
Strategy/Model of Private Sector Driven Agricultural Extension Service for MAPs

(LED Project)

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Profiles and present knowledge of the actors in MAP sector



- ❖ **Harvesters:** inhabitants of rural and mountainous areas, having know-how and tradition in harvesting, drying and storage of wild collected MAPs; they lack know-how on good harvesting practices and organic standard.
- ❖ **Farmers:** few years of experience with MAPs (with some exceptions), having general farming skills but lacking know-how on growing specific MAPs; they also lack knowledge on organic standards and production practices
- ❖ **Consolidators/Traders:** intermediaries between farmers and processors; having know-how on market and collection areas, they carry out simple postharvest operation, including drying, cleaning, etc.; they lack knowledge on organic standard, traceability, etc. Some have experience with large-scale cultivation or sourcing-out of MAPs with small farmers.
- ❖ **Processing/Exporters:** differences in processing capacities and value added; good know-how on international market demands, standards and quality requirements. Some have experience with large-scale cultivation or sourcing-out of MAPs with small farmers. Although some have certified part of their production as organic, they have not implemented the standards, traceability system and their organic status is dubious.

Current status of extension service delivery for MAPs



❖ **Most farmers cultivating MAPs do not receive regular extensive service**

- Despite its territory coverage, the efficiency and impact of **public extension** service is low due to quantitative (i.e. number of staff, logistics, funding) and qualitative (i.e. skills, specific knowledge on MAPs) limitations.
- Only some exporters and cooperatives offer **private extension** service within the network of suppliers or members.

❖ **Support and technical assistance for MAP sector outside farming (i.e. Consolidators, traders, processors, exporters) is almost inexistent**

- Export management, marketing of MAPs, choosing the business model, debt financing, management of product mix, supply management and price stability, tax reduction.
- **For organic MAP subsector:** above referred is valid but adding the particulars in terms of production, processing, trade and regulatory aspects.

Sector Organization and Issues related to Delivery of Extension service



- ❖ In **conventional** MAP production, seasonal and sporadic orders between foreign buyers and exporters as well as exporters and consolidators are dominant
- ❖ In **organic** MAP production, long terms contracts between all actors in the chain are dominant in order to ensure stable supply
- ❖ **Loose relationships** and limited coordination between producers and buyers further up the MAP chain
- ❖ Lack of direct **interest** of the consolidators **to invest** in training of harvesters/farmers
- ❖ **Willingness** of buyers and farmers **to pay** for private extension service is **uncertain** and requires further assessment.

Extension Model for Organic MAP Production



❖ **Extension service is run by the exporter including farmers and/or harvesters**

- This is enabled by the strong cooperation and coordination between companies and farmers and the relatively limited number of suppliers; there is complete information on market & prices
- Ensuring the organic standard at farmer/harvester level is a precondition for the success of the business therefore the interest to invest in extension is high.

❖ **Main areas of extension**

- Organic agriculture philosophy and business model
- Criteria for zoning organic production of MAPs
- Organic standards and certification (wild harvesting, production, processing, trade).
- Improving traceability and record – keeping
- Organic cultivation techniques
- Use of inputs in organic production (biofertilizers, biopesticides, planting material)
- Good harvesting practices of MAPs

Extension Model for Essential Oil Production



❖ **Extension service is run by the exporter including farmers and/or harvesters**

- Essential oil subsector is characterized by a high level of production fragmentation.
- Exporters of essential oils have complex relationships with foreign buyers.

❖ **Main areas of extension**

- Complete mechanization of cultivation, harvest and postharvest of MAPs for essential oil production
- Testing of new species and varieties with high essential oil content
- Testing new extraction technologies for niche markets
- Increasing competitive skills for getting grants (IPARD, National Scheme, CNVP...) and microcredits
- Internal control systems and traceability
- Balanced nutrition of MAPs for quality essential oils
- Contracting farming models (including international and local rules and regulations)

Extension Model for MAP Consolidators



- ❖ **Extension service is organised by the public extension service, National Agency of Forests and Pastures and the consolidator including farmers and/or harvesters**
 - Loose relationships and limited coordination between consolidators and farmers/harvesters; the interest to invest in private extension is low but it can be combined with public extension
 - Ministry of Agriculture (ATTCs, AREB) should strengthen extension service for farmers; newly established National Agency of Forests and Pastures should cover extension for harvesters;
- ❖ **Main areas of extension**
 - Testing new drying and storage technologies
 - Increasing competitive skills for getting grants (IPARD, National Scheme, CNVP...) and microcredits
 - Internal control systems and traceability
 - Contracting farming models (including international and local rules and regulations)
 - Access to information on markets and prices
 - Management of producer groups

Improving Public Extension Service



❖ **Extension service is organised by the public extension service staff**

- Public extension service has a capillary distribution in the territory but the service rendered to farmers does not have the required standard and does not meet the dynamics of the sector.
- There is a lack of clear vision for the functioning of public extension.
- National Agency of Forests and Pastures should play a role in extension of harvesters

❖ **Main areas of extension**

- Long term experiments for testing new species and varieties (ATTC, AUT, etc.)
- Comparative testing of organic vs. chemical inputs and effects on essential oil
- Testing adapted agriculture machines for mechanization of MAP cultivation
- Assessing resources of wild MAPs
- New technologies for MAP seedlings production
- Assistance for application in competitive grants/subsidies
- Training and certification of harvesters on Good Harvesting Practices

Desirable Features of Extension Services



❖ **There are some desirable features of extension services that include, among other elements, the following:**

- It should include farmer training, with capacity development at the individual and organizational levels.
- It should be pluralistic, with roles for the public, private, NGO, etc.
- It should be financially sustainable, with co-financing of services.
- A particular focus on access to information for women and youth.