

Introduction

The Integrating Extremely Poor Producers into Market Systems Field Guide (Field Guide) is intended to provide the field-level practitioner with tools and applications to impact very poor households. The intended outcome of the Field Guide is to increase market engagement for very poor households, especially women, through enterprise development activities.

“Our vision and our responsibility are to end extreme poverty in all its forms in the context of sustainable development and to have in place the building blocks of sustained prosperity for all.”¹

The world is coming together to forge the post 2015 Development Agenda. The target is to bring the number of people living on less than \$1.25 a day to zero.²

The Field Guide focuses on allowing practitioners to more effectively reach the extremely poor and facilitate them to move up the economic ladder.

Market systems development methodologies have been used widely in enterprise and market development. Donors such as USAID, the Bill & Melinda Gates Foundation, DFID, GIZ and AusAID have supported this work. For development organisations, market systems development tools have been helpful, but many of the tools have not been specifically designed to support or benefit extremely poor producers.

Application of the Field Guide

The tools and discussions in this Field Guide are applicable when:

- The most strategic sectors that practitioners will be working in have been selected.
- Appropriate market analysis has been completed.
- Producer-level constraints have been identified as being critical in terms of strengthening input and output markets and/or targeting benefits to extremely poor households.

This Field Guide is NOT implying that working at producer level or producer group formation are the only solutions to overcoming constraints facing extremely poor producers' participation in markets. The Field Guide recognises that at times there will be greater impact on poverty reduction by intervening elsewhere in the market system. The Field Guide further acknowledges that even when intervening at the producer level, this may not always translate into forming producers into groups.

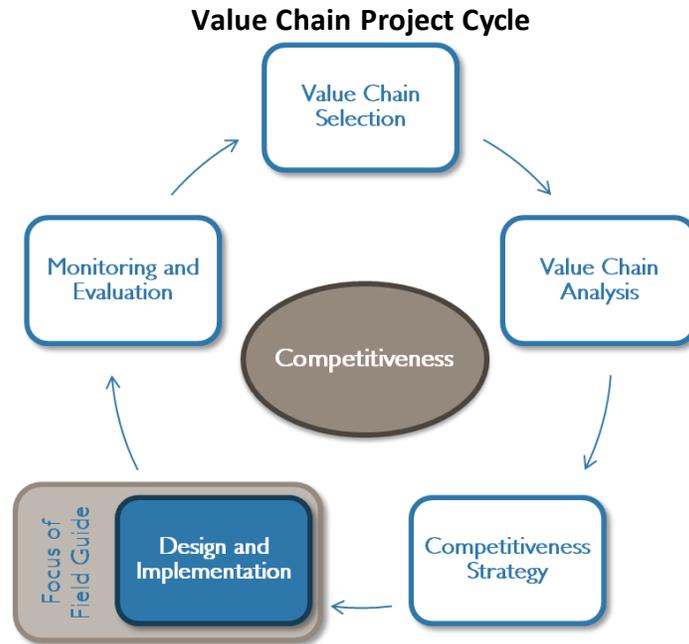
This Field Guide is applicable for use in the following contexts:

¹ Monrovia Communique of the High Level Panel, February 1, 2013, <http://www.post2015hlp.org/wp-content/uploads/2013/02/Monrovia-Communique-1-February-2013.pdf>.

² “A New Global Partnership: Eradicate Poverty and Transform Economies Through Sustainable Development.” (2013) United Nations Publications. <http://www.post2015hlp.org/featured/high-level-panel-releases-recommendations-for-worlds-next-development-agenda/>

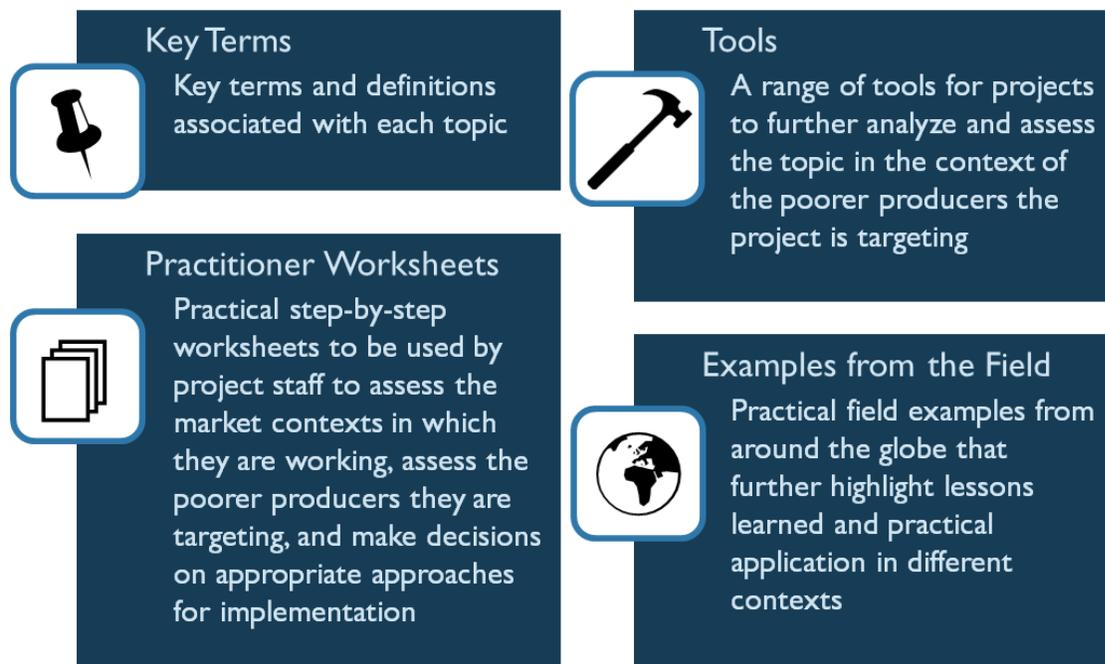
- Agricultural and non-agricultural contexts (although the focus is predominantly on agricultural production contexts)
- Development organisation project staff working with mainly rural producers

This Field Guide addresses the design and implementation phases of the project cycle (as can be seen in the diagram that follows).



Structure of the Field Guide

Each section is organised in a similar way, generally containing the following types of information that are represented by icons to ease usability:



This Field Guide includes several case studies that illustrate the key messages from the toolkit. The case studies include the Kenya Value Girls Programme, the Promoting Agriculture, Governance and the Environment (PAGE) project in Sierra Leone, the Productive Safety Net Programme Plus (PSNP Plus) in Ethiopia, the ProRENDA project in Angola, a multi-year assistance programme (MYAP) in Haiti, and the Post Cyclone Sidr Livelihoods Recovery programme in Bangladesh.

Practitioner Worksheets allow practitioners to apply the thinking discussed in this Field Guide to their own decision-making and contexts.

To complement this Field Guide, a Pocket Guide has been developed to provide field-level practitioners with a summary as a quick reference guide for programming ideas when working with extremely poor producers.

Field Guide at a Glance

The following diagram summarises the key topics covered in this Field Guide. This can be used as a quick reference to the content and layout of the Field Guide. The Field Guide starts by focusing on the “harder,” more tangible contractual arrangements with private sector actors, and moves to address the “softer,” less tangible relationship and behaviour type issues that form the foundation for their success or failure.

