

FINAL REPORT OF USHERING AND EVALUATION OF 7TH PRE-HARVEST AGRIBUSINESS EVENT

SUBMITTED TO



**ACDI/VOCA – ADVANCE Project, USAID/Ghana Feed the Future Initiative
Project**



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1.0 INTRODUCTION

The USAID/ADVANCE program in collaboration with Agrihouse Foundation organized the 7th Annual Pre-Harvest Agribusiness Event on Thursday, 19th October, 2017 at the Modern City Hotel, Tamale. The theme of the Event was “**Keep Going, No U Turn**” with the key message that value chain actors must plan to continue their businesses, and partnerships, on their own as ADVANCE winds up, and brings its facilitation and support to actors to a close.

The event aimed to promote dialogue and forge business partnerships amongst value chain actors especially farmers, buyers, processors, transporters, input dealers, financial institutions and telecom companies. It provided a platform for commodity buyers and farmers to establish business relationships and discuss contracts for the 2017 harvest of maize, rice and soybean. About 900 persons participate in the event.

The objective of this consultancy was to lead a team of students from the University of Development Studies, Tamale to provide ushering services at the event; and conduct an End of Event evaluation to provide feedback to the organizers on the extent to which the event objectives were achieved, and how future pre-harvest events could be organized post ADVANCE.

2.0 MY UNDERSTANDING OF THE ASSIGNMENT

The assignment required that the following services were provided:

1. Collect and analyze participants lists to provide an indication of the category of persons who attended the event, and participated in buyer-seller meetings
2. Design a questionnaire with the input of the ADVANCE 7th Annual Pre-harvest (2017) organizing team. The questionnaire will include questions to assess the impact on participants of the 6th pre-harvest in Sunyani in October 2016
3. Organize 10 – 15 UDS students to assist the ADVANCE team to manage the event at the event venue, and also administer the questionnaires to participants
4. Input and analyze the completed questionnaires using a statistical analytical tool
5. Make observations on the general organization of the event including timeliness of the program, hotel services (accommodation, food, snacks), exhibitions, buyer-farmer meetings, networking, effectiveness of moderators/facilitators of various sessions, etc
6. Prepare a report on the basis of the above

3.0 METHODOLOGY AND WORK PLAN

Two well-developed semi-structured questionnaires were developed with input from 7th Annual Pre-harvest (2017) organizing team. One questionnaire was for exhibitors and the other for all others. This helped capture better information since these groups had different interests.

Fifteen students from the University for Development Studies (UDS) were selected based on qualities that helped achieve the objectives of their engagement. These were trained in ushering and the rationale behind the questions in the questionnaire and hence how to get such information during questionnaire administration. Working with the UDS students was also to help built their capacity and expose them to the agribusiness industry. On the day of the Event two consultants worked with the students to ensure proper supervision.

Some of the trained students, under the supervision of one consultant, assisted the ADVANCE staff assigned to registration on the eve of the event and on the day of the event. The other consultant supervised the other students to provide ushering services to participants coming in and after registration to the conference hall. After the registration the lead consultant and the students visited the exhibition stands, made observations and gathered relevant information. The other consultant was in the hall before the beginning of the event to make observations and interact with participants. During the visit of the participants to the exhibition stands the consultants and students made observations of the transactions.

The evaluation section was indicated on the program to show its importance to the event. An announcement was made to encourage participants to spend some time to fill in the evaluation questionnaire guided by the students. This exercise was supervised by the two consultants. The questionnaires were distributed to participants just before the commencement of the last section and assisted to fill in until the end of the event. Three hundred and eighty-seven questionnaires were distributed to almost all the participants present at the time. Some of the participants filled the questionnaire by themselves while the students assist others in filling in. At the end 376 questionnaires were retrieved but only 194 questionnaires were properly filled and were used for the analysis. Before the last section 42 exhibitors' questionnaire were administered by the students but 37 were used for the analysis.

The consultants made observations about the suitability of the venue, organization, meals and services rendered by the host during the Event.

3.1 Data Analysis

Statistical Package for Social Sciences (SPSS) was used in the analysis. A template was designed before the event to facilitate the analysis. The questions were coded and data entered in the SPSS. Data was cleaned and analyzed using mainly descriptive statistics and ranking.

A report was written based on the analysis and discussion and submitted to the ADVANCE Pre-Harvest Team for their comments. Comments were incorporated and a final report produced.

4.0 FINDINGS

4.1 Analysis of participants

Over 900 participants were registered at the 2017 Pre-Harvest Event made up of men and women. Out of that 194 Participants and 37 Exhibitors were sample and used for this evaluation. The participants cut across all the category of actors and stakeholders present at the Event as

shown in Table 1. There were both males and females except Service providers where there was no female. This may be because females are not often involved in these activities (tractor services, transport services).

Table 1 Number of Participants and Exhibitors Sampled for the evaluation

Type of participant	Frequency	Percent	Sex of Respondent		Total	Percent
			FEMALE	MALE		
Buyer	18	9.3	3	15	18	9.3
Farmer	148	76.3	22	126	148	76.3
Aggregator	14	7.2	3	11	14	7.2
Input Dealer	2	1.0	1	1	2	1.0
Service Provider	4	2.1	0	4	4	2.1
NGO/Partner	8	4.1	2	6	8	4.1
Total	194	100.0	31	163	194	100.0
Exhibitors	37	100.0	26	11	37	100.0

Among the people present at the Event were Service Providers, NGOs and Partners. Some of them form part of the sample. Table 2 shows some of these stakeholders present at the Event.

Table 2 NGOs, Partners and Service Providers in the Sample

NGO	Partners	Service Providers
SERIUDER	ADVANCE	Poultry Farmer
Action For Development Initiative	AgNRM	Fidelity Bank Ltd
	AGRA	Abualea Gh Ltd
	Ecobank	Manani Agricultural Investment
	TechnoServe	Processor
	MEDA	OISL Bank
	Savanah Plus	Telitam Consult
	SAVE-Ghana	Trade Aid Integrated
	John Deere	Zosimli Eco Farms
		Tractor/Ploughing & Extension
		Grainleaders Co. Ltd
		Lasolex
		Nucleus Farmer
		Alpha-Agri Commodities
		Mesdel Investment Lt
		Muyo Farms
		Antika Company Ltd

It was necessary to find out the frequency of participation of stakeholders as part of the criteria for sustainability. The sustained interest of participants gives an indication of their participation in the future. Two Participants and two Exhibitors have participated in all the Events since 2011 and this is very encouraging. Three Participates have missed only one Event and over 100 Participants have been at the Event for more than once as shown in Table 3. Seventeen out of the 37 Exhibitors have participated in more than one Event while 18 participated for the first time. Continuous participation is an indication of benefiting from the Event. The high number of first time Participants (89) in the sample could be because since it was their first participation they stayed to the end to have a full session of the Event to help them make decisions on their future participation.

