



## Module 10- The Role of Extension in Supporting Value Chains

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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 organize 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.

This module has been designed to introduce extensionists to key terms and concepts required to understand agricultural value chains and to begin building the knowledge, skills and attitudes they require to provide effective extension services within value chains.

**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.

#### Module Learning Objectives:

After reading through the content in this module, you will be able to:

- Describe market types, market linkage methods and common features of value chains;
- Identify key actors within value chains and ways they interact to form a value chain;
- Identify roles extension services can play to develop value chains;
- List various tools and methods extensionists can use to support value chain development.

#### Module Performance Outcomes:

Upon completion of the activities in this module, you will have:

- Increased confidence in discussing key concepts within value chain development;
- Practiced identifying market and value chain based opportunities in your current working environment;
- Experience applying tools from value chain oriented extension methods to your current working environment;
- Developed strategies for strengthening trading relationships between actors involved in marketing and providing support services for a selected commodity in your area of operation.

#### Units

##### Unit 1: Agricultural Marketing

- What is agricultural marketing?
- Types of markets within the value chain.
- Key actors within the value chain.
- Business development services.
- Institutions that set policy within the value chain.



## **Unit 2: Types of Farmers and Extension Agents**

- Types of farmers.
- Pluralistic nature of agricultural advisors and their links to value chain.

## **Unit 3: Types of Market Linkage**

## **Unit 4: Tools for Analysing Market and Value chains**

- Defining the scale and type of market study.
- Extension tool kits for value chain development.
- Using market analysis tools in detail.

## **Unit 5: Value Chain Upgrading Strategies**

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