

Project summary

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| Project title | Market liberalisation as an opportunity? Testing an IT-supported and farmer-led vanilla marketing system |
| Project objectives | <p>Vanilla has been one of the crops that has been promoted by some organisations, including INFACT (Information for Action). During the last years, INFACT has helped farmers group to develop eco-friendly cultivation technologies for vanilla.</p> <p>In 2001 some farmers linked to the Organic Spices Growers Forum (OSGF), a group promoted by INFACT, have started to collectively market raw vanilla beans. Main aim was to fetch higher prices offering a higher quantity to buyers. However, the marketing process already shows its limits, due to a non-professional and non-systematic approach.</p> <p>This project wants to tackle specific key problems for the collective and farmer-led marketing of vanilla.</p> <p>Main objectives of the project are to equip the farmers with a IT-supported information system and professional marketing skills, to sensitise and train (new) vanilla growers in eco-friendly production and quality standards, and to run a systematic collective marketing system. Last objective is to test on-farm vanilla drying units to promote value-addition.</p> <p>Particularities of the project are the high involvement of members of the Organic Spices Growers Forum (OSGF) in the project activities, and the use of IT for farmer-led marketing activities.</p> |
| Project time | 2004-2005 |
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