Table 3 Number of times and Years of participation in Event

Year participated in the Event	Frequency		Year participated in the Event	Frequency	
	Participants	Exhibitors		Participants	Exhibitors
All	2	2	2014, 2015, 2016 Kumasi, 2016 Sunyani, 2017	4	3
All but 2016 Kumasi	2	-	2014, 2015, 2016 Sunyani, 2017	3	-
All but 2016 Sunyani	1	-	2014, 2015, 2016 Kumasi, 2017	2	-
All but 2016 both	1	-	2014, 2015, 2017	3	-
2011, 2012, 2014, 2017	1	-	2014, 2017	2	2
2011, 2012, 2013, 2014, 2017	1	-	2015, 2016 Kumasi, 2016 Sunyani, 2017	3	-
2011, 2012, 2013, 2017	1	-	2015, 2017	11	-
2011, 2017	2	1	2015, 2016 Sunyani, 2017	7	1
2012, 2017	5	-	2015, 2016 Kumasi,	-	2
2012, 2013, 2014, 2015, 2017	1	-	2017 2015, 2016 Kumasi, 2016 Sunyani, 2017	3	-
2013, 2014, 2015, 2016 Sunyani, 2017	2	-	2016 Kumasi, 2016 Sunyani, 2017	1	1
2013, 2014, 2015, 2017	1	1	2016 Kumasi, 2017	9	1
2013, 2014, 2015, 2016 Kumasi, 2017	-	1	2016 Sunyani, 2017	39	4
2013, 2015, 2016 Sunyani, 2017	2	-	2017	89	18

4.2 Previous business deals

Out of the 105 respondents who said they participated in previous Events, 73 of them indicated that they had some business deals. Table 4 shows the number of deals they had and Table 5 shows some of the deals they were involved in. The major business deals were contracts for the purchase and supply of maize, rice and soybean. Some actors had deals to supply grains to Premium Foods. There were also deals in buying implements and equipment for improvement of production. There were also deals in the purchase and supply of fertilizer on timely basis which helped production. Deals in good seeds purchase and supply were reported by farmers and sellers.

Table 4 **Number of Contracts business deals during and After Previous Event**

Attended

Number of business deals	Frequency (participants)	Frequency (Exhibitor)
1	20	1
2	18	1
3	10	2
4	5	1
5	12	1
6	6	-
10	2	1
15	-	1
17	-	1
20	-	1
30	-	1
Total	73	11

Table 5 Some Business deals made during Previous Events

Business deals	Frequency
Made a deal with John Deere for tractor	2
Connected some input dealers from India and northern sector	1
Contract for the sale of 1500tones of maize	1
Contract from Agricare Input Supply	2
Created a network of farmers for supply of produce	2
Consultation service from other poultry farmers regarding my production activities	1
Deal to expand my production capacity for a guaranteed market	1
Deals on fertilizer purchase and supply	2
Expansion of ploughing services to my out-growers	1
Formation of and registration of an FBO in my community	1
Got a business deal with a buyer/aggregators for my produce	10
Got a business deal/contract with rice and maize buyers	3
Got a contract with Premium Foods	1
Got a seed grower registering as a client	1
Got farmers involved to test the fertility of their soil	2
Had a deal with YARA fertilizer company, and soybean buyers	1
Had some business deals with RMG and Gundaa Company Limited	1
I linked up with some buyers whom I can call on anytime to buy my produce	1
Irrigation system deal	1
Linked up with some input dealers and buyers to transact business	2
Machinery and tractor deal and for engineering services	3
Made a business deal with Barclays in relation to an equipment	1
Made a business deal with Premium Foods and John Deere	1
Made a deal with Sinapi Aba to assist in the acquisition of tractor from Shinkaafa Buni	1
Made some deals with buyers and input dealers which has facilitated my production	1
Provision of agricultural insurance from Agricare, Bonzali Rural Bank and Premium Foods	1
Purchase of good quality grain for my poultry farm	1
Rice buyers and input dealers were linked to our farmers	1
Rice supply deal	2
Sold maize and soybean to a buyer in Kumasi	1
Soybean deal with a buyer and processor	2
Supply of certified seed for planting and farming equipment	1
Supply of maize to a buyer	2
Supply of maize to WFP	1
Total	63

Tables 6 and 7 show the values of business deals reached by Participants and Exhibitors. They show values of items sold and values of items bought. It is expected that the total amount bought should be equal to the amount sold but this is not the case and neither were there double counting because the sample did not capture both the buyer and the seller in most of the cases. More than GHS732,420 and GHS778,745 worth of goods were sold and bought respectively by the Participants while GHS570,000 and GHS1,874,972 worth of good were sold and bought respectively by the Exhibitors. The Exhibitors bought less because they mainly sold high valued items.

Table 6 Value of Contracts Bought and Sold By Participants due to Previous Event(s)

Amount of Items/Services sold (GHS)		Amount of Items/Services Bought (GHS)			
Amount	Frequency	Amount	Frequency	Amount	Frequency
10.00	1	3.00	1	7000.00	1
50.00	2	14.00	1	8500.00	1
110.00	1	20.00	1	9000.00	1
200.00	1	52.00	1	9316.00	1
1500.00	1	60.00	1	9500.00	1
6000.00	1	70.00	2	9740.00	1
10000.00	3	100.00	2	12000.00	1
11500.00	1	120.00	2	13300.00	1
12000.00	1	140.00	1	14600.00	1
16000.00	1	220.00	1	15600.00	1
18000.00	1	430.00	1	23000.00	1
30000.00	1	500.00	1	50000.00	1
34000.00	1	1500.00	1	61000.00	1
40000.00	1	2100.00	1	80000.00	1
50000.00	2	2170.00	1	120000.00	1
80000.00	1	2500.00	1	300000.00	1
100000.00	1	2700.00	1		
253000.00	1	5200.00	1		
Total	22	6000.00	3	Total	40
Amount involved	732,420	Amount involved	778,745		

Table 7 Value of Contracts Bought and Sold By Exhibitors due to Previous Event(s)

Value of Contracts Sealed (GHS)	Frequency	Amount of Items/ Services Sold (GHS)	Frequency
10000.00	1	322.00	1
20000.00	1	4650.00	1
40000.00	1	10000.00	1
100000.00	1	385000.00	1
400000.00	1	670000.00	1
Total	5	805000.00	1
		Total	6
Amount Involved	570,000	Amount Involved	1,874,972

There is a correlation between the business deals reached and the benefits the Participants and Exhibitors derived from the events. Table 8 presents information on how the Events have helped the businesses of the participants. Diverse responses were given each one almost unique in its own way but 13 people said ‘The Event has resulted in the expansion of my business’, 8 said ‘I got buyers for my produce through the Event’ and another 8 said they benefited from the ‘Business education’ while 7 said ‘Events have linked me to so many actors’. All these responses may lead to increase in income.

