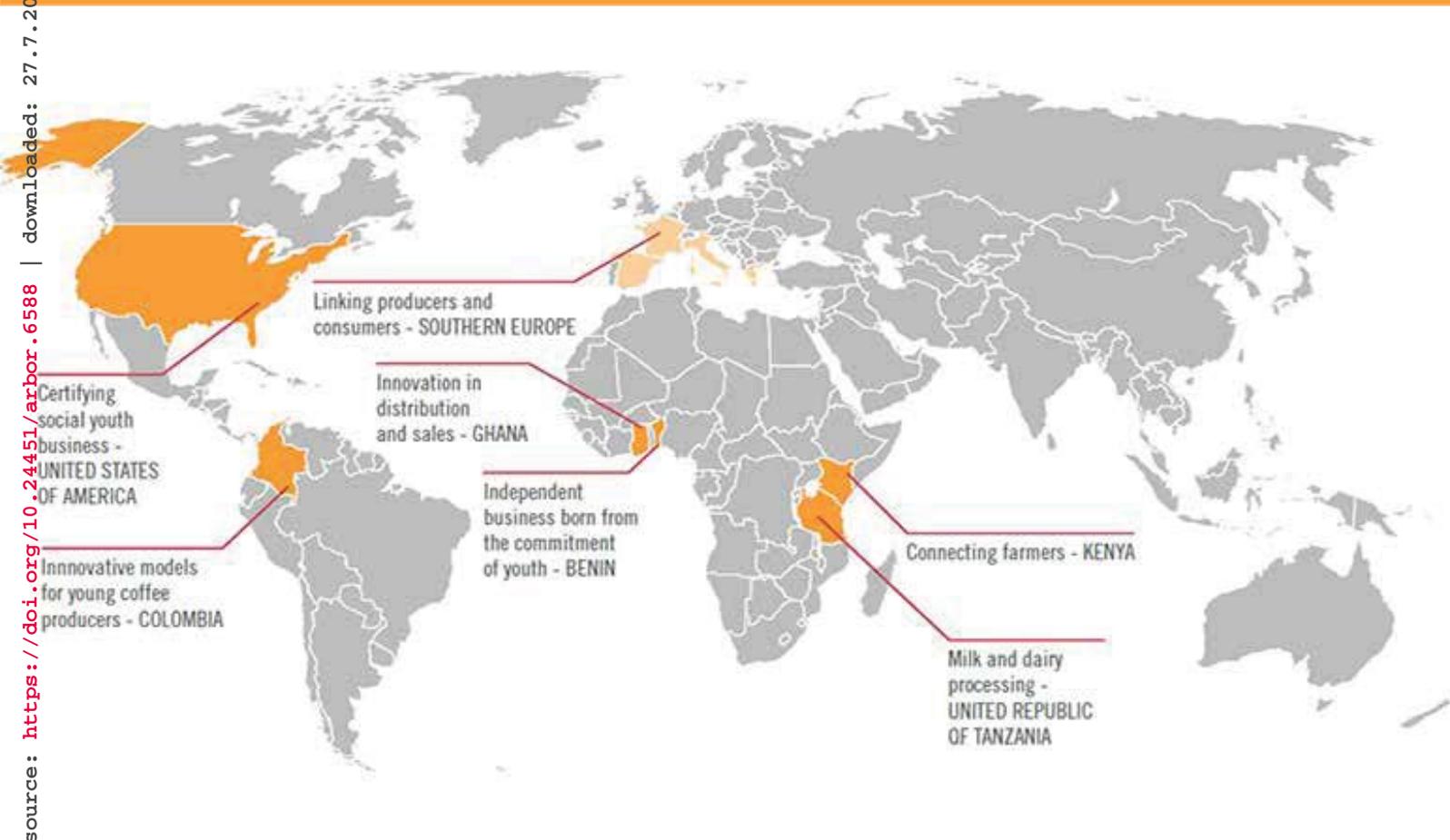


5. Access to markets

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5.1 Introduction

Market access for farmers means the ability to acquire farm inputs and farm services, and the capability to deliver agricultural produce to buyers (IFAD, 2010a). Markets provide the opportunity to generate income, contributing to a reduction in poverty and hunger in developing countries. Markets also drive production to meet consumer demand in terms of quantity and quality (van Schalkwyk *et al.*, 2012). Sustainable access to markets is required to guarantee smallholders an increase in income and to lift them out of poverty.

