

Focus group discussion – November 2019

Consent approval after reading the consent statement.

Does you consent to take part in the survey Yes (), NO ()

Selected farmer groups

Date of interview (dd/mm/yy)	
Facilitators	
Province	
District	
Village	
No. of participants	
Group (women, men or youth)	

Trust:

N.B. Try not to mention the world trust to the farmers!

Open questions

- 1. Where do you buy agricultural supplies (e.g. seeds, pesticides...)?** *To know if the relationship with agrodealers they have is based on the need (therefore one is good as the other) or on trust.*
 - a. Do you always go to the same agrodealer, or you buy from any? Why?**
- 2. To whom do you go if the place where you usually buy your inputs run out? Or who do you ask for advices?** *To understand if there is a (trust) relationship among farmers and agrodealers.*
- 3. If a farmer buys the seeds and the pesticides and then ends up with a very low harvest, who do you think he should ask account for that (e.g. agrodealer) if any?** *To understand if they work alone or if they rely on third party.*
- 4. If your farm is facing a problem, who do you ask for help?** *To see who do they trust/value as knowledgeable.*

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Activity

To know which features they value as trustable

Instruction for the facilitators:

After telling the story to the participants, first, **brainstorm** with them about the **characteristics** they would look for in deciding if they accept the deal or not.

Look for a word that sum up the examples/characteristics given.

Retrieved these words in the list given below. If some words are not mentioned ask the participants about.

Introduction:

Someone comes to you and promise you to buy your harvest if you now buy his seeds.

We have on this post-it some adjective to describe this person/company. We would like to know which of this characteristic you would value the most in accepting such a deal.

Rules:

Place no more than **4** post-it in each of the 3 circles (circles are position inside each other from bigger to smaller). Circles are based in order of relevance where the inner one is the most relevant. Participants are allowed to negotiate the meaning of the post-it/add new ones.

NB: they can also rank more than one item in the same position

Words:

1. HONESTY – In proposing the deal, a detailed and clear explanation is given; the quantity of seeds promised matching the reality.
2. COMMITMENT – the development of the work will be checked up; issues will be openly addressed
3. DELIVERY – results are delivered; deadlines are met; they bring a product
4. ACCOUNTABILITY – the person/company take responsibility for his/its actions; brings data assuring a market for the product they sell
5. CAPABILITY – the person/company has tools and financial resources; it is a big company
6. RELIABILITY – good knowledge about farming
7. EXPERIENCE – the person/company has been working in this business for sometimes already
8. MUTUALITY – the person/company has a vision/objective that are similar to yours
9. LOCAL – the person/company come from your same region/country
10. TRANSPARENCY – the person/company's final goal is clear; the person/company speaks openly about the business
11. REPUTATION – the person/company has a good reputation
12. VISIBILITY – the person/company shown official logos/uniforms

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Collective action:

N.B. **Try not to mention the words collective action to the farmers!**

Information of the organization among farmers:

1. Are you part of a cooperative/group?
2. How is the cooperative/group organised in terms of
 - a. Meetings
 - b. Fees
 - c. voting system
 - d. etc
3. Was it an initiative of the community? How is the cooperative/group related to the government (e.g. subsidies/projects...)?
4. The members of your cooperative/group are coming from other villages as well? How many different villages are involved?
5. Approximately, how many people from your village are involved in such a project (cooperative/club)? NB participants can provide a number, a percentage or any indicators useful to give us an idea if the majority of farmers is involved or not in those projects.
 - a. Why in your opinion the other community members choose not to join any cooperative/club? NB. If the answer is lack of interest specify what does it means.
6. Do you ever have exchanges with other cooperatives/groups close by?
7. Why did you decided to join/not join the cooperative/group?
8. Is there a maximum number of membership for the cooperative/group? Min-max?

Willingness to cooperate as a group

1. If you are taught to make a product from local resources, would you invest time in doing so?
2. Would you buy the equipment individually or through a farmers' group to share the costs?
3. How would you organise the training? Training of trainers (women, youth, men?) and then they pass on the knowledge to other members of the group?
4. How would you share the product then? Any farmer would prepare his own products, or some farmers would be designated to do so for the whole community/cooperative/group?
5. How would you check with/on others? E.g make sure that the effort is not coming only from you but that most of the community is actually involved? For instance: organising meetings, giving the leadership to someone, etc...
6. How long would you give it a try before having results?
7. Do you think your village is already engaged in similar activities (e.g .activities that requires the participants to invest in a project that will benefit everyone)? In which occasion do you, as a community/village, come together to share so?