Table 8 Previous Events’ influence on Businesses

	Frequency
I got buyers for my produce through the Event	8
Access to market, good yield and quality grain	1
Acquisition of fertilizer has become easier	1
Business education	8
Event has helped to make more profits from the sale of my produce to improve my lifestyle	1
Events have helped me to apply GAPs to my business	1
Events have helped me to establish a good network of business contacts	1
Events have helped me to know more about good agricultural practices	1
Events have helped me to sell much more than I would have done on my own and faster	2
Events have helped to expand my farm and improved my out-grower business	1
Events have linked me to so many actors	7
Got a number of contracts through these events	1
Has not been of help	1

I got quality seeds and buyers	1
I now have access to farmers	1
I received new business ideas and contacts to better improve my business	1
Improved grain quality of my produce	1
It encouraged me to improve production since there is market availability	1
It gave me ideas to work hard for my country and to produce for the market	1
It has help to develop relationship between buyers and a good networking through information sharing with other farmers	1
It has helped me to increase my yields and also avoid untrusted buyers	1
It has improved my business in terms of quality supply of product	1
It helped me to get tractor services and the opportunity to get to some companies	1
It help me to get more buyers and also bought some farm input	2
It helped me to do more business and I like to participate more	1
It helped my farmers and I	1
It helped to produce quality maize for good price	1
Obtained links with several actors within the agric. value chain	3
Soybeans production has improved through this program	1
The benefits are enormous by the help of ADVANCE	1
The Event has resulted in the expansion of my business	13
There have been increase in my yields, improved my farming	7
Total	75

4.3 Participants' feedback on the 2017 Event

One of the objectives of the evaluation is to know what went well and what did not so as to help learn to improve subsequent Events; hence participants' feedback was solicited on these.

4.3.1 The most useful part(s) of the event

Participants were asked to indicate which activity was most useful to them. This is different from which one was well presented. The responses were disaggregated based on the type of actors present at the Event to show whether the responses were skewed. It was found that the responses cut across all the type of actors. 12.4% of them said all were useful hence were not able to single out one. Also, 23.2% said the Market Place was the most useful, closely followed by the Opening Section (21.6%) then the others as shown in Table 9. There is no clear cut indication that one activity was outstandingly useful. This shows that the activities were carefully selected to meet the needs of the target participants.

Reasons were given for choosing the most useful activity of the day. This was so diverse since each respondent has his/her specific needs. This is presented in Appendix 3.

Table 9 Respondents indication of the most useful activity at today's Event

Type of Actor	Experience Sharing	Exhibition Section	Opening Section	Networking Section	Market Place Section	All	Total
Buyer	3	1	5	4	4	1	18
Farmer	21	21	31	17	38	20	148
Aggregator	2	1	4	3	2	2	14
Input Dealer	1	0	1	0	0	0	2
Service Provider	0	2	1	1	0	0	4
NGO/Partner	1	4	0	1	1	1	8
Total	28	29	42	26	45	24	194
Percentage	14.4	15.0	21.6	13.4	23.2	12.4	100.0

4.3.2 The least useful part(s) of the event

Participants were asked to indicate the least useful activity which should not be part of the next Event. As indicated in Table 10, the majority, over 86% of the respondents do not think any activity at the Event should be removed during the next Event. An insignificant number (less than 4%) of the respondents in any case indicated that one or more activity(ies) should be removed during the next Event. Though these are not significant, it is worth knowing why they were not happy in order to address their feedback and improve subsequent events.

Two points were worth noting: 'Difficult to hear and focus' and 'It delayed the entire program.' These referred to the Opening section. Participants who sat at the back of the auditorium claimed they did not audibly hear the sound from the speakers. Also, the opening section went beyond the stipulated time. These could be corrected in subsequent Events.

Table 10 Respondents indication of the most useful activity at today's Event

Type of actor	Experience Sharing	Exhibition Section	Opening Section	Networking Section	Market Place Section	None Should be Removed	Total
Buyer	0	0	0	0	0	18	18
Farmer	3	4	4	5	5	127	149
Aggregator	0	0	2	0	2	10	14
Input Dealer	0	0	0	0	0	2	2
Service Provider	0	0	0	0	0	4	4
NGO/Partner	0	1	1	0	0	6	8
Total	3	5	7	5	7	167	194
Percentage	1.5	2.6	3.6	2.6	3.6	86.1	100.0

4.3.3 Rating of Some Issues and Services at the Event

One hundred and eighty respondents rated the exhibition section of the Event. This was also done based on actor types present at the Event. About 1.7% of the respondent, all farmers, rated the exhibition the lowest as Fair while majority, over 91% rated the exhibition a Good or Excellent as shown in Table 11. This suggests that the exhibitions stands met the expectation and needs of the participants at the Event.

Table 11 Overall Rating of Exhibition/Business

Actor Type	Fair	Average	Good	Excellent	Total
Buyer	0	0	10	6	16
Farmer	3	8	60	66	137
Aggregator	0	2	11	0	13
Input Dealer	0	0	1	1	2
Service Provider	0	0	2	2	4
NGO/Partner	0	1	5	2	8
Total	3	11	89	77	180
Percentage	1.7	6.1	49.4	42.8	100.0

The Timeliness of the Event, Hotel Snack Services, Hotel Food Services, Appropriateness of the venue and the Hotel Accommodation were rated by the respondents. Most of the Participants rated the issues as Good, followed by Very Good, and then Excellent as shown in Figure 1. Only a few participants were not happy about some of the issues rated.

Ratings of the specific hotel accommodation where the participants stayed are indicated in Appendix 4.