Since rural youth are the future of the agricultural sector (MIJARC/IFAD/FAO, 2012), their access to markets is vital for boosting productivity, increasing incomes and reducing poverty and hunger for the years to come. Nevertheless, young people face a number of challenges while trying to access markets, even beyond the constraints faced by smallholder farmers in general, in particular in developing countries.

Before accessing markets, young rural people have already faced numerous constraints to starting their farming activities, including difficulties accessing land [chapter 2], agricultural inputs and financial services [chapter 3]. Furthermore, many young people lack experience and knowledge of how markets work; they often lack business, management and entrepreneurial skills, and like many other smallholder farmers, they lack information about prices. Access to information and education is poorer in rural than in urban areas. ICT literacy is also lower, in particular among poor young women [chapter 1].

In the context of booming globalization, the demand for higher value and processed foods, combined with the rise of supermarkets around the world, has implications for the global food marketing system, as it alters procurement systems and introduces new quality and safety standards. Due to increased rural-urban linkages and faster communication, as well as fewer trade barriers, markets are increasingly open and homogenized towards international standards and, as a consequence, more and more competitive. The new procurement systems tend to require large, steady supplies (destined for supermarkets) and favour larger farmers over small-scale producers – which youth often are, particularly in developing countries. These young smallholder farmers are often obliged to maintain compliance with quality standards, cover the costs of certification and invest in technology and infrastructure, as well as in a more skilled labour force. Small young agricultural producers in developing countries can, in theory, sell their products to various kinds of markets: local (rural), emerging urban, regional and international. Improved access to national, regional and international markets is important to allow them to sell more produce at higher prices. However, it can be difficult for them to keep up with the required standards, volume, quality and diversity of goods. Local markets are traditionally the most accessible given the simpler logistics, smaller scale and relatively more moderate competition compared with larger domestic and international markets. However, as distribution channels shift from small local markets towards supermarkets, national and local markets are beginning to imitate international standards, and the market access challenges faced by small young producers no longer apply solely to exports.

In a typical rural market organization, there are a large number of producers and consumers served by relatively few market intermediaries (FAO, 2005). These intermediaries have good knowledge of the market and, for this reason, they can influence market policies. In general, longer marketing chains involving numerous intermediaries present a greater challenge for small young producers,

given their age, lack of experience and lack of negotiating power. Young players tend to market their produce through these strong market actors, who frequently take a large part of the profit or supply credit for inputs at high interest rates [chapter 3]. Another reason for youth's lack of market and price information and the asymmetric power distribution (van Schalkwyk *et al.*, 2012) is that they are often not sufficiently well organized (MIJARC/IFAD/FAO, 2012). Greater organization could enhance economies of scale, risk reduction, reduction of transaction costs and access to resources (including funding) (Kruijssen, Keiizer and Giuliani, 2009).

Young rural women in developing countries may face additional difficulties in accessing markets, since in many communities their freedom of movement may be restricted because of cultural norms (USAID, 2005) [chapter 1].

In light of the above considerations, it is clear that current market structures are not favourable to young farmers. However, market and infrastructure development in rural areas can lead to employment opportunities for youth in off-farm activities (brokers, intermediaries, market information agents etc.) and in jobs that do not require access to land [chapter 2] or other assets, but that call for specific types of skills and knowledge (e.g. ICT), where youth may have a comparative advantage. Young farmers are generally inclined to be involved in all links of the value chain; they are business oriented and look for innovative ways to make a living as part of a social network – not just in farming.

