



# Aggregation Centers and joint market linkages initiatives

23 May 2022

10:30 – 12:00

ISCG meeting room  
Cox's Bazar, Bangladesh



**COX'S BAZAR  
FOOD SECURITY  
SECTOR**

Photo: ISCG / Saikat Mojumdur

# Agenda

## Meeting agenda

- Introduction of Participants
- Joint initiatives towards market linkages
- Sharing good practices:
  - VSO Bangladesh
  - UNDP
- Farm to Market (recommendations for operation optimization): WFP Retail Unit
- Way forward

# Introduction of Participants

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1. Food Security Sector
2. CNRS
3. FAO
4. Practical Actions
5. RIC
6. UNDP
7. UNHCR
8. Uttaran (for Helvetas)
9. VSO
10. WFP

# Joint initiatives

# Joint initiatives towards market linkages

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1. [Aggregation Centers and Farmer Groups meeting](#), 12 January 2022

2. [Maps update](#), February 2022

Aggregation/Collection Centres: 61 centres

Farmer Groups: 1,200 groups

3. Joint field visits to Aggregation Centers and Farmer Groups:

- 9 February 2022 in Teknaf (4 sites: WFP/Shushilan, UNHCR/CNRS, DCA, FAO/Shushilan)

- 10 February 2022 in Ramu and Ukhiya (4 sites: FAO/Shushilan, WFP/RIC, Helvetas/Shushilan, VSO/Shushilan)

Total number of participants: 52 from 19 different organizations

4 UN (FAO, UNDP, UNHCR, WFP), 8 INGO (BBC Media Action, Danish Church Aid, Helvetas, IVY Japan, Plan International, Solidar Suisse, Solidarites International, VSO Bangladesh), 7 NNGO (BRAC, CNRS, Meghna Social Health & Development Foundation, Mukti Cox's Bazar, Nowzuwan, RIC, Shushilan)

## Joint initiatives towards market linkages

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4. [Lessons learned workshop](#) based on field visits to aggregation centers and farmers groups, 23 February 2022
  
5. [Cross visit between farmers](#) (slides: 39 – 49, Helvetas/Shushilan and WFP/RIC)

Sharing good  
practices/ VSO  
Bangladesh





# WELCOME

TO THE  
PRESENTATION ON  
HIGH-VALUE CROPS  
AND EXPERIENCE OF  
VSO

**Dulal Chandra Biswas**  
Technical Lead, VSO



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## High-value crops and VSO's experience

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**Name of Project:** Safe food promotion project in climate-vulnerable areas

**The experience started in:** 2014 at Shyamnagar, Satkhira.

**Total primary actors:** 1550 (83% women)

**The safe food promotion project replicated in Ramu, Cox's Bazar in 2021**

**Primary actors in Ramu:** 220



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# High-value crops and VSO's experience

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## PROJECT OBJECTIVES

- To strengthen farmers skill on safe food production and promotion
- To improve awareness on climate resilient crops
- To improve market access of safe food
- To increase income of farmers family
- To improve youth leadership on promotion of Agroecology



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# High-value crops and VSO's experience

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The safe food promotion project focuses on the following areas:

- Promote women as the farmer
- Engage Government line department for skill transfer
- Produce and promote safe crops through Good Agriculture Practices
- Promote high-yielding mostly inbred varieties
- Promote high-value crops
- Engage local youth volunteers as change makers



# High-value crops and VSO's experience

## Promote Good Agriculture Practices-

- ❑ Use organic manure and bio-pesticides
- ❑ Use water-saving techniques and efficient irrigation
- ❑ Promote soil health
- ❑ Promote IPM
- ❑ Multiple cropping
- ❑ Enhance bio-fence



# High-value crops and VSO's experience

## The market for High-value crop

- ❑ Conduct a market assessment
- ❑ List down the consumers
- ❑ Fix the supply chain
- ❑ Support to ensure supply chain