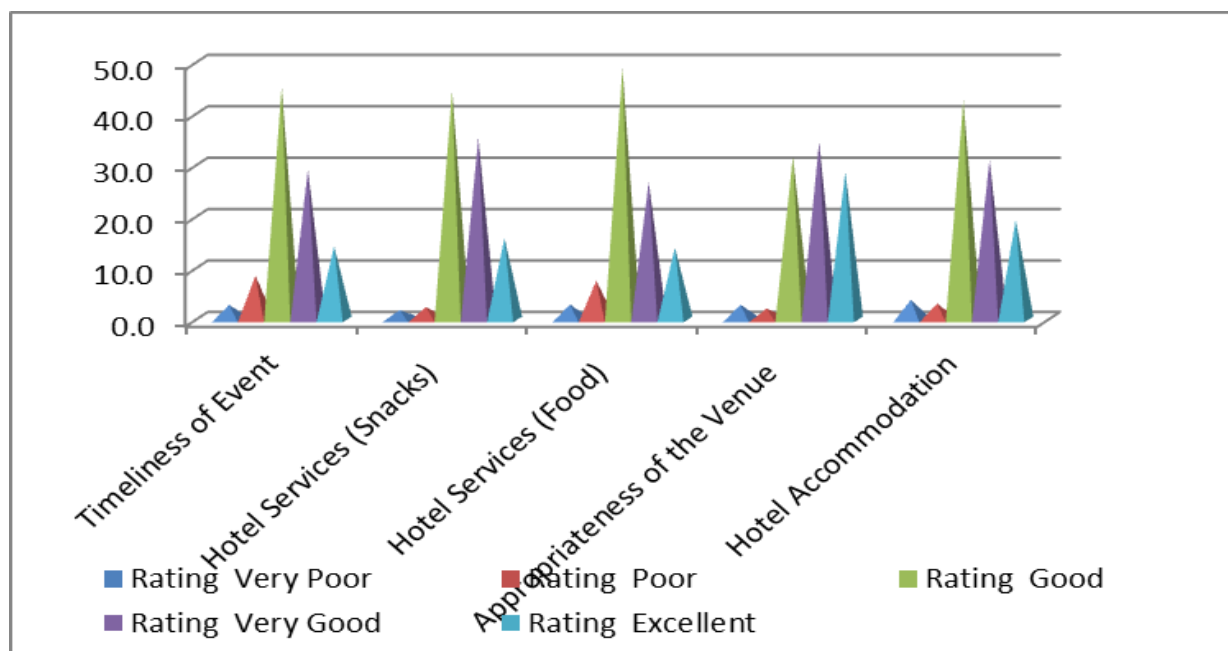


Figure 1 Rating of some issues at the Event by Participants

Participants and Exhibitors were given the opportunity to give their overall rating of the 2017 Event. Table 12 shows their ratings. Generally they rated them as Good and Excellent and it cuts across all the actor types. The Event could therefore, be said to be successful since the respondents indicated so.

Table 12 Overall Rating for the 7th Annual Pre-Harvest Agribusiness Event

	POOR	FAIR	AVERAGE	GOOD	EXCELLENT	Total
Buyer	0	0	0	12	5	17
Farmer	1	1	5	74	57	138
Aggregator	0	0	1	7	4	12
Input Dealer	0	0	0	2	0	2
Service Provider	0	0	0	2	2	4
NGO/Partner	0	0	1	4	3	8
Total	1	1	7	101	71	181
Participants %	0.6	0.6	3.9	55.8	39.2	100.0
Exhibitors	1	3	4	20	6	34
Exhibitor %	2.9	8.8	11.8	58.8	17.6	100.0

A long list of new things that each respondent learnt during the Event is provided in Appendix 5. The long list of new things learnt confirms the participants rating of the various activities of the Event as useful. These cut across all the activities that were carried out during the event.

5.0 Sustainability of the event without project/donor support

An Event like this should not be left to die after the project that supports it closes out. As a result, exit strategies are being planned. It is for this reason that participants' views on how to sustain the Event is very crucial. Their responses to whether the Event should continue, what should be done better and their willingness to contribute or pay for their participation are needed to help develop a sustainable strategy.

Only two farmers out of the 180 respondents and one out of the 35 Exhibitor respondents were of the opinion that the Event should not be organized again as shown in Table 13. This is a very insignificant number of respondents and hence can be neglected. The majority want the Event again suggesting that they appreciate the contribution of the Event to their businesses.

Indicating that it should be organized again, respondents were asked if they were willing to pay for their participation. 140 out of the 175 Participants and 31 out of the 32 Exhibitors who responded said they were willing to pay something towards their participation.

Table 13 Whether the event should be organized again next year and willingness to pay

	Should the Event be Organized Again			Willing to Pay for the Event Next year		
	NO	YES	Total	NO	YES	Total
Buyer	0	17	17	3	11	14
Farmer	2	137	139	25	110	135
Aggregator	0	12	12	3	9	12
Input Dealer	0	2	2	0	2	2
Service Provider	0	4	4	0	4	4
NGO/Partner	0	8	8	4	4	8
Total	2	180	182	35	140	175
Exhibitors	1	34	35	1	31	32

5.1 Willingness to Contribute to the Cost of Organization of the Event

Further questions were asked as to their willingness to pay for their Accommodation and transport. This was disaggregated by actors to get an indication of the actors that will be willing to pay to inform any strategy to be adopted. The responses were not encouraging as shown in Table 14 since 149 (89.2%) and 98 (58.6%) of the respondents were not willing to pay for Accommodation and Transport, respectively.

Table 14 Respondents' willingness to Pay for their own Accommodation or Transport

	Willing to Pay for Accommodation			Willing to Pay for Transportation		
	NO	YES	Total	NO	YES	Total
Buyer	13	1	14	7	7	14
Farmer	114	14	128	49	79	128
Aggregator	9	2	11	4	7	11
Input Dealer	2	0	2	2	0	2
Service Provider	3	1	4	1	3	4
NGO/Partner	8	0	8	6	2	8
Total	149	18	167	69	98	167
Exhibitors	9	28	37	21	16	37

Worst responses were found among the participants when asked about willingness to pay for Feeding and Conference Materials as indicated by Table 15. Over three out of four are not willing to pay for these needs for participation.