5.2 Case studies

33. CONNECTING FARMERS

KENYA

In Kenya, as well as in many developing countries, many smallholders have difficulty buying good quality affordable inputs and selling their products in steady quantities at a fair price. Middlemen have access to market information and are in a position to determine the price to offer for produce.

Three young women entrepreneurs, in their early twenties and members of AkiraChix,⁴⁸ – a forum for women interested in information technology – decided to attempt to solve the problem using technology. They founded Mfarm, an agribusiness software company that connects farmers, suppliers and buyers.

Mfarm aims to address the lack of market information via information technology, using mainly mobile phones, since many farmers in Kenya now have access to one. Farmers do not know how much to produce, who will buy, how much and when. Mfarm's formula is simple, and this is part of its attraction to users. A short-code SMS text service supplies farmers with real-time crop prices and market information, connecting them directly to food buyers and, crucially, to each other, so that they can pool their output and access bigger markets. A producer could post an SMS through the Mfarm system to advertise the fact that he or she has, for example, snowpeas to sell, stating the type of produce, quantity, price and location, adopting rapid, text-style language: "sell snowpeas 400 g 4 800 Nyeri".

⁴⁸ <http://akirachix.com/>

As well as connecting producers to the market, the Mfarm SMS service is also available to farmers to check the current prices of different crops, both locally and in other regions, and also the prices of essential inputs (e.g. fertilizers, seeds and pesticides). Mfarm helps farmers find the best deal and obtain bulk discounts through collective buying power. Another service allows producers to enquire about weather forecasts, so that they can plant and harvest their crops with greater confidence.

The young women's efforts to launch the company were given a boost when they won the IPO48 competition to set up a technology start-up in just 48 hours. Beating 87 other contestants, they won a prize of KES 1 million (USD 11 764) to be invested in the business. Less than three years after its launch, Mfarm reaches more than 8 000 farmers in Kenya, contributing to reduced overheads and better market connections. Mfarm has also helped traders, processors, agrifood industries and large retailers obtain reliable and regular supplies and have greater control over the quantity and quality of their purchases.

In October 2013, the company secured a funding of KES 20 million (USD 235 000) from the Safaricom Foundation. This funding will be used to pilot a model to deliver information and better prices to smallholder farmers through mobile technology.

Being young themselves, the three women company founders have a special interest in targeting young farmers. They hope that the use of technology tools, which young people feel comfortable with, will help attract them to farming as a career. "We want to teach youth that farming is not only for the old, because they are leaving everything to the older generation".

(Case study drafted by A. Giuliani, adapted from CTA)

More information available at:
www.mfarm.co.ke

34. INNOVATION IN DISTRIBUTION AND SALES

GHANA

Many African countries have traditionally focused on exporting cash crops while domestic markets have been largely neglected and are mostly inefficient. The result is massive food waste and high consumer costs for produce such as fruit and vegetables. Farmers also suffer from low prices and uncertainty over outlets. To face this challenge, a 26-year-old Ghanaian entrepreneur, Richard Ahedor Seshie, founded Vivuus Ltd, a small company designed to improve the collective rural transport system and boost small farmers' income and the income of street vendors by up to 10 percent. Vivuus Ltd. operates out of Ghana and is being launched in neighbouring Côte d'Ivoire, and the model is applicable to sub-Saharan countries in general. As much as 20 percent of food produce distributed to Accra remains unsold and rots, since wholesalers cannot forecast a day's orders and so buy in excess. Ultimately, it is customers who cover the costs and during the last decade, this inefficiency has contributed to price increases of up to 900 percent for certain staples.

Vivuus Ltd operates on a principle of "mobile + mobility" to help informal city vendors of food staples and smallholder farmers escape poverty. It has developed a rural transportation system for the efficient collection of crop surplus, agricultural waste and market residues in urban centres, selling on to third parties or for conversion into biogas and fertilizer. A lead farmer is chosen to



(28) Explaining the mobile-phone-based sales system m-commerce system to a woman vendor.



