Marketing Organizations in Pakistan: What Value Chain Analyses Do Not Tell US About Marketing

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Balochistan Agriculture Project (FAO/USAID)
Food Security / Poverty Alleviation in Arid Agriculture Balochistan

- Killa Saifullah
- Loralai
- Mastung

- Food security
USAID Assistance to Agriculture in Arid Balochistan

- Killa Saifullah
- Loralai
- Mastung
- Zhob, Quetta
- Food security
- Make a small surplus
USAID
Balochistan Agricultural Project

- Killa Saifullah, Loralai, Mastung
- Zhob, Quetta
- Pishin, Musakhel
- Sheerani

- Food security, make a small surplus
- Make a large surplus
AUS Assistance to Agriculture in Balochistan Border Areas

- Killa Saifullah, Loralai, Mastung
- Zhob, Quetta
- Pishin, Musa Khel, Sheerani
- Noshki, Chagai, Kharan, Panjgur, Kech, Washuk

- Food security, make a small surplus, make a large surplus
- Go commercial
Communities
> Loose grouping

-> community organisations on community issues

-> general marketing

-> specific marketing
Value chains

Production

Marketing

Bit in the middle
Production

Wool

Problem
Production

Wool

Solution
Bit in the Middle

Apples

Problem
Bit in the Middle

Apples

Solution
Marketing

eeeekkkkkkkkkkk
Cooperatives
Farmer Marketing Collective

- No credit
- Business is not for free
- Business Support Service Providers
- Community audit
BSSP

• Preferably from same area
• Well versed in book keeping & accounting
• Conversant with business operations
• Good entrepreneurial, communication skills
Results

- Before feed the shearer, give him fleece
- Estimated farm gate price Rs 20 / kg
- Pre wash, grading Rs40 / kg
- Machine shearing premium Rs70 / kg
- Machine shearing increases clip by 20%
2013

FMCs 32

Rp 248 866 685
# FMCs Financial Results – Quetta

<table>
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<tr>
<th>Fruit</th>
<th>Supplier</th>
<th>Net Sales per Unit</th>
<th>Comparison (%)</th>
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<tr>
<td>Apples</td>
<td>FMC</td>
<td>360</td>
<td>34.3</td>
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<tr>
<td></td>
<td>Non-FMC</td>
<td>268</td>
<td></td>
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<tr>
<td>Apricots</td>
<td>FMC</td>
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<td>11.8</td>
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<td>Non-FMC</td>
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<td>FMC</td>
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<td>Non-FMC</td>
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Lessons

- Group marketing of small holder farmers
- Capacity building of members
- Reliance on own capital
- Pay for professional advice - BSSP
- NO CREDIT