Table 15 Respondents' willingness to pay for their own Feeding and Conference Materials

	Willing to Pay for Feeding			Willing to Pay for Conference materials (folder, T-Shirt)		
	NO	YES	Total	NO	YES	Total
Buyer	9	5	14	12	2	14
Farmer	104	24	128	93	34	127
Aggregator	11	0	11	6	4	10
Input Dealer	1	1	2	1	1	2
Service Provider	4	0	4	3	1	4
NGO/Partner	5	3	8	5	3	8
Total	134	33	167	120	45	165
Exhibitors	29	8	37	32	5	37

All participants paid a registration/participation fee as a token of commitment to the Event. They were asked how much more they will be willing to pay for the next Event. About 111 out of 138 Participants (80.4%) and 6 out of 15 Exhibitors (40%) who responded were willing to pay less than GHS50 more than the registration fee. One farmer was willing to contribute GHS 3,000 which was the highest followed by GHS600 by the highest Exhibitor as shown in Table 16. In all there is some willingness to contribute to the organisation of the Event but the level of contribution will not be enough to organise the Event. This is a good beginning and with good sensitisation participants will understand the need to pay for their participation.

Table 16 Amount above Registration Fee Respondents are willing to pay towards the Event

Amount (GHS)	Buyer	Farme r	Aggreg ator	Input Dealer	Service Provider	NGO/ Partner	Total	Exhibitors
5	2	8	0	0	0	2	12	1
10	1	10	3	0	0	1	15	2
20	2	19	0	0	0	1	22	2
30	2	34	2	2	2	1	43	
35	1	5	0	0	0	1	7	
40	0	11	1	0	0	0	12	1
50	3	9	3	0	1	0	16	1
60	0	1	0	0	0	0	1	
70	0	1	0	0	0	0	1	
100	0	2	1	0	0	0	3	
150	0	2	0	0	0	0	2	1
200	0	2	0	0	0	0	2	
250								2
300	0	0	0	0	1	0	1	1
500								3
600								1
3000	0	1	0	0	0	0	1	
Total	11	105	10	2	4	6	138	15

5.3 Suggestions to improve the content and organization of the event

To improve upon the next Event, respondents were given the opportunity to make suggestions. Table 17 shows a list of businesses, Organizations and groups that they suggested could be invited to the next Event. These groups may not be known to the organizers of the Event but contact with the participants will lead to their finding them. Most of the businesses listed are relevant to the value chains under consideration.

Table 17 Suggested businesses, **Organization or Group** to be invited for next Event

Business/Organization/Group	Business/Organization/Group
A/G Agro Chemicals	NAARA Rural Bank
Agriculture Extension Officers	NAFCO
Agro Center	National Women Poultry Group
Akati Farms	Pioneer Seed Producers
Antinkka Company Ltd, Wa	Pirate, from Nalerigu

Apsonic Motors	SADA and GAP
Barclays Bank	Sefa and Jane
CARD Ghana	Shinkaafa Buni
Centre For No Till Agriculture	School Feeding Program, Caterers, Heads of SHS
Dahamani Company Ltd	Simple Prince Ent. Bolga
Municipal/District Assembly	The Nbangba Group-Kpatinga
GAIDA	Yahaya Banichis
Ghana Commercial Bank and ADB	Yeluoko Women Group (Bawku West)
GRIB	Anibirds Farms Ltd
GSA	Enivronmental Protection Agency
GTLC	Rain Bow Agri Science, Wynca Sunshine
IWAD Ghana Limited	Tamale Poultry Farmers Association
Various University and their Students	Tamale Implement Factory

Several suggestions were given by the respondents which they think could improve the Event (Table 18). Many of the suggestions are not necessary or not useful but it is good to know the way the people are thinking to help design strategies for the future. Most of the suggestions are about organization but virtually nothing on content. This could be because they rated the issue of adherence to time was mentioned by about 11 people as shown in Table 18. This observation is right and needs attention since all the activities were not on time - from the start till the end. Another useful suggestion is to rotate the venue among the regions. This may be the reason for the 2016 Event organized in Sunyani and a mini one in Kumasi. As the regions develop and there are facilities to host the Event in other regions it could be tried. It is not right to be talking about local rice producing at the Event eating imported. The suggestion that local rice/food is served during the Event is very important and should be explored.

Table 18 Suggestions to Improve the Next Event

	Frequency
Use local food/rice to feed participants	2
A bigger venue should be acquired for the event	1
ADVANCE and other NGO's should merge and take all cost for organizing the Event	3
All activities should strictly adhere to time	11
Cost of transportation should be subsidized for farmers	8
Next forum should take not less than 2 or 3 days. Extended days	6
Intensify the publication and announcement of the event	5
Awards given were not enough. More could be given next time	2
Event should be held in mid-part of the country, Brong-Ahafo or other Region	3
Contract relationship scenario between buyers and farmers should be shown on the	1

screen for some few minutes	
Time for exhibition and experience sharing should be extended. Networking should also be made more friendly	3
Event should be opened to the general public	1
Every participants should come with three out growers to witness the event	1
Exhibition should include more of poultry production inputs	1
Farmers and buyers should be educated much on the importance of this event	1
Hotels booked should comply with terms to avoid frustration of participants	2
Other organizers should come and help	3
More educative programs should be added	2
The timing was not good enough based on the agenda, should be earlier	2
List contacts of all buyers and companies for participants especially farmers	1
More farmers are to be invited to witness	2
More technical and experienced people should be brought on board	1
More time should be allocated for experience sharing section	1
So far, so good	2
Provide a dining hall for the lunch	2
The program duration should be shorter	2
Partners should pay a percentage for the event	1
Political leaders or representatives should try to be punctual	1
Price should be displayed on the product during exhibition and there must be a president for farmers association	1
Sellers should try to reduce the cost of their produce	1
Seats should be set into categories and the program must start on time	1
Translation should be stopped because there are many tribes	1
Total	75

5.3 Suggestion for Sustainability of Event

It is very obvious that the current organizers of the Event will not be there to continue after some time hence the need to start thinking about the future of the Event. Participants were asked to give their views about how to sustain the Event. Table 19 indicated some of the suggestions made by the participants. The only suggestion that has many respondents (25) is the ‘Government or other NGOs should take over the initiative in the absence of current project’. This suggestion is not sustainable and does not make the actors own the Event. The second highest, by 13 people, is ‘Participants should be made to pay a token to sustain the program in the absence of the current organizers’. If this works it would be more sustainable hence it must be pursued. Other suggestions are found in Table 19. Some participants are of the view that it is either difficult or impossible to continue the Event in the absence of the current organizer. It is in respect of this difficulty that the organizers want solutions.