(29) Vivuus Ltd staff members. © Vivuus Ltd

oversee collection from other small-farmers and is equipped with a “cargo bike” to facilitate the transport of produce to the market.

Vivuus has also developed a mobile-phone-based sales system enabling women vendors in urban centres to purchase food staples. It sends out field agents to register women vendors, who must have a mobile telephone. Women thus become the main informal vendors, dominating retail sales to consumers on urban markets and improving distribution. Vivuus sends vendors “deal of the day” text messages, offering staples at discounted prices. Thanks to the above-mentioned food collection system, the quantities of food required to meet the increased orders are available.

Vivuus Ltd has a range of supporters and technical partners. It was initially supported by VC4A (Venture Capital for Africa), an Internet platform founded in 2008 to give early stage companies (especially youth-led ones on the continent) effective ways to connect with one another and to secure deal rooms and tools for networking with investors. VC4A is a fast-growing community of dedicated young professionals with a vision to increase Africa’s growth through entrepreneurship. The platform has initiated a “matchmaking” mentorship programme called [VC4africa.biz](http://vc4africa.biz) that puts young entrepreneurs and young companies in contact with interested investors and clients expanding their marketing opportunities.

(Case study drafted by F. Dalla Valle and A. Giuliani, adapted from CTA)

More information available at:
<http://vc4africa.biz/ventures/Vivuus-ghana/>
<http://vc4africa.biz/blog/2012/08/13/Vivuus-limited-a-holistic-approach-to-accomplish-energy-and-food-security-in-ghana/>
<https://vc4africa.biz/>

35. LINKING PRODUCERS AND CONSUMERS**SOUTHERN EUROPE**

“We Deliver Taste” is a platform aimed at creating a bridge between producers and consumers. Based on the principles of transparency and fair trade, this private registered company focusing on young farmers was created in March 2013 by a group of young people already involved in Slow Food⁴⁹ and Slow Food Youth Network.⁵⁰ The start-up was achieved thanks entirely to ICT tools (Skype, Facebook, Google Drive and Dropbox).

The platform aims to provide custom-made consultancy to young smallholder farmers to encourage them to respect local traditions, conserve the soils, enhance biodiversity and protect natural resources while producing food products. To improve market access for small-scale young farmers excluded from mainstream supply chains, it helps them create commercial brands. We Deliver Taste then buys their products and places them in high-end markets in Europe and overseas, through a Web shop. We Deliver Taste also organizes gastronomic events and tasting sessions in order to present products to consumers and tell the stories behind their taste. The target group is young and aware consumers. The final goal is to connect them directly with young farmers producing with respect for sustainability, ethics and tradition.

We Deliver Taste work is in Greece, Italy, France, Spain and Cyprus. Outside the Mediterranean area, it has expanded to the Netherlands and the Czech Republic, where, for example, it has successfully marketed “Calypso”,⁵¹ a small family brand of olive oil produced in northern Greece and managed by young people.

We Deliver Taste’s success is due to a number of factors:

- > There is growing consumer interest in the stories and origins of food, not only in Europe, but worldwide.
- > Young educated people, who speak a foreign language and have a wide social network, are turning to the land for employment opportunities, pushed by the financial crisis spreading across southern Europe.
- > New ICT technologies and the Internet provide excellent opportunities for producers to connect directly with consumers.
- > We Deliver Taste’s staff have excellent knowledge and expertise, covering a wide range of topics in food, gastronomy and agriculture.

(Case study drafted by A. Giuliani, adapted from Survey)

Information provided by Mr Pavlos Georgiadis, co-founder of We Deliver Taste.

