

PAMPAT's Value Chain Approach for Market Access



GOVERNANCE

Strengthening the capacity of public and private actors. Bringing together key actors in the value chain to develop a shared vision and joint action plan.

Mobilization and engagement of stakeholders in order to achieve the project objectives



COMPETITIVENESS

Upgrading different links in the value chain (e.g. farmers, collection centers, laboratories, packing houses and companies):

- Improving Quality
- Optimizing the use of resources
- Increasing productivity and production capacity

- Increased production volumes of each link
- Reduction of production costs and opportunity to sell at more competitive prices and / or increase the profit margin
- Increasing the added value created in each stage of production
- Increased bargaining power of each link through quality improvement
- Reduction of environmental impact



LINKAGES

Strengthening alliances (e.g. cooperatives, consortia) and formalizing linkages between the different actors in the value chain (e.g. supply contracts).

- Reduction of transaction costs
- Prerequisite for traceability
- Optimization of the quantities offered upstream and assurance of the regularity and quality of supply according to the market demand
- Ensuring risks and profits are equally shared throughout the value chain
- Increase of bargaining power for the weaker links of the value chain



QUALITY & ORIGIN

Ensuring compliance with quality, safety and origin labels. Promoting labels among different actors in the value chain, as well as buyers and consumers.

- Improving traceability and food safety
- Penetration of high-end markets and improved livelihoods of value chain actors
- Reduced exposure of the value chain to price changes in mass markets
- Reducing the size of the informal market



MARKETING

Improving market access and the Marketing Mix of companies and consortia:

- Product (packaging and presentation of new products)
- Promotion (communication tools and promotional activities)
- Place (identification of new distribution channels and new domestic and international markets, negotiating sales contracts with new clients)

- Effective positioning in new markets, including high-end markets
- Increased exports and reduced dependency on the local market
- Ensuring effective increases in sales and earnings
- Expansion of employment opportunities



DIVERSIFICATION

Diversification and innovation along the value chain (including the creation of new entrepreneurial initiatives, benchmarking, product processing by farmers, and / or new product development)

- Expansion of employment opportunities
- Diversification of beneficiaries' income sources
- Better visibility and better positioning in the value chain