Table 19 Suggestions to Sustain Program in the Absence of Current Organizers

	Frequency
Government or other NGOs should take over the initiative in the absence of current project	25
Participants should be made to pay a token to sustain the program in the absence of current organizers	13
From what we learn we can also organize the forum	1
Adoption of levy and a good foundation stone	1
Minister for Agriculture should be involved	1
Broadcasting it on television and radio station	1
Build up a vibrant group to help with sustainability of the event	2
By putting resources together by participant rather than to call NGOs' for support	2
Competitive price should be sought for farmers as they are well organized so that they may pay to sponsor the program	1
Ensuring that all farmer groups and their value chain actors should come together to take over the organization of the event and support financially	2
Event should be used as an avenue to prepare for the national farmers' day	1
Farmers, buyers and input dealers should come together to search for sponsors for the event	1
Financial assistance should be sought from banks involved in agriculture	1
Formation of an association consisting of buyers and producers where contributions should be made to sustain the event	1
Formation of association and support from the local government	1
It may be impossible to continue event in the absence of current organizers	2
The event can't be sustained without USAID	1
It will be very difficult	1
MoFA should liaise with other NGOs to take up the task to sustain the program	1
New organizers should be brought on board to support the event	1
Other NGOs should come in to support and FBOs should cater for their representation	2
Participants should pay participants fee and also seek funds from sponsors	3
Solicit for funds	3
Strengthening of the linkages among all actors in the value chain can help to sustain the program	1
The current organization can still continue with the event rather than depending on government	1
The event should be taken to the district level so that more participants can get involved	1
Total	71

6.0 CHALLENGES OF THE EVALUATION

The major challenge faced in the evaluation was that getting to the end of the Event participants were in a hurry to go hence not many people were available to fill the questionnaire. Those available were mostly those who were there for the first time. Most open-ended questions were not properly filled and where they were filled there was a long list of issues that were difficult to summarize.

7.0 RECOMMENDATION

From the findings of the evaluation the following recommendations are made:

- a. Several business deals were firmed during and after the Events but respondents were not willing to disclose the amounts involved which is typical of the Ghanaian business person. As part of the final evaluation of the project effort must be made to gather data from actors who have participated in more than four (4) Events.
- b. The suggestion by the respondents that the Event should be organized at other regions could be considered if appropriate facilities could be found in the other regions like it was done in Sunyani.
- c. The issue of sustainability is still not assured. With the current level of commitment to contributing to the Event, not much could be raised from among the participants. Their suggestion that other NGOs should take over after the current organizers shows that they are not at the point of owning the Event. In subsequent years some of the actors should be coopted into the organization while the current team hand over to them gradually. These actors will learn on the job.
- d. Since many of the respondents agreed to increased registration fee, in the next Event the fee should be increased by 100%.
- e. It will be good to have meals prepared from the produce the Event is about ie local rice, maize and soybean not imported food items as has been the case in the past.

8.0 CONCLUSION

Based on the overall rating of the Event by the Participant and Exhibitor respondents, and the assessment of the activities carried out at the Event it can be concluded that the Event was successful. Also the object of the Event has been achieved because there were many interactions, networking and business deals. The participants were satisfied with the Event.

Appendix 1

7th Annual Pre-Harvest Agribusiness Event Evaluation Form For Participants

7th Annual Pre-Harvest Agribusiness Event

(Thursday, 19th October 2017, Modern City Hotel, Tamale)

Theme: Keep Going, No U Turn

PARTICIPANTS' EVALUATION FORM

1. Person completing this form:

a) Buyer b) Farmer c) Aggregator d) Input Dealer

e) Service provider (specify) f) NGO (Specify name) g) Other (Specify)

.....

2. Sex a) male b) female

3. Please indicate which Annual Pre-Harvest Agribusiness Event(s) you have participated in. (Please underline)

1st (2011) 2nd (2012) 3rd (2013) 4th (2014) 5th (2015) Kumasi (2016) 6th (2016)

4. Kindly share some business deals you made during the previous events you participated in?

.....
.....
.....

5. How many contracts did you seal during and after your previous attendance of Pre-Harvest that could be attributed to the event?

6. What was the value of these contracts?

7. Kindly fill in the table what you bought and the amounts involved during the last event.

Items/services bought	Quantity	Amount/GHS

8. Generally, how have the previous Pre-Harvest Events you participated in helped you and your business?

.....
.....

9. Please indicate which aspect of today's event was **most useful** to you?

a) Opening section ☐ b) Experience sharing ☐ c) Exhibition ☐
d) Networking ☐ e) Market Place ☐

10. Why is it the most useful?.....

11. Which part of today's activities do you want to be **removed in the next event**?

- a) Opening section ☐ b) Experience sharing ☐ c) Market Place ☐
d) Networking ☐ e) Exhibition ☐ f) None ☐

12. Why do you want it removed in the next event?.....

13. At today's Pre-Harvest Event, did you do any business with others? a) Yes ☐ b) No ☐

14. If yes to question 12, list the companies/individuals you discussed business with and the business deal discussed?

Company	Business deal discussed
(i)
(ii)
(iii)
(iv)

15. What conclusion did you arrive at?

16. Overall, how would you rate the exhibition/business fair?

- a) Poor ☐ b) Fair ☐ c) Average ☐ d) Good ☐ e) Excellent ☐

17. Which stand/booth did you like the most?

18. Why do you like it most?

19. Which hotel did you stay in?

20. How will you rate the following about the event?

	Very Poor	Poor	Good	Very good	Excellent		Why?
Timeliness of the event							
Hotel Services (Food							
Hotel services (Snacks							
Appropriateness of the venue							
Your hotel accommodation							

21. Overall, how do you rate this 7th Annual Pre-Harvest Agribusiness Event (Today's Event)?

- a) Poor ☐ b) Fair ☐ c) Average ☐ d) Good ☐ e) Excellent ☐

22. Can you tell me something new you learnt today?.....

23. Should this event to be organised again? a) Yes ☐ b) No ☐
24. Next year, would you pay for your participation in the Pre-season forum? Yes ☐ No ☐
25. Which items will you take care of by yourself? (Please tick as many as you will) a) Accommodation
- b) Transport c) Feeding d) Conference materials (folder, T-Shirt, etc)
26. How much **above today's registration fee** will you be willing to pay to make the Event sustainable?
 GHS.....
27. List any business/company/organisation/group who are not here but should be invited to the next
 event.-----

28. Kindly give any comments and suggestions to improve the next Forum.

29. How can we improve and sustain this program in the absence of the current organizers (project)?

Thank you for taking the time to complete this survey, we appreciate it very much!
Please hand this evaluation form to one of the ushers. Thank you!