More information available at:

www.wedelivertaste.com

www.facebook.com/wedelivertaste

⁴⁹ <http://www.slowfood.com/>

⁵⁰ <http://www.slowfoodyouthnetwork.org/>

⁵¹ www.calypsotree.com

36. CERTIFYING SOCIAL YOUTH BUSINESS

UNITED STATES OF AMERICA

YouthTrade was conceived by YES (Youth Entrepreneurship and Sustainability),⁵² in partnership with the Conscious Capitalism Institute (CCI).⁵³ The project was created by young businesspeople and is designed to promote entrepreneurship among under-35s by creating new markets for their products. YouthTrade fosters sustainability and encourages socially responsible investments, taking account of environmental concerns at global and local level. YouthTrade aligns conscious companies with conscious young entrepreneurs. Many of the youth businesses supported by the project are related to agroproducts or agroprocessed products; however, YouthTrade offers support to all kinds of products if they meet the project criteria – i.e. presented by youth, potentially marketable and following a sustainable business model. YouthTrade certifies youth businesses and encourages conscious companies to provide shelf space for youth-produced goods. It also uses social media to urge consumers to shop with a conscious mind-building awareness, establishes corporate buying programmes (YouthTrade Champions) and sets up YouthTrade Clubs to educate the next generation.

To date, YouthTrade has helped over 50 young entrepreneurs under the age of 35 across the United States. It forms partnerships with major companies to distribute and sell YouthTrade-certified products: Nordstrom and also Whole Foods Market, one of the leading foods supermarkets chains selling organic and natural products (rated one of the most socially responsible businesses globally,⁵⁴ and ranked high in the US Environmental Protection Agency's [EPA] list of green power partners).⁵⁵ In August 2012, YouthTrade developed its partnership with the Babson College, a leading entrepreneurial institute in the United States, to pilot the first ever YouthTrade Innovation Studio; today, YouthTrade is easily accessible to all Babson students and alumni.

YouthTrade has an important role in connecting young organic farmers with young entrepreneurs, giving them the opportunity to learn and grow together. YouthTrade opens up new market channels and the certified young entrepreneurs – who already follow sustainable businesses practices – donate part of their dividends from the enterprise to related social causes. For example, Heidi Ho Veganics, which sells plant-based vegan cheese made from certified sustainable agricultural materials from local producers, donates USD 1 of every product sold to a farm sanctuary. Global Village Fruit, which produces organic jackfruits drinks, uses its profits to fund jackfruit farmers in India so that they may enhance their infrastructure and knowledge.

(Case study drafted by F. Dalla Valle, adapted from the Internet)

More information available at:
<http://www.youthtrade.com/index.php/en/>
<https://www.facebook.com/IamYouthTrade>

⁵² <http://kelowna.directrouter.com/~yeswebor/index.php/en/>

⁵³ <http://www.consciouscapitalism.org/>

⁵⁴ http://online.wsj.com/public/article/SB117019715069692873-92u520ldt3ZTY_ZFX442W76FnfI_20080131.html?mod=blogs

⁵⁵ <http://www.epa.gov/greenpower/toplists/top50.htm>

37. MILK AND DAIRY PROCESSING

UNITED REPUBLIC OF TANZANIA

Shambani is a processing dairy company based in the Morogoro municipality and established in 2003 by three young graduates from Sokoine University in the United Republic of Tanzania. The founders set up the company following a business course at university and visited various local dairy farms and milk processing industries to learn more about milk processing and its marketing opportunities.

Fresh out of college, they had no collateral and no business record to convince a bank to lend them the money they needed. They began with a single supplier with a capacity of 30 litres and re-invested all their initial profits in the business while increasing their suppliers. The company now receives regular milk supplies from 256 Masaai households, has a processing capacity of 2 000 litres a day and employs 18 full-time staff, as well as generating income for suppliers and a number of part-time workers. The company organizes daily collections in hygienic cooled containers, and transports the milk to the factory, where it is pasteurized and cooled before being processed, packaged and marketed.