## Consumer of High-Value crops

- ❑ Local People
- ❑ Army from Ramu Cantonment
- ❑ BGB of Ramu
- ❑ Restaurants at Ukhia, Cox's Bazar
- ❑ FSS and other colleagues passing through the sales center



# High-value crops and VSO's experience

## Supply Chain



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## High-value crops and VSOB experience

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### Opportunities

- ❑ Safe and high value in the market
- ❑ Demand for safe food
- ❑ Good number of consumers in the project area
- ❑ Higher yield and higher return

### Future Plan

- ❑ Increase Project Area
- ❑ Increase number of Sales Center
- ❑ Increase more women and girl
- ❑ Training more farmers
- ❑ Establish more voluntary youth club





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## High-value crops and VSOB experience

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## High-Value crops in Ramu, Cox's Bazar

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## High-Value crops in Ramu, Cox's Bazar

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# High-Value crops in Ramu, Cox's Bazar



# Thanks for your patience



## For more Information

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Sharing good  
practices/ UNDP



**EMBASSY  
OF DENMARK**  
*Danida*



# Presentation on Market Collection Point/Aggregation center Under SHARIP project



**Practical  
ACTION**

## Status of Collection Points SHARIP Project

Upazila	No of MCP Established till to date	# of CPs are Operating at least once in a week	# of IFM-FFS linked to CP	# of non-IFM-FFS farmers linked to CP	Weekly transaction in CP		Additional facilities provided by CPs
					Volume in kGs	In Taka	
Ramu	8	4	20 (300)	230	4000	80000.00	Advice, Inputs, Storage, Transport
Ukhiya	4	1	6(100)	150	800	16000.00	Advice, Storage, Transport
Teknaf	4	2	10(120)	55	400	8000.00	Advice, Storage, Transport
<b>Total</b>	<b>15</b>	<b>7</b>	<b>520</b>	<b>335</b>	<b>5200 KG</b>	<b>104000.00</b>	



# Good Practice

- **Perfect place selection and maintain systematic process for collection point establishment**
- **Trader/Market actor Included in management and operation of collection points**
- **Transportation vans helps farmer to carry produces and retail selling on the van other than the market day.**
- **Collection points are operating most of the day of week, where necessary.**
- **Collection point turned to storage and information exchange center. (Palong khali, Kocchopia, Daxin Mitachori)**



# Main challenge

- **Lack of production of demand led products**
- **Unstable supply of products**
- **Small producer's do not agree to sale their product to trader with wholesale rate**
- **Sometimes trader not agree to purchase their products from collection point due to limitation of product diversity.**
- **People have not willingness to give services to their society as like as previous**
- **Behavior change towards alternative**



## **Opportunities**

- **Still we have unidentified suitable place for collection point**
- **Upward trend of demand for agricultural product due to tourism and many mega projects**
- **Growing demand of high value crop in hotel and restaurant (Capsicum, Curry leaf, mushroom, baby corn)**
- **Local improve breed of native chicken are available.**
- **Scope for production of perennial vegetable (Green Banana, Papaya, Maringa etc.)**
- **Trader and producers can easily reduce their marketing cost (Transportation, market toll and tax)**

## **Way Forward**

- Carefully maintain all steps for establishment of a collection point
- A trained community facilitator should be attached with each collection point
- Demand led agro product production should be increased through special attention ( Native chicken, Native Duck, Banana, Local variety potato, French bean seed etc.)
- Incorporate more trader in collection point management and operation

## **Main steps for establishment of a collection point**

Place selection and large group discussion

Rapid feasibility assessment

Management committee formation

Meeting between farmer and Trader

Collection point management training

Constitution development : purchasing of materials

Inauguration and start Trading

Monitoring and Regular follow up

Periodic assessment and progress review



1. Staff Capacity Building 2. Large group discussion 3. Rapid feasibility 4. Inauguration 5. Bulking 6. Trading

# Thank you

Shaibal Barua

Market Development Specialist

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# Farm to Market/ WFP Retail Unit