Appendix 2

7th Annual Pre-Harvest Agribusiness Event Evaluation Form For Exhibitors

7th Annual Pre-Harvest Agribusiness Event

(Thursday, 19th October 2017, Modern City Hotel, Tamale)

Theme: **Keep Going, No U Turn**

Evaluation Form For Exhibitors

1. Name of the company or individual.....
2. Sex a) male b) female
3. Position of Person completing this form:
.....
4. What does your company offer?
.....
.....
5. Please indicate which Annual Pre-Harvest Agribusiness Event you have participated in. (Please underline)
1st (2011) 2nd (2012) 3rd (2013) 4th (2014) 5th (2015) Kumasi (2015) 6th (2016)
6. How many contracts did you seal during and after your previous attendance of Pre-Harvest that could be attributed to the event?
7. What was the value of these contracts?
8. Kindly fill in the table what you sold and the amounts involved during the last event.

Item/Services sold	Quantity	Amount/GHS

9. Generally, how have the previous Pre-Harvest Events you participated in helped you and your business?
.....
10. Apart from the exhibition and networking session which other sessions(s) did you participate in today?.....
11. Please indicate which aspect of today's event was **most useful** to you?
b) Opening section ☐ b) Experience sharing ☐ c) Exhibition ☐
d) Networking ☐ e) Market Place ☐
12. Why do you think it was **the most useful**?.....
.....
.....
13. Which part of the event do you think was the **least useful**?.....

14. Why do you think it was the least useful?.....

15. At today's Pre-Harvest Event, did you do any business with others? a) Yes ☐ b) No ☐ If yes to question 15, list the companies/individuals you discussed business with and the deal(s) discussed?

Company/Individual

Business deal discussed

(v)

(vi)

(vii)

16. What conclusion(s) did you arrive at?

.....
.....

17. Did you visit Exhibition Stands/Booths?

a) Yes ☐ b) No ☐

18. Which stand/booth did you like the most?

19. Why?

.....

20. Overall, how would you rate the exhibition/business fair?

b) Poor ☐ b) Fair ☐ c) Average ☐ d) Good ☐ e) Excellent ☐

21. Why did you give this rating?

.....
.....

22. Can you tell me something **new you learnt** today?

23. Which hotel did you stay in?

24. How will you rate your hotel accommodation?

Very Poor ☐ Poor ☐ Good ☐ Very Good ☐ Excellent ☐

25. Why did you rate your accommodation so?.....

.....

26. How will you rate the following about the Event? Please tick

	Very Poor	Poor	Good	Very good	Excellent		Why?
Timeliness of the event							
Hotel Services (Food							
Hotel services (Snacks							
Appropriateness of the venue							
Your hotel accommodation							

27. Overall, how do you rate this 7th Annual Pre-Harvest Agribusiness Event (Today's Event)?
- a) Poor ☐ b) Fair ☐ c) Average ☐ d) Good ☐ e) Excellent ☐
28. Why did you give this rating?
-
-
29. Would you want the event to be organised again? a) Yes ☐ b) No ☐
30. Next year, would you pay for your own participation for the Pre-Harvest Event? Yes ☐ No ☐
31. How much **above today's registration fee** will you be willing to pay to make the Event sustainable?
GHS.....
32. Which items will you take care of by yourself?(Please tick as many as you will) a) Accommodation
b) Transport c) Feeding d) Organisation and event supplies
33. Kindly indicate any business/company/organisation/group you think should be invited to the next Event.-----
-
34. How can we improve and sustain this program in the absence of the current organizers (project)?
-
-
-

Thank you for taking the time to complete this survey, we appreciate it very much!
Please hand this evaluation form to one of the ushers. Thank you

Appendix 3

Reasons for indicating the most useful Event

	Frequency
Able to get buyers for my produce	1
All sections were equally useful to me	2
Because I got to know the price of a machine and I also educate someone to come and buy it	1
Because I was able to see farm implements and their prices. And also exchanged contact with manufactures	3
Because of the fixed prices of farm input and storage facilities	1
Because prices of farm product and implement were standard	1
Because we share more ideas	1
Both farmers and buyers had the opportunity to share their experiences and views or position	1
Both farmers and buyers were opened in the discussion of issues	1
Business improvement and also where to save and to receive cash from buyers	2
Business links and contacts were made	1
Buyers came out to say that farmers should produce good grains for sale	1
Buyers were insisting on grain quality and standard from farmers	1
Established business contacts with some farmers	1
Established new business contacts	1
Experiences shared gave solutions to some challenges i am facing	1
Gained new knowledge	6
Gave update on current- agribusiness opportunities	1
Good market systems	1
Got buyers for my produce	1
Got the opportunity to meet some buyers	2
Got the opportunity to go into a contract	1
Got to know how to communicate with my buyers	1
Got to know the prices of various inputs	1
Helped me to contact new buyers	1
Helped me to identify target market to sell my produce	1
I expanded my client base	1
I gained new knowledge	1
I got access to potential buyers	3
I got customers to sell my products	1
I got more ideas	1
I got new ideas on how to make business deals	1

I got some deals from there	1
I got to know the challenges facing both farmers and buyers and how to address it	1
I got to know where to get improved farm inputs for my farms	1
I had the opportunity to listen and share ideas with other farmers	1
I had what i needed	1
I learnt a lot about different farming equipment	2
I learnt a lot about farm machinery	1
I learnt a lot from the experiences of other farmers	3
I learnt a lot more from this section than all the other sections	1
I learnt a lot of things i never knew of	1
I learnt about equipment from John Deere	1
I learnt how to enter into contracts	1
I learnt more in this section than the other sections	1
I learnt new ideas and my challenges in marketing is resolved	1
I learnt that everything in the value chain is linked	1
I learnt that farmers should produce good quality grains for better prices	1
I like both because what was said at the opening section about the input was seen at the exhibition	1
I met new marketers	1
I networked with people in the same business	1
I realized the aims and objective of the event	1
I received a lot of exposure in the agriculture sector	1
I saw a lot of farm implements for improving production	1
I saw a lot of implements I have been searching for and new ones	2
I saw a mobile storage for the first time	1
I saw farm equipment, good seeds, weedicides and insecticides	1
I saw new and innovative approaches to farming	1
I was able to identify new input dealers	1
I was able to see different farm implement with different prices	1
I was received education about recent projects and policies to boost the agriculture sector	1
Identification of market channels	2
In the exhibition, i got to know that cereals and the legumes has more nutritional values	1
Issues of delayed payments were discussed in this section	1
It has helped me to produce quality good to attract more buyers for good price	1
It created network between buyers, aggregators and input dealers; connects actors	3