Shambani now supplies processed milk and other dairy products to retail outlets within the Morogoro municipality, in the Tanzanian capital Dodoma and in the country's commercial city Dar es Salaam. It produces six different products: pasteurized cultured milk, pasteurized fresh



(30) Milk collection from farmers. (31) Distribution truck. (32) Processing facilities. © Shambani

milk, butter, cheese, ghee and flavoured yogurt, which is especially popular with young people in primary and secondary schools and colleges. A door-to-door service has also been introduced to increase the number of customers, targeting busy households in urban areas, where parents have little time for shopping but are keen to give their children good nutritious dairy products. The delivery service uses bicycles and motorcycles, creating job opportunities for young people.

Shambani plans to increase its investment by approximately USD 500 000 in the immediate future, in order that the company may efficiently market its products, improve packaging, expand milk collection and buy new machinery to extend and speed up the processing. The aim is to reach more than 420 small milk producers and increase processing capacity to 4 000 litres a day, resulting in an additional net income of USD 926 per small supplier.

(Case study drafted by F. Dalla Valle, adapted from CTA)

More information available at:

<http://www.dairyafrika.com/news.asp?id=40>

<http://www.youtube.com/watch?v=ofYoslX74sQ>

http://dialogue2012.fanrpan.org/newsroom/youth_in_agriculture_award_shambani_graduate_enterprise

<http://www.shambani.co.tz/>

38. INNOVATIVE MODELS FOR YOUNG COFFEE PRODUCERS

COLOMBIA

In 2006, the National Federation of Coffee Producers (NFCP)⁵⁶ in Colombia launched the Innovative Models for Young Coffee Producers initiative, with support from the Inter-American Development Bank and the National Agrarian Bank. The aim of the initiative was to facilitate young coffee producers' access to markets while providing guidance to youth starting and developing their enterprises. The initiative has two major components.

Component one focuses on enabling young producers to set up their own enterprises and identify and evaluate suitable areas for sustainable coffee production. Once the suitable areas are identified, NFCP collaborates with the National Agrarian Bank to organize the purchase of the land. Young producers are then able to begin their own coffee production enterprises. In order to be eligible to apply, potential young producers must have been resident (for at least three years) in the area where the land is located, be aged 18–35 and have completed a minimum of nine years of schooling. In the first two years of the project, 1 300 young producers applied and 225 parcels of land were distributed.

Component two of the initiative focuses directly on the marketing side of the young producers' businesses. Youth are given support to set up collective coffee agribusinesses, known as "coffee business units" (CBUs), while NFCP guarantees the sale of produce at a fair and transparent price through its network of 540 purchase points. NFCP also provides ongoing support through its special advice units, offering regular technical support to ensure that the coffee meets strict quality requirements. NFCP benefits from the arrangement and consolidated its position as the largest

⁵⁶ The NFCP is a federal and democratic organization representing the interests of more than 563 000 Colombian coffee producers. Through a network of 34 coffee cooperatives with 540 purchase points, the NFCP guarantees all Colombian coffee purchasing of the entire production at a fair and transparent price.

individual exporter of green coffee in the world, representing 27 percent of Colombia's coffee exports.

In the first two years of the initiative, seven CBUs became fully operative, social security coverage (previously non-existent) was introduced and binding community networks were created to foster entrepreneurship, teamwork and build the kind of social capital upon which rural communities depend in order to thrive.

(Case study drafted by F. Dalla Valle and E. Nieto, adapted from the Internet)

39. INDEPENDENT BUSINESS BORN FROM THE COMMITMENT OF YOUTH

BENIN

Hervé Nankpan is from a small village in Benin (Glazoué) and a licensed professional in agrofood biotechnology. At the age of 24, he decided to become an entrepreneur – a high-risk sector in Benin – in order to address two major challenges affecting his country: lack of value addition to agricultural products and limited access to knowledge, skills and funding opportunities for starting an independent business, particularly as a young rural entrepreneur.