# Farm to market project

**Improve Access, Price, Quality and Service** for the people we serve and the local communities through market linkage from farmers to retailers



# Farm to Market project Objective

## Farm to Market:

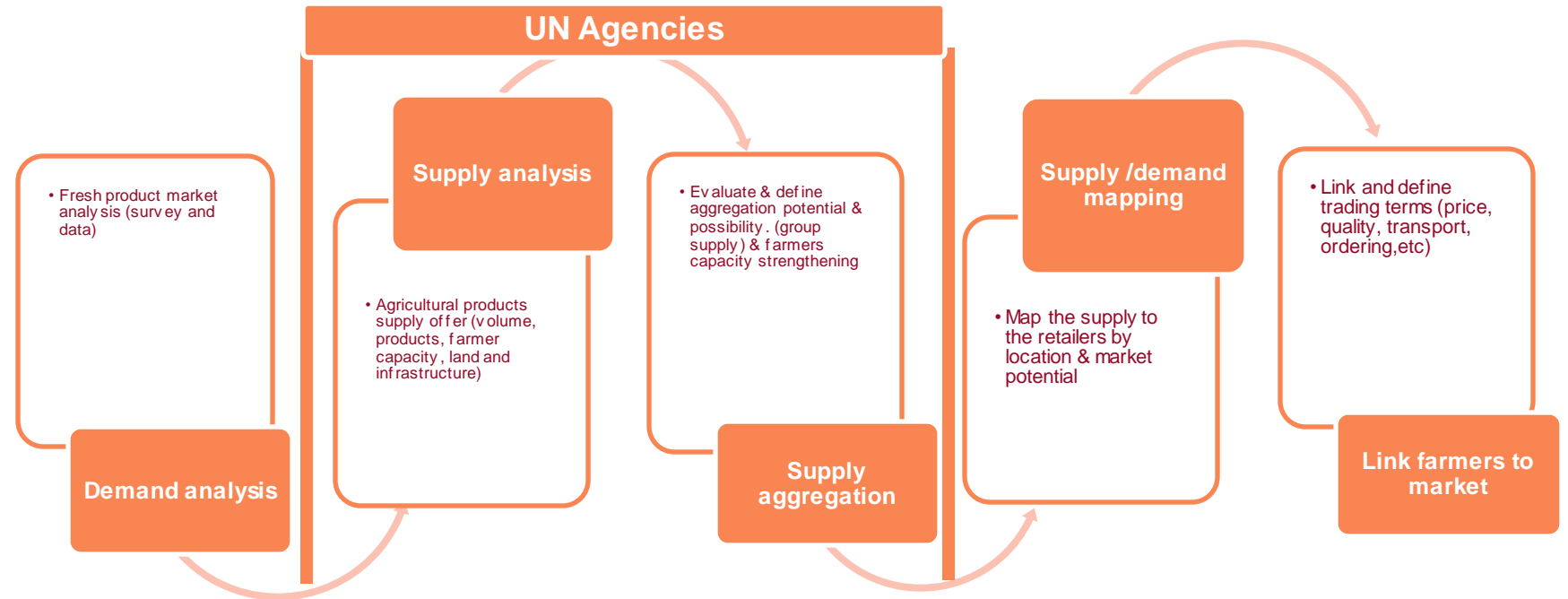
1. Improve the customer experience
  - a) Giving access to fresh food to customers
  - b) Increasing the freshness by reducing the lead time between farm to market.
  - c) Increasing the quality by harvesting and packing closer to the customer demand.
2. Improve the farmers revenue by providing access to the market with limited intermediaries



# Optimizing fresh food supply chain

“To support the creation of **sustainable fresh food markets**, we aim to identify and remove **inefficiencies in the market system** in order to **improve Access, Price, Quality and Service** for the people we serve and the local communities.

