



fintrac

Agricultural solutions to end hunger and poverty

Market Development:

Leveraging Analysis, Linkages, and Logistics

Fintrac's market-oriented approach empowers farmers, exporters, and allied enterprises to make informed choices before a single seed is sown. Knowledge of market specifications, anticipated prices, and delivery mechanisms is critical to maximizing product sales and farmer incomes.

Fintrac has an in-house team of market analysts, a global buyers' network, and field programs that always include market logistics specialists. We work as closely with informal domestic traders as we do with multinational importers. And we believe market diversification is an important element of sustainability in a dynamic industry that is continually adapting to change.

Delivering Market Analysis

For two decades, Fintrac analysts in our market research unit have collected, synthesized, and interpreted market information. We are continually strengthening our capabilities with electronic, real-time delivery mechanisms for prices and other data – disseminated via text messaging, electronic bulletins, and online reports.

Fintrac combines trade statistics, prices, and other secondary data with primary research on product specifications and market trends through an extensive buyer and distributor network. We also have price reporters in most major domestic, regional, and international markets, as well as an affiliate office in the European Union that provides port-of-entry inspections and arrival quality reports to our client exporters. We ensure service sustainability by training and transitioning all of our price and other market reporting services to in-country partners during any project implementation.

In addition, Fintrac has trained trade association and government agency staff across the globe in our research methodologies, which were recently incorporated and adapted for food aid distribution and monetization analysis.

In Ghana, Fintrac assisted the private Federation of Associations of Ghanaian Exporters in developing a market news service that delivers price reports via email to its membership on a weekly basis.

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In India, Fintrac trained Chamber of Commerce staff in price and market reporting methodologies fifteen years ago, forming a member service that continues to this day.

Creating Market Linkages

Fintrac supports client producers, processors, and exporters in negotiating with buyers and distributors, in the process integrating smallholders into supply chains. Our worldwide partners include multinational and national input suppliers; a strong network of buyers in major international markets (Europe, North America, the Middle East, and Pacific Rim) and regional markets (Africa, Asia, Latin America, and the Caribbean); and major financial, educational, and research institutions in countries where we work.

In Kenya, Fintrac helped 400 smallholders plant 2 million tea trees and facilitated an alliance between the growers, African processor/exporter Earthoil, and multinational retailer The Body Shop. The alliance culminated in The Body Shop's global launch of a new line of tea tree products and a five-year contract with the processor and its smallholders suppliers.

Facilitating Market Logistics

Certification, infrastructure, and transportation are critical elements of market development. Fintrac programs include experienced logistics experts who collaborate with engineers, customs agents, transporters, and other partners to craft solutions that reduce product losses, improve quality, and ensure on-time delivery. Fintrac also is the industry leader in enabling small farmers to obtain GLOBALGAP certification – from developing required in-field latrines and washing stations at the lowest cost to improving recordkeeping by literacy-challenged farmers.

In Nepal, Fintrac is rebuilding culverts destroyed by floods to carry produce from farms to village markets.

In Kenya, Fintrac took the lead in an assessment of Nairobi's central wholesale market and provided recommendations for its rationalization and upgrade.

In Ethiopia, we built collection centers at critical market hubs to store hides and skins prior to their sale to tanneries, preserving their quality so they can command premium prices.



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