He wanted to start up an independent business manufacturing cheese and soy sausages, given that soybean is widely produced in Benin and the supply chain is currently booming. He needed a business plan and, therefore, attended the *Programme d'Appui à l'Emploi Indépendant* (PAEI), organized by the *Agence Nationale pour l'Emploi* (ANPE).⁵⁷ The training combined theory and practice; he improved the organoleptic characteristics of the cheese he wanted to produce and finalized his business plan. Thanks to his participation in the programme, he also obtained start-up funding from the *Fonds National pour la Promotion de l'Entreprise et de l'Emploi des Jeunes* (FNPEEJ),⁵⁸ the Benin national fund for the promotion of youth business and employment.

However, the maximum FNPEEJ financing of FCFA 20 million (USD 41 270) was not sufficient, because the initial investments were very high, because the equipment and machinery needed to be imported. Nankpan then participated in a second programme, "*Talents du monde UEMOA*",⁵⁹ which provided theoretical and practical training in marketing, management, leadership and corporate communication, and comprised an internship in a company corresponding to the participant's own business idea. This training took place in France and lasted three months, after which he returned to Benin, full of enthusiasm and committed to his business idea. He was dismayed when the financial sources he had contacted for funding told him that he was too young to lead a project of more than FCFA 300 million (USD 620 000).

He then came across on the Internet "Entrepreneurs in Africa",⁶⁰ a French institution providing technical support to projects in the pre-funding stage. He submitted his business plan but it was not accepted. He then approached "Total Improvement", which studies project feasibility and profitability and helps find funding – his project was accepted. He re-applied to Entrepreneurs in Africa and the project was selected (one of 14 out of 500) for a technical study. Funding was

⁵⁷ www.anpe.bj

⁵⁸ <https://www.facebook.com/pages/FNPEEJ/163207480436608?sk=info>

⁵⁹ Economic and Monetary Union of West Africa (see www.lestalentsdumonde.com).

⁶⁰ www.entrepreneurs-en-afrique.com

therefore made available by both Entrepreneurs in Africa and Total Improvement and he could finally, after four years, start his company.

The Greatcheese Company⁶¹ processes cheese and soy sausage in Cotonou in Benin. The success of this young rural entrepreneur is an example of how the commitment and perseverance typical of young people can be the key to starting up a private business and seizing funding opportunities. A range of trainings and funding opportunities for young entrepreneurs are available on the Internet, implying, however, a high education level, knowledge of a foreign language, ICT literacy and the opportunity to travel and live far from their place of origin – all potential barriers to young rural women and men.

(Case study drafted by A. Giuliani, adapted from Survey)

Information provided by Sourou Hervé Appolinaire Nankpan, owner of Greatcheese Company.
More information available at:
www.agrobenin.com

5.3 Conclusions

Access to markets is crucial for young farmers all over the world. In developing countries, it is necessary to enhance productivity, generate increased incomes and thereby reduce poverty and food insecurity. Despite this, most market structures do not favour market access for youth. The case studies provide examples of how youth can increase market access.

To gain access to markets and commence production, access to resources (e.g. land and financial services) is needed. However, access to these resources is often more limited for youth than for older smallholders [chapter 2, chapter 3]. Programmes, initiatives and schemes specifically directed at young people, such as start-up funding opportunities and competitions, can help them overcome these challenges [case 20, case 18, case 23, case 33, case 39]. These case studies show that in both developing and developed countries, innovation, perseverance and commitment are crucial for making the most of these opportunities.

Education and training are essential if youth are to seize marketing opportunities and create their own business. Training programmes should be designed to respond to the needs of young producers [chapter 1]. In both the United Republic of Tanzania [case 37] and Benin [case 39] young entrepreneurs fresh from university or training courses used the knowledge and skills acquired to draw up a business plan. A certain level of education may also be a prerequisite when applying for financial resources [case 37, case 39]. Mentoring programmes such as the young coffee producers in Colombia [case 38] offer numerous advantages: knowledge and competencies to comply with market requirements; specific skills development; and increased confidence.