It encourage both the farmer and the dealer	2
It has enlightened me more to my work	1
It has given me an idea of how to get new buyers	1
It has helped to identify appropriate market channels	1
It helped me to learn more about farming from participants	1
It helped me a lot as a farmer	1
It helped me to get things I couldn't name	1
It helped me to interact with a buyer	2
It helped us by giving us the opportunity to identify buyers and their expectation also contacts were exchanged	1
It incorporates networking and experience sharing	1
It offered me the opportunity to provide better farming services	1
It will equip us to do things right	1
It will help in my farming operations	1
It will widen my business opportunities	1
Knowledge acquired will help to increase productivity	1
Learnt a lot from the experiences of other farmers	13
Learnt a lot from YARA and Agritech	1
Learnt about some business strategies	1
Learnt of the benefits of using certified seeds	1
Made new business contacts	1
Market linkages	1
Networked with other chain actors	4
Participant mention what they need from each other	1
Pricing and how it relate to aggregators	1
Reliability of buyers was discussed by farmers	1
Sharing of an idea helps to know what to do as a farmer or buyer	1
That is where I got money for the next season	1
There is assurance of good price to farmers	1
These sections gave access to new knowledge, contacts and markets	1
They are related to my business	1
Value addition to my products	1
Value chain concept was well explained to me	1
Video demonstration of a tractor breaking up the soil was very useful to me	1
Total	136

Appendix 4

Hotel Accommodation and rating by respondents

	VERY POOR	POOR	GOOD	VERY GOOD	EXCELLENT	Total
A-1 Hotel	0	0	0	1	0	1
Arewa Sunshine Hotel	0	0	0	2	1	3
Bigiza Court Hotel	0	0	4	3	2	9
Catholic Guest House	0	1	1	1	0	3
Class One Court	0	0	0	1	1	2
Gariba Lodge	0	0	0	0	2	2
Global Dreams Hotel	2	0	6	4	2	14
GNAT Hostel	0	0	1	1	1	3
M & S Hospitality	0	0	2	0	0	2
Madisi Court	0	0	1	0	0	1
Mariam Hotel	0	0	1	0	0	1
Modern City Hotel and Annex	0	0	7	8	5	20
Pioneer Guest House	0	0	2	2	2	6
Radach Lodge And Conference Centre	0	1	4	2	3	10
Samananzo Hotel	1	0	0	0	0	1
Saninato Lodge	0	0	0	1	0	1
Tiyumba Lodge	0	0	1	0	0	1
UDS International Conference Centre	1	1	8	4	3	17
Walk-In Guest House	0	0	1	0	0	1
Total	4	3	39	30	22	98

Appendix 5

New things Participants learnt Today

	Frequency
All actors in a value chain should be reliable	1
As a soya bean farmer I learnt that stone elements should be moderate and not moldy	1
Business ideas from different bodies	1
Buyers' concerns	1
Buyers should endeavor to offer good market price for farmers' produce	1
Contract farming and its importance	6

Determination to succeed by moving forward no matter the challenge	1
Doing the right thing(s) will not make me regret going into farming	1
Drone farm monitoring and mobile solar irrigation system	1
Everything I saw and learnt today was almost all new since it's my first event	1
Experience sharing and market linkages	2
Farmers problem and their expectation	1
Farmers should produce high quality grains	1
Farming should be done as a business and not just a hobby. Benefits of investing into farming	5
Fertilizer and other input delivery by YARA, promised to deliver on time	1
From the interactions I learn from the exhibition at the stands on the sheller and rice transplanter	1
Grain quality standards and pricing mechanisms of maize	1
Group presentation	2
How organizations formulate pricing for farm product	1
How to use some machines: threshing machines, maize sheller, weighing scale	3
How to communicate with farmers	1
How to develop partners which is powerful than individual bodies	1
How to enter business contracts	2
How to get new buyers for my produce	5
How to maximize profit	1
How to maintain stored maize grain at the right moisture content to maintain grain quality	1
How to plant to meet buyers expectation and how to get suppliers	1
How to remove bad corn from the good ones before selling them	1
I gained a lot of knowledge from the whole event	2
I got to know the use of appropriate farming units	1
I have got some experience	1
I have learnt to do more business	2
I have learned about how to meet institutions for support, how to sell my produce and how to get certified seeds	1
I have learnt a lot about the numerous projects under USAID	1
I learn that buyers emphasis more on quality	1
I learn that row planting is the best and fertilizer can be applied that same day	1
I learnt about end users expectation and pricing	1
I learnt about exhibition	1
I learnt about farming activities which is buying and selling	1
I learnt about marketing and information on machine to help my agents	1
I learnt about row planting as the best	2

I learnt about the use of motor king for corn dehuster or sheller	1
I learnt a lot about aggregators and producers	2
I learnt factors that influence good market for farm products	1
I learnt from buyers and friends of which contact were exchanged	1
I learnt from farmers and buyers	1
I learnt from the words from the regional director	1
I learnt if ADVANCE should end how clients could still sustain	1
I learnt that oil can be extracted from neem seed and the oil is healthy for the body	1
I learnt what buyers expect from farmers	1
I saw new and modern equipment for farming and harvesting	1
In the absence of USAID-ADVANCE, we have to do things all by ourselves	1
Information on the numerous agribusiness operating in the three northern region	1
Learnt about a mini-processor for soya threshing and also a ripper	1
Learnt how to acquire a loan	1
Located places to sell my produce at competitive market prices	1
Maize harvesting with harvester	1
Moisture content determination in cereals	1
Networking	2
Networking and how to sow a seed	1
New methods of packaging and standardization	1
New methods and technologies about harvesting	1
New products of farm inputs	1
Organic agriculture	1
Soybeans sellers shouldn't mix soybeans with stone and sell them but they should rather be separated	1
Standard sacks, quality grain, loyal buyers and sellers	1
Standard/accurate measurement for the right price	1
Sustainability	1
The availability of product	1
The absence of ADVANCE should not limit farming business. There is hope farming will boost	1
The linkages between farmers and buyers to ensure reliability	1
The need to produce to meet quality standard	1
There is a social network between producers and buyers	1
Upgrading from physical cash payment to electronic system of payment	1
Where and how to obtain farm inputs	1
Total	194