## Farmers to market linkage process (SOP)

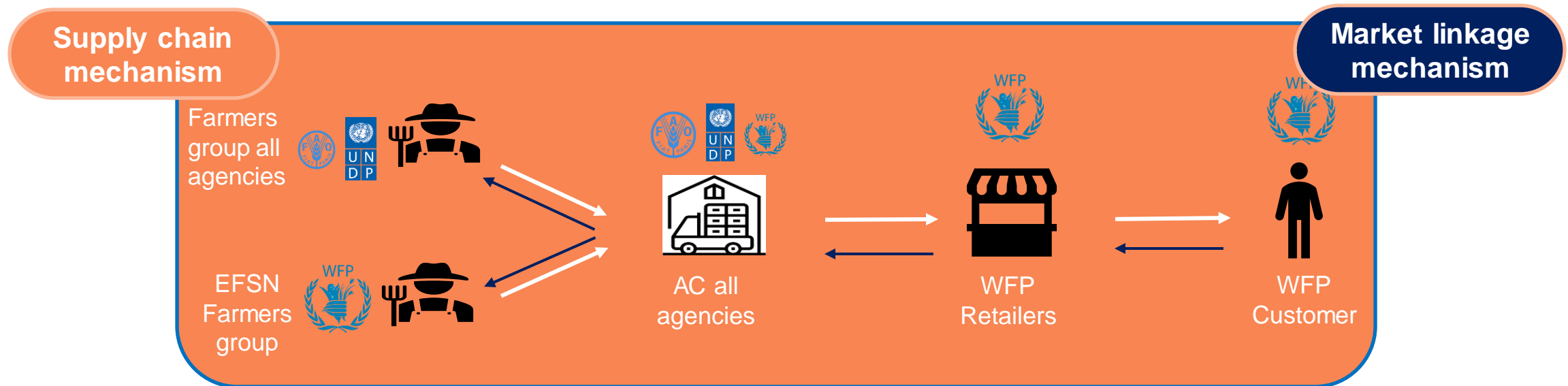


### Main Developments

1. OFFSC starts from Customer expectations. Expectations are identified through market survey, customer survey and data collection (when available) Ideally through MSA Fresh food extension.
2. Supply analysis is executed by expert in this field (FAO or other). Ideally, all farmers are integrated regardless of their supporting agencies).
3. Link farmers to market players include all commercial aspect to ensure fairness and business development between all partners
4. The long-term development is based on production integration to market needs. (it can include new crops if necessary)

# Farm to Market Recommendations

- ✓ Think customer first.
- ✓ Build up your project on market demands
- ✓ Build up your project on farmers capacity to answer to customer demands



# Farm to Market Operation Optimization

## Remove supply chain inefficiencies:

1. Remove the inefficiencies to build up trust and develop a sustainable business process.
2. Design a process based
  1. Fair pricing policy for all
  2. Solid and stable volume engagement
  3. Quality standard defined and controlled
  4. SOP agreed on which all are engaged and committed



