-	-	1	5	5
Quality of the training venue (N = 11)	-	-	-	5	6
Overall assessment of the training course (N = 11)	-	-	-	2	9

Table 2 Trainees' evaluation (individual sessions)

Sessions	Not at all relevant/ Very poor 1	Not so relevant/ Poor 2	Somewhat relevant/ Average 3	Relevant/ Good 4	Very relevant/ Very good 5
Quality and relevance of Session 1 – “Basic Concepts” (N = 11)	-	-	-	2	9
Quality and relevance of Session 2 – “Key Features of Agricultural Markets” (N = 11)	-	-	1	3	7
Quality and relevance of Session 3 – “Introduction to RMA and Area and Product Selection” (N = 11)	-	-	2	3	6
Relevance and quality of Session 4 – “Guidelines for Designing a RMA” (N = 11)	-	-	-	2	9
Relevance and quality of Session 5 – “Guidelines for Implementation of a RMA” (N = 11)	-	-	-	3	8
Relevance and quality of Session 6 – “Methods and Tools for Data Analysis” (N = 11)	-	-	1	5	5
Relevance and quality of Session 7 – “Guidelines for Analysis of Data and Information” (N = 11)	-	-	1	5	5
Relevance and quality of Session 8 – “Guidelines for Report Writing” (N = 11)	-	-	-	2	9

Annex 2
List of Participants

Name	Institution
Van Tien Dung	Tay Nguyen University, Vietnam
Nguyen Ngoc Anh	National Institute of Animal Husbandary, Vietnam
Ali Aljundi	Aga Khan Foundation, Syria
Nguyen Thi Hien	IMPP-IFAD, Vietnam
Nguyen Thi Mui	National Institute of Animal Husbandary, Vietnam
Garishu Edushe	ATJK Woreda office of Agriculture and Rural Development, Ethiopia
Tadesse Assefa	Oromiya Agricultural Research Institute, Ethiopia
Merga Muleta	Oromiya Agricultural Research Institute, Ethiopia
Tesfay Hagos	Tigray Agricultural Research Institute, Ethiopia
Haileselassie Amare	Tigray Agricultural Research Institute, Ethiopia
Tadesse Yohalashet	Tigray Bureau of Agriculture and Rural Development, Ethiopia
Kebebe Ergano	ILRI, Ethiopia
Alan Duncan	ILRI, Ethiopia

Annex 2
Training Programme

Tuesday, 4 November		
Session 1: Introduction		
8:30 – 8:45	Welcome address and introduction to the course	Alan Duncan
8:45 – 9:00	Trainees introduce themselves	Tiago Wandschneider
9:00 – 9:15	Trainees' expectations about the course	Tiago Wandschneider
Session 2: Agricultural Markets and Marketing		
9:15 – 10:00	Basic concepts	Tiago Wandschneider
10:00 – 10:15	Coffee break	
10:15 – 11:30	Basic concepts (continuation)	Tiago Wandschneider
11:30 – 12:00	Group exercise, mapping of the supply chain	Groups
12:00 – 13:30	Lunch	
13:30 – 13:45	Presentation of supply chain maps by groups	Groups
13:45 – 14:00	Questions and answers	Tiago Wandschneider
	Plenary discussion	
14:00 – 15:00	Key features of agricultural markets	Tiago Wandschneider
15:00 – 15:15	Coffee break	
15:15 – 16:00	Key features of markets for livestock products: Examples from Ethiopia, Syria and Vietnam	3 trainees
16:00 – 16:30	Questions and answers	Tiago Wandschneider
	Plenary discussion	Berhanu Gebremedhin
Wednesday, 5 November		
Session 3: The RMA Process		
8:30 – 8:45	Introduction to RMAs	Tiago Wandschneider
8:45 – 9:00	Questions and answers	Tiago Wandschneider
	Plenary discussion	
9:00 – 9:15	Product selection and geographical focus	Tiago Wandschneider
9:15 – 9:45	Group exercise on product selection	Groups
9:45 – 10:00	Coffee break	
10:00 – 10:15	Presentation of group results	Groups
10:15 – 10:30	Questions and answers	Tiago Wandschneider
	Plenary discussion	
10:30 – 11:15	Guidelines for designing a RMA	Tiago Wandschneider

11:15 – 11:30	Questions and answers Plenary discussion	Tiago Wandschneider
11:30 – 13:00	Lunch	
13:00 – 13:45	Guidelines for implementing a RMA	Tiago Wandschneider
13:45 – 14:00	Questions and answers Plenary discussion	Tiago Wandschneider
14:00 – 14:15	Coffee break	
14:15 – 16:15	Methods and tools for analysis of data and information	Berhanu Gebremedhin Tiago Wandschneider
16:15 – 16:45	Questions and answers Plenary discussion	Berhanu Gebremedhin Tiago Wandschneider
Thursday, 6 November		
8:00 – 8:10	Guidelines for writing a RMA report	Tiago Wandschneider
8:10 – 8:15	Questions and answers	Tiago Wandschneider
8:15 – 9:15	Group exercise: How to move from analysis into action?	Groups
9:15 – 9:30	Presentation of group analysis	Groups
9:30 – 9:45	Questions and answers Plenary discussion	Tiago Wandschneider
9:45 – 10:00	Coffee break	
10:00 – 11:00	Presentation of RMA case study (fodder)	Berhanu Gebremedhin
11:00 – 11:30	Questions and answers Plenary discussion	Berhanu Gebremedhin Tiago Wandschneider 1 trainee
11:30 – 13:00	Lunch	
Session 4: Market Visits		
13:00 – 17:00	Group exercise: Preparation of market visits	Groups
Friday, 7 November		
7:00 – 17:00	Market visits and interviews with supply chain actors	Groups
Saturday, 8 November		
Session 5: Findings from Market Visits		
8:00 – 11:30	Group exercise: analysis of data collected during the market visits and identification of opportunities for intervention	Groups Tiago Wandschneider
11:30 – 13:00	Lunch	

13:00 – 14:30	Group exercise: Preparation of power point presentations with findings	Groups Tiago Wandschneider
14:30 – 14:45	Coffee break	
14:45 – 15:00	Presentation of group findings	Groups
15:00 – 16:00	Questions and answers Plenary discussion	Tiago Wandschneider
16:00 – 16:15	Evaluation of training course	Trainees
16:15 – 16:30	Closing remarks	Alan Duncan

