Markets for Agroforestry Tree Products Projects:
Generating Knowledge for Curriculum and Teaching Materials Development

**Rationale**
- Marketing of AF tree products not taught well in SEAsian forestry and agricultural universities and colleges
- Supply side of AF production is often well covered in education programs, but producer-consumer links often omitted and market chains poorly understood.
- Thorough knowledge on various ranges of socioeconomic aspects of marketing must be understood to improve and ensure gainful participation of small farmers.

**Objectives**
- Review & understand principles for small-holders’ gainful participation in markets for AF tree products
- Identify and characterize key types of markets for AF tree products in SEAsia
- Strengthen teaching of markets for AF tree products in SEAsian universities and colleges in English and national languages.
- Enhance the teaching capacity in universities and colleges on marketing of AF tree products

**Framework**

**Interventions**
- Training & planning Workshop on markets for agroforestry tree products
- Conduct of country research reports

**Intermediate Outputs**
- Write shop on 5 Country research reports
- Common issues & concerns distilled
- 5 Country case study materials
- 5 Country research reports on MAFTP
- 1 Curriculum Framework

**Final Outputs**
- 1 Localized curriculum framework, 5 teaching materials & 1 teaching guide on markets for agroforestry tree products

**Educational change / impact**

**Short-term**
- Integration of marketing content cases in existing agroforestry curricula

**Mid-term**
- More development and review of agroforestry marketing courses

**Long-term**
- Offering of agroforestry marketing course in SEANAFE institutions

**Process Lessons**
- Ensure availability of required expertise in country teams
- Identify and standardize at the onset research framework to facilitate integration of outputs across countries
- Identify desired features of how AF marketing curriculum could be different from other existing marketing curricula
- Allot resources to validate results to address info gaps and data inconsistencies

**Technical Results**
- To ensure gainful participation of and benefits to small farmers in marketing AF products:
  - Ineffective market regulatory system inhibiting individual & collective bargaining power
  - Poor quality control practices and unclear product standards
  - Limited credit facilities
  - Unreliable market information sources
  - Limited capacity building on value addition, product development & other entrepreneurial skills

* cashew nuts for Indonesia and Vietnam, bamboo for Lao, coconut for Philippines and Rubber for Thailand