# Farm to Market (Price Optimization)

## Price mechanism:

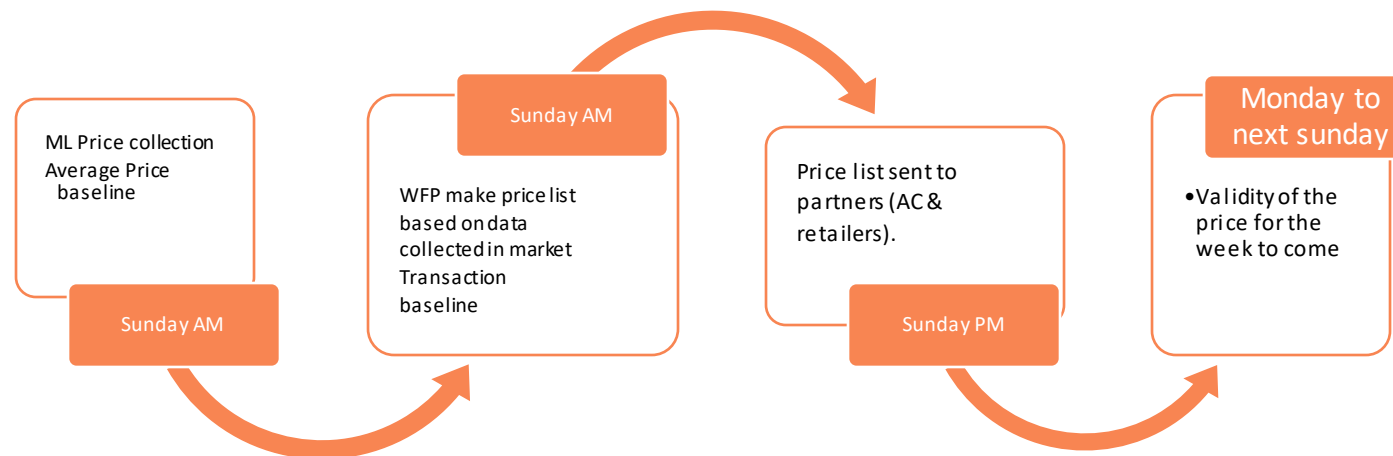
The price mechanism must ensure that the price is fair for all partners and is based on the reality of the market.

The prices are the Wholesale prices.

Price is based on wholesale market survey average

Price collection is made by an independent partners from the stakeholders

Providing a high unrealistic price to farmers may be a short-term answer to farmers but is definitively **NOT SUSTAINABLE**



# Farm to Market (Engagement & Commitment)

## Volume engagement:

To ensure farmers have a stable market and retailers have an equally stable supply, all partners must respect the volume they have engaged in.

• **Month -1 (seasonal):** Retail team (based on sales history similar week the year -1) provide to Aggregation PIC the estimated volume needed for the month/season to come. Note that this mechanism could be applied for farmers production plan (6 months in advance)

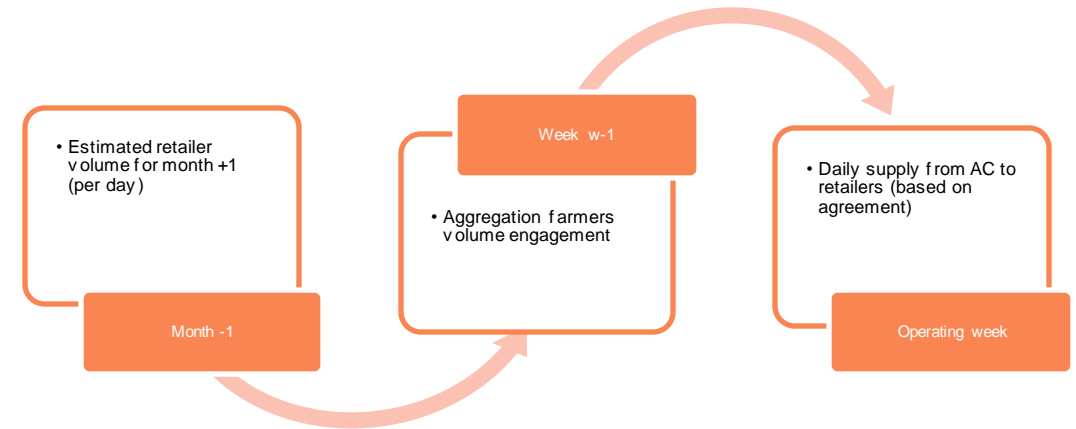
1. Mobilisation per day
2. Volume per day sold same week year -1
3. Daily Estimated volume for each day for the month to come (30% of volume sold Year-1)
4. File sent to aggregation coordinator

## • Week -1 (Saturday):

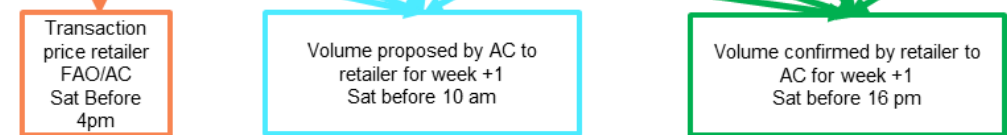
• Before 10 am: AC centre send to retailer the weekly product availability plan.