Young farmers are new in the market and have only limited networks and contacts with buyers, which restricts their access to **market information**. However, modern market information services now exist and the development of ICTs facilitates marketing and trading. Youth tend to be adept at learning to use new technologies and they may already use ICT tools for social networking. They

⁶¹ www.agrobenin.com

therefore have a comparative advantage in accessing market information and can overcome the barrier of asymmetric power distribution (MIJARC/IFAD/FAO, 2012).

- > The growth in ICT-based market information services allows the various actors in the value chain to connect, for example, MFarm in Kenya [case 33] provides farmers with information regarding prices through SMS services and connects them with traders and consumers. Meanwhile, the mobile-based sales system developed by Vivuus Ltd [case 34] links women retailers in urban markets with producers in Ghana, improving distribution, lowering prices and allowing farmers to sell more.
- > ICTs can enhance agricultural extension services [case 7, case 33].
- > ICT tools are used to sell products to consumers (e.g. through the Internet). We Deliver Taste in Europe [case 35] provides custom-made online consultancy services to young farmers to tap into niche markets and also uses a “Web shop” to sell food products.

There is increasing evidence that being a member of a (youth) **producers’ group**,⁶² can help young people overcome the challenge of accessing markets. Organizations can give youth the necessary bargaining power to interact on equal terms with other market actors. Producers’ organizations can also help reduce transaction costs as well as realize economies of scale when buying agricultural inputs and selling agricultural produce (IFAD, 2004). Acting collectively may enable youth to deal with transportation and storage issues, acquire technologies and certificates to comply with required quality standards, and reach the necessary scale to supply the desired quantity of their products in order to access larger markets. The National Federation of Coffee Producers in Colombia (NFCP) provides support to create collective coffee agribusinesses (CBUs), guaranteeing a certain purchase of produce at a fair and transparent price [case 38]. Vivuus Ltd. [case 34] created an efficient collective rural transportation system: run by a head farmer – chosen to aggregate produce and provided with a “cargo-bike” – it enables proficient assembly of crops and the collection of agricultural waste residues to be sold or transformed into biogas and fertilizer.

High-value agricultural products and **niche markets** also offer opportunities to young farmers all over the world (Hellin, Lundi and Meijer, 2009). This can be particularly beneficial for young women farming in developing countries, as FAO reports that women play an important role in many of the high-value agricultural market chains in Africa and Latin America (FAO, 2011a). Consumers, mostly from industrialized countries, but also in transition and developing countries, are increasingly concerned about fair trade and interested in organic, natural, healthy, environmentally friendly and traditional products (Fréguin-Gresh, Losch and White, 2010). Agrotourism, culinary tourism, herbal medicine and natural cosmetics are becoming ever more popular, in particular among the young generation, which is rediscovering local tradition and culture as a countertrend to globalization. Young farmers can exploit these rising opportunities thanks to their creativity, flexibility and interest in addressing novel and niche markets. We Deliver Taste, founded by members of the Slow Food Youth Network (SFYN),⁶³ helps young smallholder farmers in southern Europe produce territorial products (FAO, 2009b) in a sustainable way, with respect for natural resources and traditional knowledge [case 35]. Globally recognized certification schemes – environmental certification, social certification and branding – are another way of

⁶² For example: *Synthesis of deliberations of the Fourth Global Meeting of the Farmers’ Forum; and Youth: the future of agricultural cooperatives* (see <http://www.fao.org/docrep/017/ap668e/ap668e.pdf>).

⁶³ The Slow Food Youth Network (SFYN) is an international network of young people who bring about changes in the field of food production and consumption. It was founded by a number of enthusiastic and motivated young people with a passion for good, clean and fair food, and with an interest in sustainability issues (see <http://www.slowfoodyouthnetwork.org/>).