

GALS Coffee Livelihood Tool 3: Coffee Livelihood Market Map

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The tool as described here can be adapted in many different ways. For more details see

www.galsatscale.net/diagrams/maps/market

Why use this tool?

All livelihood development needs to be market-led. Marketing is often (or is often perceived as) a key constraint particularly for poor producers, and particularly for women. Marketing skills and knowledge are important in ability to negotiate good prices. The GALS coffee livelihood market map introduces gender issues within households and markets themselves as an integral part of coffee market analysis. Control of marketing as the moment when cash is physically handed over, is also a key element in control of income within households and hence giving women an incentive to invest in coffee. It also looks at potential complementary products that can be sold in the same locations as coffee or brought back home to cross-subsidise the time and financial costs of going to market.



Individual maps can be aggregated in groups, organisations and multi-stakeholder workshops as collective maps. Through sharing market ideas and information between women and men participants from different stakeholder perspectives it is possible to start to address gender differences and identify new markets and/or new products which can then be further researched by women and men themselves, using their own networks with friends, relatives or other workshop participants and contacts.

Even though coffee companies and cooperatives may feel that it is not in their interests to train farmers in marketing skills, doing so is an important element in transparency and understanding the local competition and the reasons why farmers may or may not continue to supply to them. If farmers are able to feed back reliable information in this way on a regular basis, companies do not need to employ expensive consultants. Responsible companies are likely to gain from this process as farmers clarify the benefits of selling to them.

What do you gain by using it

As with any discussions of marketing there will inevitably be commercially sensitive issues. But using this tool increases the potential for developing win-win strategies, even between farmers and commercial coffee companies.

For farmers:

- Identify the range of markets for different coffee qualities accessed by members of the household and examine in more detail the challenges and solutions from the CAT for increasing coffee incomes.
- Identify and discuss the gender division of labour and levels of intra-household collaboration in coffee production and marketing and strategies to improve these.
- Identify and discuss any gender inequalities in control of coffee income in different coffee quality markets and strategies to address these.
- Brainstorm the best individual or household marketing strategies to increase coffee incomes, including quality specialisation or possible diversification to other products and markets that could complement coffee.
- Identify potential for collective strategies in marketing while avoiding market saturation.

For traders, companies and cooperatives:

- Better understanding of marketing strategies (division of labour, control over income and market access) of women and men farmers for different qualities of coffee.

- Information base for ensuring more reliable supply through developing better pricing, incentives and improving transparency and trust in relationships with women and men farmers.

Who applies the tool and for whom?

The Coffee Livelihood Market Map is best used as part of a GALS process where trust and communication with women and men farmers has been built up, together with drawing and participatory skills. It can also be used as a stand-alone market research tool.

Once learned, the tool can be used on an individual or household level to continually update their market information, track experience of entry into new markets and identify other products that can complement coffee for a more stable livelihood and also cross-subsidise the expenses of going to and from the coffee market. Individual maps can also be shared within groups and across whole organisations to compare marketing strategies and how to increase success.

How does it work?

The coffee livelihood market map is a version of the generic GALS market map tool based on some variant of the circle map. Depending on the purpose and the activities, these may include any or all of the following:

- 1) Market maps for individual products eg coffee: location, prices, opportunities and challenges.
- 2) Examining different marketing activities by different household members - who goes to which markets and who controls the income.
- 3) Physical maps of specific markets to brainstorm on other possible products that can be sold in those same markets and/or levels of saturation for particular products.
- 4) Market to value chain maps which take the immediate markets through to other levels to see where products go and prices at different levels to see whether incomes can be increased through taking more control of higher levels of the chain.

The focus can be on coffee only, or on possibilities for livelihood diversification.

STEP 1. What are the main products (coffee qualities, coffee bi-products and non-coffee products) which are marketed by members of your household?

Draw a large circle in the middle of the paper with symbols for the main products sold by household members.

- Put products where the income is owned/controlled by men on one side, and income owned/controlled by women on the other side
- Indicating relative income amounts by the size of the symbol.

STEP 2. Which coffee markets does each member go to for the different qualities and bi-products?

Draw circles for each market distinguishing these as follows:

- Placing them according to approximate geographical location, i.e. closer markets are drawn closer to the central circle or markets close to each other.
- The largest markets for that product should be marked in larger circles, the least significant in smaller circles.
- Indicate the quality of coffee or type of bi-product that is sold in each market.
- Markets which are male or female dominated or gender equal should have the respective (large) symbols put next to them.

STEP 3. How do we get there and how much does it cost?

Draw roads between the coffee markets:

- The direction of marketing should be shown by the direction of the arrows. Where farmers go from one market to another without coming home, the lines should be drawn between the markets.

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- Transport means and costs should be put between the lines of the roads together.
- By each arrow put a large symbol to show whether it is women or men going and next to this a money symbol to show who controls the income when they get home.

STEP 4. What are the other advantages and disadvantages of each market?

This question is best initially left open for participants to interpret, open questions can often lead to answers that are extremely useful and relevant but that facilitators did not expect. Open questions can then be followed by specific questions, including for example:

- A central circle within each market can contain general information on the market e.g. day(s) of operation, which days they go, whether there is a shelter, etc.
- A separate section can be made in the outer circle for each product traded, together with relative prices and quantities for each.
- Different symbols can show different types of buyer – those who consume directly, local traders, traders from the city etc., indicating gender
- Markets where the highest incomes can be obtained can be circled in thicker lines.
- Are any of the advantages or disadvantages more relevant for women or for men, put the respective symbol next to these.

STEP 5. What things can/should I change?

