**Farmer to Farmer – Angola**

**Market Study**

Farmer to Farmer is a USAID-funded initiative to send American agricultural/agribusiness experts to developing countries to offer technical assistance to our host organizations. These trips are volunteer-based, but with all expenses covered by CNFA and typically last between two and three weeks.

**Issue Description**

Independente is an association located in the municipality of Nóqui, in the village of Kembo. The association was established in 2006 and is comprised of 24 members (17 women and 7 men). The association works in partnership with the Agriculture Institute Development (IDA), who provides field demonstration to association members. Each member of the association is given a portion of land where they cultivate all of the crops defined by the association’s board. The board is responsible for purchasing all necessary inputs for the association members, many of which are bought from RDC. Currently, the association farms on 24 hectares of land growing citrus, avocados, banana, sweet potatoes, pigeon beans, common beans, sesame, onion, cassava, green pepper and cabbage.

Independente association is suffering from post-harvest loss due to the lack of market availability. The association board feels that there is a gap between the producer and the consumers. The farmers do not know who they are producing for, what kind of crops are needed by the consumers, or what time they need the crops and consumers also do not know where to get different agricultural products and crops. Independente association is seeking a Farmer-to-Farmer volunteer to conduct a market study to identify which crops are in demand and identify potential markets and clients for the association.

**Desired Impacts**

* Identification of potential clients and possible contracts or partnerships are created
* Established list of in demand crops per periods.
* Market plan including distribution information designed
* Increased clientele and increased profit from farm produce

**Desired Qualifications of Volunteer**

* Willingness to work for a week or more in a rural town of Angola.
* Extensive experience in business management
* Specific knowledge and experience with the cooperatives and associations
* Must be citizen or permanent resident of the U.S.