



AGRICULTURAL MARKET DEVELOPMENT

Training Workshop & Study Tour



Nairobi, Kenya



7-11 July 2025

COURSE DESCRIPTION

This five-day course is intended to provide an overview of agricultural market development, equipping participants with the tools, methods and resources to implement strategies and work through the activities, stages and phases that transform isolated, individual producers into functional, organized groups that supply great volumes of high quality produce to high end national and global agricultural markets consistently.

Through presentations, exercises, group work and study tours, participants will learn the phases and components of agricultural market development.

Time will be allotted for practical exercises and informal question and answer sessions around common agricultural marketing problem areas.

Topics include:

- ✓ **Agricultural Marketing**
- ✓ **Agricultural Value Chain Development**
- ✓ **Agricultural Cooperative Management**
- ✓ **Agricultural Market Infrastructure Development and Management**
- ✓ **Agriculture value chain finance**
- ✓ **A one-day field tour**

The workshop is based on a belief that active learning tailored to specific needs can be both effective and enjoyable. For this reason, the workshop includes several group projects that enable participants to translate theory into practice and to apply what they have learned to their particular needs as soon as they return to their work environments.

The tour exposes participants to a thriving array of agricultural value chain actors from small and medium enterprises to large export concerns.

COURSE OBJECTIVES

- 1 Participants will have an improved understanding of how agricultural market development can improve the outcomes of their projects.
- 2 Participants will be able to design and implement agricultural marketing strategies, and provide structured support to agricultural cooperatives and SMEs.
- 3 Participants will be able to transform smallholders and their markets into more sophisticated economic entities.
- 4 Participants will gain confidence to apply the acquired skills and knowledge to their agricultural market development work.
- 5 Participants will also learn how to be better managers of the transformation processes in agricultural market development.

TARGET AUDIENCE

The course is designed for members of agricultural project teams, representatives from government, NGOs, bilateral and multilateral development organizations, consultancies, etc, that are tasked with smallholder commercialization or improving the volume and quality of the output of smallholders. The course is also perfect for non-agriculture professionals who are tasked with developing or implementing strategies for state, regional or national growth.

LOCATION

The venue for the course is Four Points by Sheraton, Hurlingham, Nairobi, a 4 star hotel which offers exceptional Kenyan hospitality and comfort.

It is in a secure location and is within close proximity to shopping malls, corporate offices, embassies and domestic airports.



Participants that wish to stay at the hotel should send an email to training@iildev.org in order to get the special rates for the event.

IILD will provide visa support to participants who require it.

LEAD FACILITATOR



Christian Gouet is a senior international consultant specialising in agri-food systems, impact investments, cooperatives and policy processes. He serves as a senior adviser to governments, NGOs, producer organisations, cooperatives, multilateral organisations (including agencies of the United Nations), social investment funds and other development agencies. He has advised, trained, and coached producer organisations and cooperatives directly in the field across 27 countries, and has trained professionals associated with farmers' cooperatives from more than 60 countries spanning Africa, Asia, Europe, and Latin America.

He has held the position of invited researcher at Wageningen University in the Netherlands and served as Development Programme Manager at the International Federation of Agricultural Producers (now the World Farmers' Organisation), where he organised international lobbying and policy dialogues worldwide. His professional expertise encompasses agribusiness management with a focus on farmers' cooperatives, investment analysis, business planning, financial management, agricultural practice, policy formulation, lobbying and advocacy.

Mr. Gouet developed, piloted, and internationally disseminated the Farmers Advocacy Consultation Tool (FACT) methodology—translated and utilised in 14 languages to date—for the preparation of farmers' policy proposals and engagement in policy dialogue. He has also designed methodologies for the strategic planning of farmers' organisations and cooperatives to achieve financial sustainability. He created the core content for the United Nations' International Labour Organization's MyCoop training package on cooperative management.

In addition to authoring over 150 reports from international advisory missions, Mr. Gouet has published scientific and opinion articles, manuals and book chapters on a range of subjects, including the role of producer organisations in development, cooperative management, policy proposal preparation, soil fertility & microbiology, and precision agriculture.

FEES AND APPLICATION

The fee for the training is US\$2,050 (includes tuition costs, copies of all the training materials, study tour, lunches and tea breaks - does not include travel and accommodation). The fee is payable once your application has been approved. Your place on the course will be secured only when full payment has been received.

Due to limited space, you are advised to get your application in promptly to avoid disappointment.

To download the application form, kindly go to our website link below:

<https://www.iildev.org/training/agricultural-market-development/>

OR contact us by email: training@iildev.org



Kindly visit our website www.iildev.org
OR send us an email info@iildev.org
for more information about our programmes and events

