



# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## MARKET ENGAGEMENT IN BANGLADESH

### What

The Feed the Future Developing Local Extension Capacity (DLEC) tested a self-sustaining model to integrate input and output market linkages, access to advisory services and financial credit for smallholder farmers in Jessore district in Bangladesh.

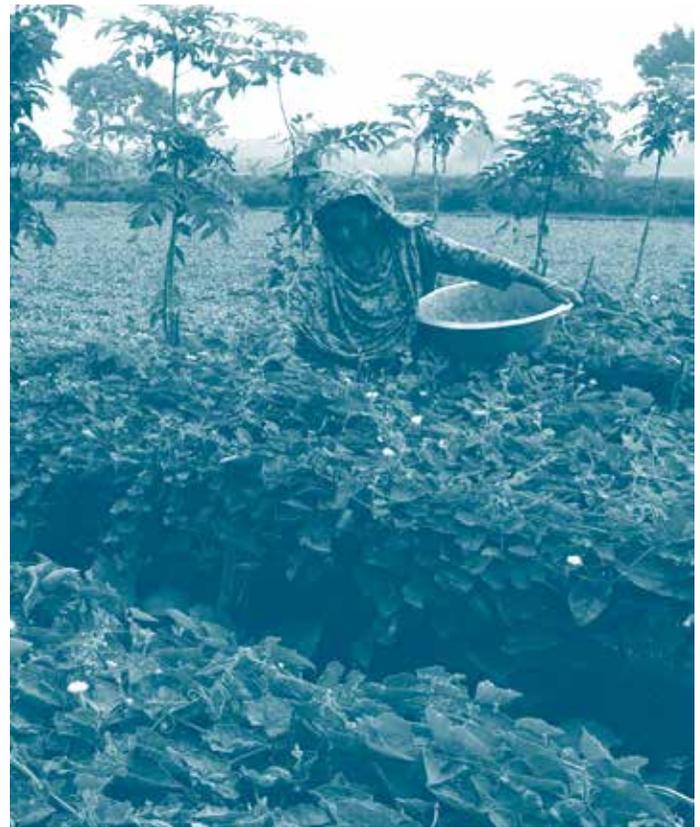
By forming linkages to bridge gaps between traditionally siloed services, the DLEC engagement built the capacity of 30 local 'resource' farmers, called aggregators, to meet the information and access needs of smallholder farmers in their communities.

### Why

Smallholder farmers need reliable access to a range of services including quality inputs, timely and relevant advisory, financial services and markets to translate farm yields into income gains.

However, farmers in Bangladesh are vulnerable to counterfeit inputs, dearth of relevant advisory, market manipulation due to poor road networks, high transportation costs, a proliferation of actors between farm-gate and markets, and lack of collective bargaining power to negotiate better prices.

For farmers to see the income gains from production gains, they need to sell their produce as efficiently as possible, for the best possible price, without having to take time away from farming or their families.



### How

Local 'resource' farmers trained to serve as Loop aggregators provide smallholder farmers in their communities with reliable access to markets and higher returns from market sales.

### Timeline

April 2017 - March 2019

### Partners

- Department of Agricultural Extension (DAE) - Government of Bangladesh
- Dhaka Ahsania Mission
- Krishi Utsho
- SNV Netherlands Development Org
- Ispahani Agro Ltd.
- CARE International
- Bank Asia
- ICCO Cooperation



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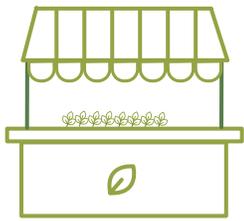


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## Results



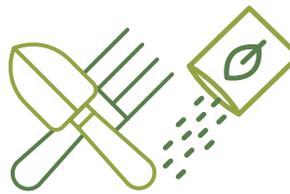
### Market Access:

Over 5,000 farmers (10% of them women) sold over 18,000 metric tons of fresh fruits and vegetables generating USD 4 million in sales. Participating farmers received 14% higher prices for their produce and 25% reduction in cost of transportation.



### Extension Services:

DLEC aggregators connected participating farmers with public sector extension agents to receive relevant advisory services and training on paddy, jute, maize and vegetable cultivation.



### Inputs & Technologies:

DLEC aggregators connected with Krishi Utsho's input suppliers to provide quality inputs to participating farmers. The partnership also served as a secondary income generation opportunity for the aggregators.



### Financial Services:

The engagement connected participating farmers with Bank Asia's digital agriculture card program to get credit and financial services to purchase inputs.

## DLEC's market access engagement catalyzed additional funding from:

- **The Government of the Netherlands** to expand the program to an additional geography within Bangladesh as part of the Profitable Opportunities for Food Security project implemented by ICCO Cooperation.
- **SNV Netherlands Development Organization** leveraged the DLEC aggregators to share weather advisory, plant & growth tips and pest outbreak alerts via their **Fosholi app**.
- **The School of Oriental & African Studies** at the **University of London** is investing resources to study how to integrate nutrition, gender and climate resilience into the aggregator-led market access model.



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