

## From farm to market

Sustainable development and poverty reduction can be achieved through linking smallholder farmers to growing markets. But farmers often face a number of barriers to market, including obtaining reliable data on consumer needs, producing sufficient amounts of high-quality produce, and getting their goods to markets.

This issue of *Partners* focuses on research that is helping farmers overcome these barriers. Research is helping farmers make the transition from subsistence farming, where they produce just what they need, to one where they produce more and sell the excess for a profit. Linking farmers to markets includes information transfer: getting information to farmers on what markets expect and how to increase production of high-quality produce. In some cases it involves getting the market to see that smallholder farmers produce what they want.

In Papua New Guinea demand for high-quality coffee beans for the top end of the market had restricted smallholder access. ACIAR is helping smallholder coffee growers better understand these market needs and is working with them to improve the production process. The story on fresh produce in the highlands of PNG highlights the

importance of transport networks and refrigeration in getting the produce to the big centres. Needs for disease-resistant mangoes in Pakistan, and tastier, longer-lasting tomato varieties in Cambodia, were similarly recognised. The 'Beef for Profit' project in South Africa demonstrated to the market that emerging smallholder farmers already produced beef of the quality the market needed, contrary to conventional opinion. Through this understanding and changes to how the two groups approach sales, profits grew all round and farmers are now empowered with the confidence to stand their ground on price.

The importance of linking farmers to markets has been recognised with the establishment of ACIAR's new Agribusiness Research Program. Focusing initially on Indonesia, this program aims to facilitate linkages throughout the supply chain, helping smallholders and agribusinesses to better meet market needs.

Also in this issue we look at Indonesian fishing, from both subsistence and commercial perspectives; the problem of illegal, unreported and unregulated fishing in Indonesian and Philippine waters; and we profile ACIAR's Policy Advisory Council member from Indonesia, Dr Achmad Suryana.



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IN RESEARCH FOR DEVELOPMENT

Partners in Research for Development presents articles that summarise results from ACIAR-sponsored research projects, and puts ACIAR research initiatives into perspective.

Technical enquiries will be passed on to the appropriate researchers for reply. Reprinting of articles, either whole or in part, is welcomed provided that the source is acknowledged.

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## FEATURES

### SMALLHOLDER COFFEE LIFT

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ACIAR is working with smallholder farmers in Papua New Guinea to help them restore the country's world-wide reputation as a supplier of high-grade coffee.

### VEGETABLES TRADE IN THE PNG HIGHLANDS

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A wide variety of high-quality vegetables – with the potential to meet the needs of Papua New Guinea's coastal cities – can be grown year-round in PNG's Highlands, so ACIAR commissioned a project to find ways to develop a marketing system for this produce.

### CATTLE FOSTER COMMUNITY WELLBEING

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Although African farmers own 40% of South African cattle, the vast majority of cattle finished in feedlots for the beef market is purchased from the commercial sector. The 'Beef Profit Partnerships' project set about redressing this situation and has helped hundreds of African farmers and their families shape their own destiny.

### RESEARCH BOOST FOR AILING MANGOES

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Two research projects have begun that will give a boost to Pakistan's potentially lucrative mango industry.

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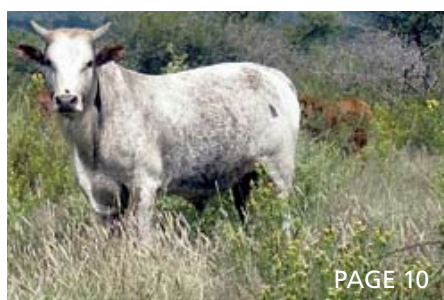
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## HOME-GROWN CROP DIVERSITY

Cambodian government agricultural agencies are collaborating with Australian partners in an ACIAR project to improve tomato and chilli production as part of a broader diversification of agricultural production into vegetable crops.

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## DATA HARVEST YIELDS FISHERIES' FUTURE

Against a backdrop in Indonesia of over-fishing, illegal fishing and accelerating demand by China for shark fins, two ACIAR projects ran side-by-side to provide basic biological information about Indonesia's sharks and rays—a virtually unexplored world—and the local economies they underpin.

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