

## **Summary of training of trainers (TOT) on basic concepts and methods of Rapid Market Appraisal (RMA) and linking farmers with markets**

### **Place, date and number of participants:**

- 44 participants from SNNPRS, at Yirgalem, during June 25-27, 2008

**Trainers:** Drs. Berhanu Gebremedhin and Moti Jaleta

### **Training objectives:**

This training of trainers was aimed at equipping the training participants with basic concepts and methods of RMA and linking farmers with markets. The training was designed in such a way that the trainers present basic concepts and methods to the participants, open a forum for deliberation, and help participants to do group discussions/exercises on selected questions from each topic. Once the groups finished their group work, representatives from each group present their respective group works and the whole training participants deliberate on each presentation. Later, the trainers give their comments on the outcomes of each group works.

Once the participants successfully finished the training, the trainers expected that the trainees would be able to:

1. Understand and describe the basic concepts in agricultural marketing
2. Conduct rapid market appraisal studies and write reports
3. Differentiate and apply different market and price analysis methods/techniques
4. Understand and apply different methods of linking farmers with markets.

According to the information from the Regional Agricultural Marketing Agencies, who demanded this type of TOT to be offered by IPMS, the trainees are expected to offer similar trainings to marketing experts at zonal and woreda level, who later train development agents that would also train farmers on agricultural marketing.

The training schedule and list of participants are attached below, as well as the training evaluation..

**Schedule for the Training of Trainers on  
Basic Concepts and Methods of Rapid Market Appraisal and Linking Farmers with Markets  
Yirgalem, SNNPR, June 25-27, 2008**

<b>Day 1: 25/06/2008</b>		<b>1. Basic Concepts</b>			
<b>Time</b>	<b>Session</b>	<b>Topic/Activity</b>	<b>Method</b>	<b>Facilitator(s)</b>	<b>Remarks</b>
8:30-9:00		<ul style="list-style-type: none"> <li>Registration</li> </ul>		Organizers	
9:00- 9:30		<ul style="list-style-type: none"> <li>Welcome/Introduction of participants</li> </ul>		Organizers	
9:30 – 10:30	Session 1	<ul style="list-style-type: none"> <li>Markets, Marketing, Market forces and actors market orientation, markets and economic development,</li> </ul>	Presentation/discussion	Dr. Berhanu Gebremedhin	
10:30-11:00		Coffee/tea Break			
11:00-11:30	Exercise on session 1	<ul style="list-style-type: none"> <li>Group work</li> </ul>	Group deliberations	Groups	
11:30 – 12:00	Group reports	<ul style="list-style-type: none"> <li>Group presentations</li> </ul>	Group presentations	Groups	
12:00-13:00		Lunch Break			
13:00-14:00	Session 2	<ul style="list-style-type: none"> <li>Value chains, Market channels, BDSs, Marketing functions and costs, Market institutions, SCP of markets, Ansoff matrix, Market policy instruments</li> </ul>	Presentations/Discussion	Dr. Berhanu Gebremedhin	
14:00 – 14:30	Exercise on session 2	<ul style="list-style-type: none"> <li>Group work</li> </ul>	Group deliberations	Groups	
14:30 – 15:00	Group reports	<ul style="list-style-type: none"> <li>Group presentations</li> </ul>	Group presentations	Groups	
15:00-15:30		Coffee/tea Break			
15:30-16:30	Session 3	<ul style="list-style-type: none"> <li>Agricultural marketing Extension</li> </ul>	Presentation/Discussion	Dr. Berhanu Gebremedhin	
16:30 – 17:00	Exercise on Session 3	<ul style="list-style-type: none"> <li>Group work</li> </ul>	Group deliberations	Groups	
17:00 – 17:30	Group reports	<ul style="list-style-type: none"> <li>Group presentations</li> </ul>	Group presentations	Groups	

