**EXERCISE 5B. LET’S THINK ABOUT NEW PRODUCTS**

|  |  |
| --- | --- |
| *OBJECTIVE*  **After this exercise the participants will be able to:**   * List products they think they could sell: both those they currently grow, as well as products they do not yet grow but for which there is market demand. | |
| *EQUIPMENT NEEDED*   * Large sheets of paper, marker pens | *EXPECTED OUTPUTS*   * A list of crops and livestock products that farmers think they could grow and sell. |
| *TIME*  30 minutes- 1 hour | *PREPARATION*   * Bring with you the lists of crops and livestock products that farmers currently produce (from Exercise 5A). |

*In some cases, farmers might want to try to sell a new crop, or the technical project team may have new information about a crop or livestock product that farmers are not growing, but can be produced in the area and has high demand. The field team can introduce the idea of new products to farmers which they could produce and sell. This exercise helps them think about the range of products that they may be able to grow and market.*

*SUGGESTED PROCEDURE:*

1. Briefly review the lists of the most important food and marketed products.
2. Divide the farmers into small groups of 5–10 people each.
3. Ask each group to think of a crop or livestock product that they currently produce which the market wants and that they could produce more of.
4. When each group has chosen a product, ask them to list the reasons why they would like to grow (more of) this product.
5. If the field team has ideas, they can also introduce these products and get a reaction from the farmers about this new product.
6. For a new product, ask the groups to think about a new product that they do not currently pro-duce at all, but which they could feasibly pro-duce without too much extra investment.
7. Ask them to list the reasons why they would like to grow this product.
8. Ask each group to report back to the plenary about their two choices (Table 14).
9. Stimulate a discussion about the different products suggested. Help the group agree on a shortlist of products to consider further.

*QUESTIONS TO STIMULATE DISCUSSION:*

* Can you grow this crop (or raise this type of livestock)? Do you have the skills and resources? What other skills and resources would you need? How much would it cost?
* Where might the new product be produced? On land that is currently under-used? At what time of year? Would it interfere with the production of other crops or livestock?
* Is there a market for this product? How do you know? Would it be profitable? Who can we ask to find out about local prices and volumes required?

TABLE 14. FORM FOR MINOR AND NEW CROP AND LIVESTOCK PRODUCTS

The examples included are for illustration only.

|  |  |
| --- | --- |
| **CURRENTLY GROWN MINOR PRODUCT** | |
| **Name of product** | **Reasons for liking** |
| Onions | Easy to store, good price |
| Quail eggs | Good market |
| ... | ... |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

|  |  |
| --- | --- |
| **NEW PRODUCT** | |
| **Name of product** | **Reasons for liking** |
| Tree resin | Easy to harvest, high demand |
| ... | ... |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |