

# Bamshela-packaging, posters, marketing, cell-phone orders











# Bergville – two tables...

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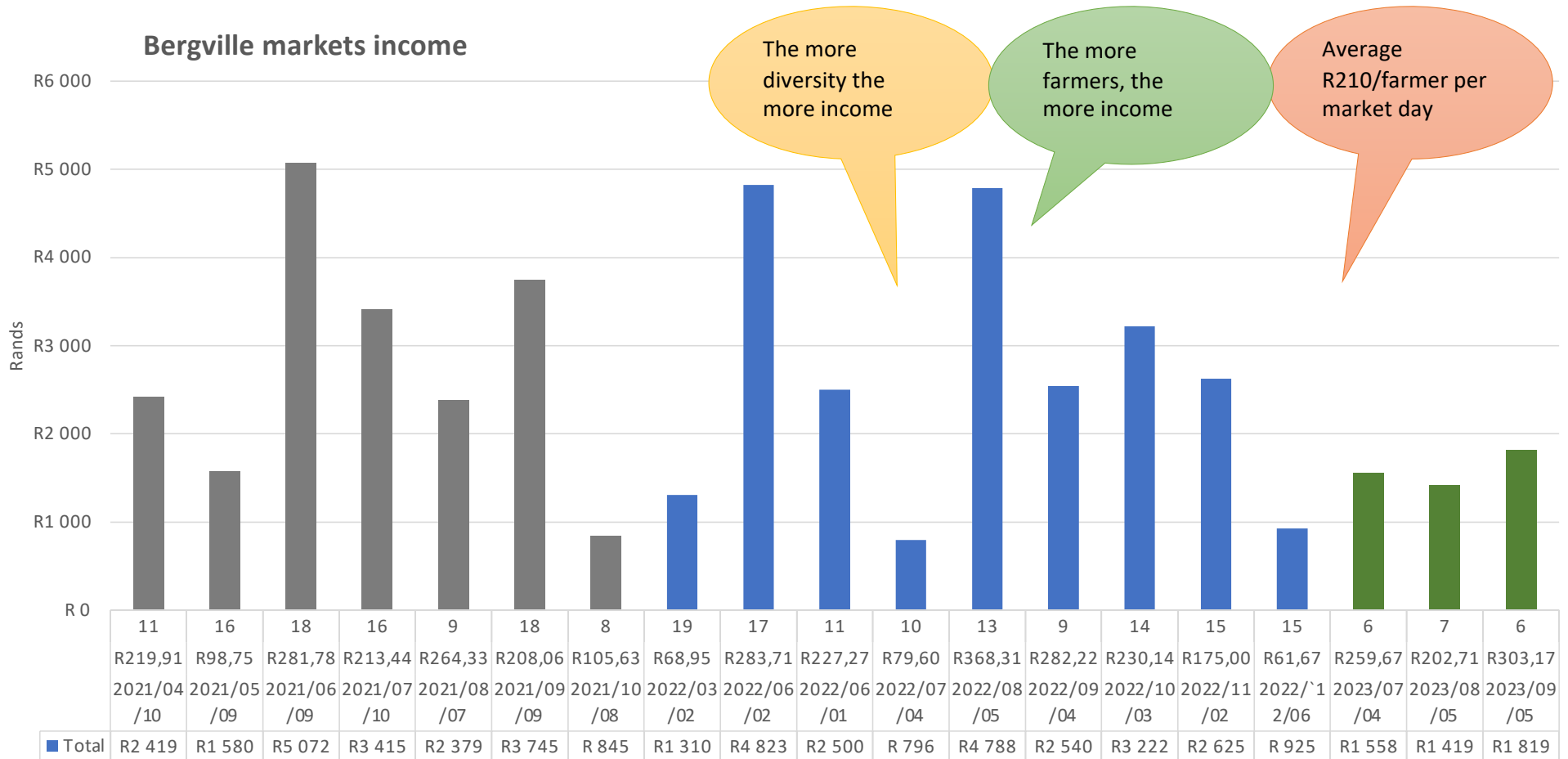




Diversity – nice touches- bags, sanitizer, cakes, packaging and presentation



# Local Marketing Options: Stalls at pension pay out points, town



## Local Marketing Options: Appropriate for Agroecology and smallholder farmers

- Food first, income from surplus (80% of participants)
- Expansion of existing cropping areas and types and number of crops grown (10-15%)
- Production specifically for sale (1-5%)

Presently  
the best  
option

- Development of marketing options for aggregating small quantities of a range of products
  - Farmgate (within villages); small local potential with low income ceilings
  - **Local market stalls (combined across villages); much larger range of products and income potential, also now focus on labelling, branding, pricing, value adding and processing**
  - Bakkie traders, stores in local towns (individuals and groups within villages); generally commodity focused and farmers are price takers – good for larger quantities but no competitive advantage
  - Sale to local retailers and supermarkets (individuals); requires transport, intermittent, price takers, little stability, competitive – overall potential low