Day 2: 26/06/2008

2. Designing and Implementing Rapid Market Appraisal (RMA)

Time	Session	Topic	Method	Facilitator(s)	Remarks
8:30-9:30	Session 2.1	<ul style="list-style-type: none"> <li>• <b>Why RMA?</b></li> <li>• <b>RMA-principles and prerequisites</b></li> </ul>	Presentation	Dr. Moti	
9:30-10:00		<ul style="list-style-type: none"> <li>• Group work on RMA prerequisites</li> </ul>	Group deliberation/work		
10:00-10:30		<ul style="list-style-type: none"> <li>• Presentations of the group work on RMA prerequisites</li> </ul>	Presentation/Discussion		
10:30-11:00		Coffee/tea Break			
11:00-11:30	Session 2.2	<ul style="list-style-type: none"> <li>• <b>RMA-tools</b></li> </ul>	Presentation	Dr. Moti	
11:30-12:00		<ul style="list-style-type: none"> <li>• Group work on RMA tools</li> </ul>	Group deliberation/work		
12:00-12:30		<ul style="list-style-type: none"> <li>• Presentations of the group work on RMA tools</li> </ul>	Presentation/Discussion		
12:30-13:30		Lunch Break			
13:30-14:30	Session 2.3	<ul style="list-style-type: none"> <li>• <b>Writing RMA report</b> <ul style="list-style-type: none"> <li>• <b>RMA data analysis</b></li> <li>• <b>Report Writing (guidelines, structures, styles, etc)</b></li> </ul> </li> </ul>	Presentation	Dr. Moti	
14:30-15:00		<ul style="list-style-type: none"> <li>• Group work on RMA report writing</li> </ul>	Group work		
15:00-15:30		Coffee/tea Break			
15:30-16:00		<ul style="list-style-type: none"> <li>• Group work on RMA report writing</li> </ul>	Group work		
16:00-17:00		<ul style="list-style-type: none"> <li>• Presentations of the group work on RMA report writing</li> </ul>	Presentation/Discussion		

Day 3: 27/06/2008		3. Methodologies/Techniques in Agricultural Marketing and Price Analysis 4. Linking Farmers with Markets			
Time	Session	Topics	Method	Facilitator(s)	Remarks
8:30-9:30	Session 3.1	<ul style="list-style-type: none"> <li>• <b>Methodologies and techniques in market and price analysis.</b></li> <li>• <b>Price analysis</b></li> </ul>	Presentation	Dr. Moti	
9:30-10:30		<ul style="list-style-type: none"> <li>• Group work on price analysis</li> </ul>	Group work		
10:30-11:00		Coffee/tea Break			
11:00-11:30		<ul style="list-style-type: none"> <li>• Presentation of group work on price analysis</li> </ul>	Presentation		
11:30-12:30	Session 3.2	<ul style="list-style-type: none"> <li>• <b>Marketing margin analysis</b></li> </ul>		Dr. Moti	
12:30-13:30		Lunch Break			
13:30-15:00		<ul style="list-style-type: none"> <li>• Group work on marketing margin analysis</li> </ul>	Group work		
15:00-15:30		Coffee/tea Break			
15:30-16:00		<ul style="list-style-type: none"> <li>• Presentation of the group works on marketing margin analysis.</li> </ul>	Presentation		
16:00-16:30	Session 3.3	<ul style="list-style-type: none"> <li>• <b>Linking farmers with markets</b></li> </ul>		Dr. Moti	
16:30-16:45		<ul style="list-style-type: none"> <li>• Practical reflections on the existing farmer-market linkages in SNNP</li> </ul>	Open discussions	Dr. Berhanu	
16:45-17:00	Closure	Closing remarks		Organizers	

List of RMA training participants in, SNNPRS, Yigalem, (June 25-27, 2008)

<b>No</b>	<b>Name of participants</b>
1	Alemayehu Tadesse
2	Bubu Haile
3	Alemayehu Wolde
4	Alemayehu G/Selassie
5	Markos Yure
6	Tilahun Habte
7	Teshome Menjure
8	Alemayehu Uka
9	Hayate Nasire
10	Adem Issa
11	Girma Worku
12	Zewdu Endeshaw
13	Fisseha Fino
14	Behailu Tesfaye
15	Matheos Legamo
16	Almaz Balta
17	Negassa Ayana
18	Ayele Adraro
19	Ermiyas Wondimu
20	Bishaw Fetene
21	Hailu Dubale
22	Tekle Gessesse
23	Alemayehu Tadege