• Before 16 pm: retailer send back to AC his weekly volume engagement for the next week starting Monday finishing Sunday.

Note that the volume can be reviewed the day before the delivery (max 2pm) the order modification can not exceed 10% in order not to compromise the farmers harvesting plan too much.



World Food Programme		Weekly Product Mapping and Order Slip for F2M Piloting																																		
Name of OP / Resource Integration Centre (RIC)		Name of Dealer / Dealer																																		
SL	FF Item name	FF Unit (kg/box)	Weekly price selling		Available product quantity (kg/box/bunch) for transaction																															
			AC proposed price	FFC price	Monday				Tuesday				Wednesday				Thursday				Friday				Saturday				Sunday				Total			
			AC available volume	Retailer's order	Difference	AC available volume	Retailer's order	Difference	AC available volume	Retailer's order	Difference	AC available volume	Retailer's order	Difference	AC available volume	Retailer's order	Difference	AC available volume	Retailer's order	Difference	AC available volume	Retailer's order	Difference	AC available volume	Retailer's order	Difference	AC available volume	Retailer's order	Difference	AC available volume	Retailer's order	Difference				
1	Napkin	1 KG	27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2	Green Onion	1 KG	72	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
3	Yakult -Hydrat	1 KG	18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
4	Biscuit (bowl)	1 KG	185	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
5	Spiced Chicken	1 KG	166	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
6	Lettuce	1 KG	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
7	Java Potato	1 KG	225	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
8	Apples	1 KG	45	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
9	Small Chicken	1 KG	340	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	Java Fish/Napkin	1 KG	153	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	Spiced Potato(Green/Yell)	1 KG	23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
12	Garlic	1 KG	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
13	Red cucumber	1 KG	35	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
14	Spiced/Spicy-Chy	1 KG	90	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
15	Water spinach	10 bunch	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
16	Watermelon	1 KG	120	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
17	Malaga green	1 KG	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	



# Farm to Market (Supply and logistic)

## Supply chain & logistic:

To ensure a regular and stable supply to the retailers, each partners must engage in a process with the following steps.

## Supply chain is designed to bring freshness and quality to the customer

There are 2 options for the farmers to prepare their goods for the market. It can be either prepared

### Farm to AC

Option 1: Farmers harvest and pack according to WFP Standards (morning starting 5 am). Once packed, vegetables crates and bags are shipped to AC before 6.30 am (AC receiving max 7.00am ) for consolidation and quality control. (high risks good arrives at AC late).

Option 2: Farmers harvest and pack at 4.30 pm when temperature is colling down. The crates and bags are stored in farmers group cool shaded area overnight. Crates and bags are shipped before 6.30am (AC Receiving max 7.00am)

### AC to retailers

7.30 am the products are loaded to transport to be delivered to retailers

8.00 am all products must be delivered to retailers, controlled and invoice validated

Payment must be made every 2 days via Bcash





# Farm to Market (Quality standard defined and controlled)


## Quality control & return policy:

To ensure quality is adapted to WFP retail standards, products packed by farmers must be controlled at different stages:

- \* Products must be packed according to WFP specification standards
- \* Product must be controlled at aggregation centre before they are shipped to retailers
- \* Product must be controlled at retailer receiving yard

If the products quality or packing is not corresponding to the standards the product can be rejected (tolerance 5%) at receiving. No products can be returned to the AC after being accepted upon receiving

Market linkage team in collaboration FAO team will define a tool kit of good harvesting and packing practices to ensure farmers comply with WFP standards. FAO will be in charge to diffuse the good practices to farmers through his own channel