- Sad and smiley faces should rank degrees of satisfaction with the different products in each market.
- Which markets are most profitable? Bearing in mind prices, amounts sold and transport costs and who controls the income.
- What are the main challenges in each market? Are there any specific challenges which women or men face because of gender?
- What new products or markets can be profitable? Are there any gender issues which need to be addressed in enabling women/men to access these?
- Ring in green at least five products or markets where you think you could increase incomes. Will you do the work or share it? Will you control the income, or share it? How can you maintain gender balance?

STEP 6: Who will I share the GALS methodology with to improve my market?

- Who will I share GALS with to help the people with whom I cooperate so that we can all strengthen each other?
- Who will I share GALS with so that they will start to respect me more?

STEP 7 Track and adjust

When participants get to each month, they should compare what was planned and what actually happens, adjusting the following months accordingly. Things achieved should be ringed as red fruits. Things that are not possible at all are ringed in black as withered fruits. Things postponed as green fruits.

COLLECTIVE MARKET MAP

Collective maps can be produced, either aggregating information from individual maps at group meetings and then at organisational levels, or as part of a multi stakeholder workshop. This enables farmers and also companies to exchange information about the range of markets for different coffee qualities and/or the different complementary products that can increase incomes in each market and examine the scope for livelihood diversification and/or collaboration to increase incomes, reduce costs and avoid market saturation.

STEP 1. Market mapping for each economic activity: group discussion

Participants form activity groups according to their business vision for coffee quality and/or other products – it is important they go to groups where they are already knowledgeable, not where they are just interested because the aim is to really pool existing information and identify the gaps. Whether or not women and men should be put in the same group at this point will depend on the degree to which women as well as men would benefit from sharing information at this stage, and the level of conflict/sensitivity of gender issues. This will vary by context, economic activity and also the particular individuals participating.

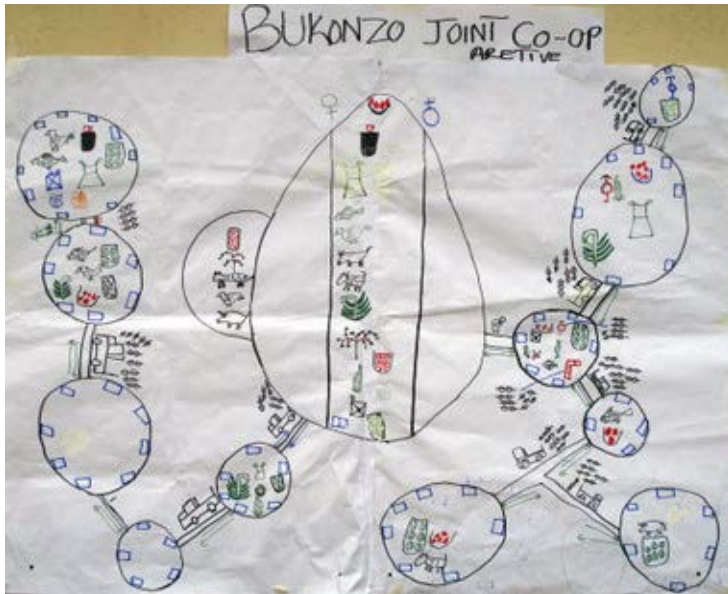
Each activity group makes a collective market showing:

- A circle is drawn for each of the markets where people are buying and selling the product. All the markets currently used by participants and ideas for any new ones.
- Relative demand and prices, and common challenges (e.g. transport costs will vary between people depending on individual location, but other challenges may not).
- The number of people already selling there and happy with those markets should put a mark in blue. People who have tried the market and rejected it should put a mark in black. People not currently selling in those markets but who feel it would be worth trying should put a mark in green. Women and men mark themselves in separate lines or columns with different symbols.
- For each market, what are the main challenges which could be addressed through sharing/collective action to be discussed in more detail on the collective road journey? Again identify through different symbols any issues specifically for women or specifically for men.
- Ideas for new products in each market.
- What are the main gender issues in marketing and also controlling the income? Mark these areas of the map with the appropriate (large) symbol.
- What things are not known? Put a large question mark on the relevant areas of the map.

STEP 2. Market economy mural map: plenary feedback

A large mural with multiple flipcharts, or a large cloth is put at the front of the hall. Each activity group then feeds back the maps for each activity.

- The facilitator or participants map out each market as it is presented on the mural as a total overview of all the markets where participants go – deciding which market should be at the centre, other markets then marked in geographic location in relation to this central market, and marking differences in size of each market by size of circle. Symbols for products from each activity map are placed in each. This progressively builds up a full picture of the range of products in local markets and beyond where participants are operating and have knowledge.
- For each market, participants identify the main challenges for increasing incomes which could be addressed through sharing/collective action. Again identify through different colours or symbols any issues specifically for women or specifically for men.
- Numbers of women and men (counted separately) currently selling each product in each market are counted and marked in blue. Women and men (counted separately) who previously sold products in those markets but have now given up are quantified in black. People not currently selling (may include people who previously gave up but after the discussion may try again) in those markets but who feel it would be worth trying should be marked in green. Remember to put the total numbers of women and men participants somewhere at the top of the paper.
- The numbers of women and men who actually try these new products or markets will then be tracked and marked as red fruits in monitoring or impact assessment.



Bukonzo Joint in Uganda has quantified and tracked the products sold in different markets for all its member coffee farmers as the basis for improving services and helping farmers to diversify livelihoods. This enables farmers (particularly women) to reduce vulnerability to market fluctuations and keep their coffee to sell to Bukonzo Joint when they can get the best price. It has also enabled them to identify gaps in member knowledge and help them exchange information.