<b>No</b>	<b>Name of participants</b>
24	Melese Lopiso
25	Tesfaye Anjulo
26	Tamirat Lalebo
27	Abreham Adelo
28	Alemu Tesema
29	Aster Tadese
30	G/Tsadik Abraham
31	Lemma G/ Meskel
32	Endalkachew Aklilu
33	Tilahun Genene
34	Argaw Danole
35	Cherinet Desalegn
36	Kidane Mariam G/Hawariat
37	Mulugeta Yigzaw
38	Tsigedingil Mengist
39	Shimekit G/Tsadik
40	Amare mengistu
41	Mekonnen Seyoum
42	Degsew Mulatu
43	Abebe Shiferaw
44	Ketema Yilma

**Training of Trainers on  
Basic Concepts and Methods of Rapid Market Appraisal and Linking Farmers with Markets  
June 25-27, 2008, Yirgalem, SNNPR**

**Summary of the Course Evaluation**

No.	Evaluation Criteria	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total	Average
		1	2	3	4	5		
1	The training was relevant.				9	31	40	4.78
2	The training was timely		9	5	16	10	40	3.68
3	The contents are in line with the training title and purpose.				11	27	38	4.71
4	Contents are discussed in depth.		1	5	20	14	40	4.18
5	The training was well structured.			2	15	21	38	4.50
6	Methods used during the training were appropriate.				19	21	40	4.53
7	Group exercises were helpful to understand the concepts and methods.			3	12	25	40	4.55
8	Handout printing and delivery was good.		2	5	13	18	38	4.24
9	The training has filled knowledge and skill gaps that I had to do my job effectively.			2	27	11	40	4.23
10	I believe that I will apply the concepts and methods that I have learned.			4	25	11	40	4.18
11	My expectations from the course are duly met.	1	1	1	26	9	38	4.08
12	I am satisfied with the training.			3	22	15	40	4.30
13	I am determined to train others since this is a training of trainers.			4	18	18	40	4.35
	<b>Total</b>	<b>1</b>	<b>13</b>	<b>34</b>	<b>233</b>	<b>231</b>	<b>512</b>	<b>4.33</b>

## Additional Remarks

### 1. Strength:

No.	Strengths	Frequency	Percent
1	Well equipped trainers	14	41.2
2	Good course contents	6	17.6
3	Time was used effectively	5	14.7
4	The training was excellent and should continue	2	5.9
5	The training was timely	2	5.9
6	Good to start from market and marketing concepts	1	2.9
7	The contents are more of academic and for economists	1	20.6
8	Very good presentations	1	2.9
9	It is very practical to be implemented	1	2.9
10	Good preparation of the trainers	1	2.9
<b>Total</b>		<b>34</b>	<b>100.0</b>

### 2. Weakness:

No.	Weaknesses	Frequency	Percent
1	The time allocated for the training was too short	32	86.50
2	Increase fonts of the handout prints	2	5.40
3	More complete handouts are required	1	2.70
4	Time allocated for exercises were not enough	1	2.70
5	Handout was not appropriate.	1	2.70
<b>Total</b>		<b>37</b>	<b>100</b>

### 3. Suggestions to improve the weaknesses:

No.	Suggestions	Frequency	Percent
1	Increase the days of training	26	96.3
2	Add more trainers from other discipline as well	1	3.7
<b>Total</b>		<b>27</b>	<b>100</b>

### 4. General Comments:

No.	General Comments	Frequency	Percent
1	Thanks to the trainers	11	50.0
2	Such training is also relevant at higher level (for higher officials).	4	18.2
3	The training was good	2	9.1
4	Time was too short	1	4.6
5	Similar trainings should continue in the future	1	4.6
6	Make it more professional than encouraging redundant ideas	1	4.6
7	I got enough knowledge in a short time	1	4.6
8	Prepare enough handouts in the future	1	4.6
<b>Total</b>		<b>22</b>	<b>100</b>