**EXERCISE 17C. LET’S TALK ABOUT SIDE-SELLING**

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| *OBJECTIVE*  **After this exercise the participants will be able to:**   * Describe the negative effects of side-selling on a marketing group. | |
| *EQUIPMENT NEEDED*   * 25 pieces of paper, each with the word of a specific crop such as “maize” written on it. (You may also draw a picture of the crop.) | *EXPECTED OUTPUTS*   * Participants see what happens when some group members do not keep to an agreement to sell produce to a specific buyer |
| *TIME*   * 15 minute preparation with selected members of the group * 60 minutes for the role play and discussion | *PREPARATION*   * Write the word “Maize” on the piece of paper. * You will need people to play the following roles. Ask for 7 volunteers from among the group.   + First trader (you can play this role yourself).   + Miller   + Five farmers (all members of a farmers’ group)   + Second trader. * Take these volunteers aside and explain the role- play to them. * Give each of the five “farmers” five pieces of paper marked with the word “maize.” Explain that each piece of paper represents a bag of maize. |

*SUGGESTED PROCEDURE:*

1. Together with the volunteers, perform the following play to the audience of other group members (see box Side-selling maize). Feel free to make up the dialogue as you go along. Try to build some humor in to make the role-play amusing!
2. Afterwards, facilitate a discussion among the audience and actors about what happened. Some points to bring out:

* Because some farmers sold early, everyone is worse off.
* All the farmers were paid less than the price they had negotiated for the full consignment.
* The trader is worried that he or she will not fulfill his contract with the miller. The trader will have to buy maize somewhere else, perhaps at a higher price, and will incur more transport costs to find the maize.
* If the trader cannot deliver, the miller will not be able to fulfill his or her own contract.
* The farmers no longer trust each other and they don’t like the trader. This is how farmers and traders fail to make good trading relationships and fail to get better deals.

*QUESTIONS TO STIMULATE DISCUSSION*

* Why did the farmers side-sell?
* Will some farmers always side-sell?
* Should the farmer groups and traders plan for a degree of side-selling, so that plans have some flexibility?
* What would it take to avoid large-scale side-selling when famers are working together?