 <b>Tomato</b>		Non Conformity type
<b>Standard:</b>		<b>Tolerance:</b>
Appearance	Sound, fresh, round, oblong, or elongated.	<2% of total quantity
Color	Green to red	<2 of total quantity
Size	same origin, variety or commercial type, quality and size > 5 cm long and > 3.5 cm wide (range of length and width)	<5% of total quantity
Skin & others	Free from fungus, mold growth, scare and bruises	<3% of total quantity
	Firm inside meat (not translucent)	No tolerance
Contaminants	Free from pesticides, preservatives or not contain any substance which may represent a hazard to health & must certify the product is "fit for human consumption"	No tolerance
Packaging	Ideally 10kg plastic crate with interlayer rice straw or protection	No tolerance
	Accumulated non conformity	<10 % of total quantity
<b>Best practices of handling</b>		
1. Product store in a cool, dry, well ventilated and in hygienic environment		
2. Don't mix with other foods in store room		
3. Always do FIFO procedures at storage and display		
4. Storage on pallet(or 14 centimeters from the ground)		



# Farm to Market (Pilot achievement)

## Results:

1. As the AC propose their products available, the **number of products** purchased by retailers have increased (from 6 to 12)
2. As the Volume available is accessible to retailers, the **transaction volume per items** has increased (2.5 tons to 3.7 tons)
3. As the information flows between retailers and AC, the **supply chain is stable** on number of items and volume.
4. The **price** mechanism established is accepted by all and recognized as **fair**.
5. **The Freshness and quality** of vegetables delivered by AC is recognized **better**
6. **Pilot** has been extended to **FAO AC**

## Yet:

1. The daily operation still required a heavy involvement of WFP retail team & AC cooperating partners (quid if EFSN funding stops)
2. The retailers can have access to better prices in Chakaria market. (as we supply direct from farm (no intermediaries), the AC prices should be more competitive)
3. Transportation tools is not adapted to volume and distance (tom-Tom)
4. Scaling up is limited to small production capacity nearby by the local community (marginal farmers) and AC availability.
5. Quality and freshness optimization is subject to agricultural expertise that WFP does not have. (GAP, Harvesting, Packing technic)

Name of AC	Available products	Unit	MONTHLY SUPPLY MONITORING					
			March			April		
			Quantity purchased to	Total retailer sales	Contribution Market linkage	Quantity purchased to	Total retailer sales	Contribution Market linkage
Putibunia	Bean-Kidney-FFC	kg	0	15236	0%	0	809	0%
	Carrot-FFC	kg		4429	0%		1203	0%
	Chili-Green-FFC	Pc		1897	0%	305	934	33%
	Cucumber-Small-FFC	kg		571	0%	881	3578	25%
	Eggplant-FFC	kg	185	1412	13%	416	495	84%
	Potato-FFC	kg		5115	0%		1835	0%
	Pumpkin-FFC	kg	533	3009	18%	259	1025	25%
	Tomato-FFC	kg	704	2712	26%	648	1110	58%
	Arum-Root-FFC	kg		1350	0%		14	0%
	Bean-Kidney-Dry-FFC	kg	719		#DIV/0!	443	11356	4%
	Bean-Long-FFC	kg			#DIV/0!		7	0%
	Chicken-FFC	kg			#DIV/0!	268	8470	3%
	Chicken-Sonali-FFC	kg			#DIV/0!		1344	0%
	Fish-FFC	kg		6374	0%	31	3704	1%
	Fish-Koi-FFC	kg		655	0%		300	0%
	Fish-Pangas-FFC	kg		1685	0%		389	0%
	Gourd-Bitter-FFC	kg			#DIV/0!		21	0%
	Lemon-FFC	kg	355	6441	6%	355	6942	5%
	Mango-Green-FFC	kg			#DIV/0!	92	712	13%
	Okra-FFC	PC			#DIV/0!	83	141	59%
	Potato-Sweet-FFC	kg		17102	0%		10149	0%
	Spinach-FFC	kg			#DIV/0!		4	0%
	Watermelon-FFC	kg			#DIV/0!		2139	0%
	Bean-Hyacinth-FFC	kg		1557	0%			
	Gourd-Bottle-FFC	kg		1292	0%			
	eggs	kg			#DIV/0!			#DIV/0!
		kg			#DIV/0!			#DIV/0!
All the other	kg			#DIV/0!			#DIV/0!	
	kg			#DIV/0!			#DIV/0!	
Total			2496	70837	4%	3781	56679	7%

# Farm to Market Key point

## Key success factors:

1. Engagement from all partners
2. Independent coordinator
3. Set up a pilot prior to scale up (trust build up period)
4. Be as transparent as possible to all stakeholders (no unrealistic promises)
5. Ensure farmers and AC have quality controlled, volume and delivery schedule respected
6. Retailers commit to fair receiving practices & prices.
7. Farmers group expect realistic prices based on market prices.

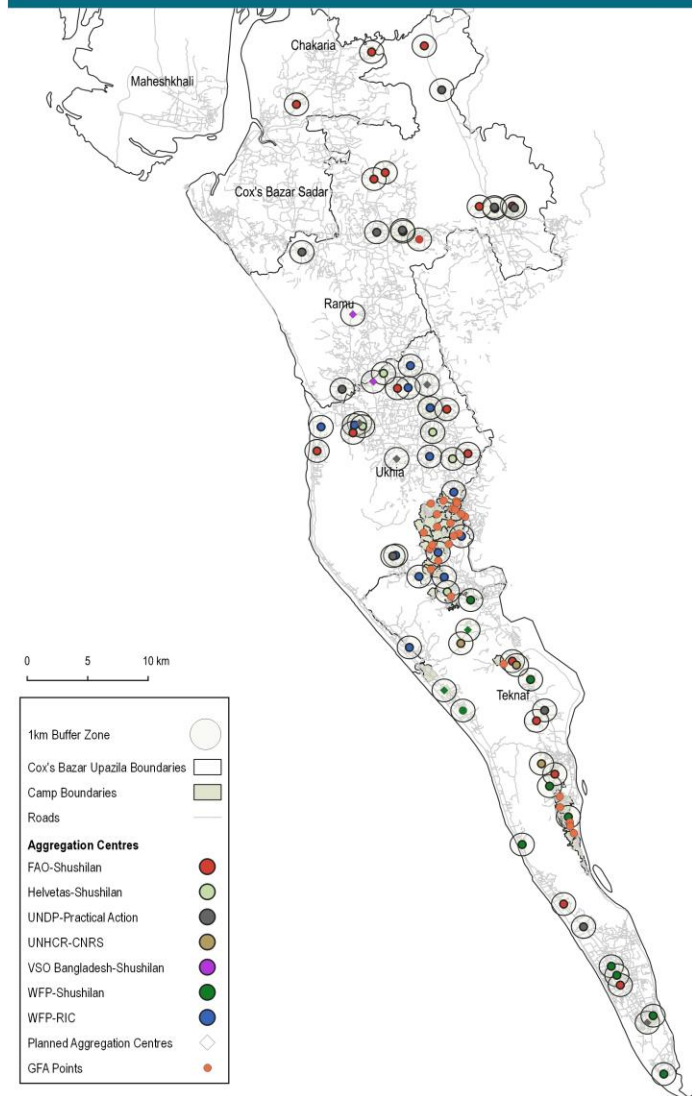


# Way forward

# Way Forward

- WFP is piloting a project of linking ACs with GFA distribution points in camps. Linking:
  - Capacity of production by ACs
  - Capacity of distribution at GFA points
- Partners are requested/encouraged to participate in this linkage exercise – by providing your AC production capacity.
- FSS will circulate the template.

Aggregation Centers in the Host Communities supported by FSS & GFA Points  
Cox's Bazar District | Data: February



## Action points

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- Organize a follow up meeting to share the initial findings of the pilot (FAO and WFP)

Who: FSS

When: July 2022