# Theory of Change for Agroecological Markets

## The Diagnosis

**Smallholder farmers**
- Most smallholder farmers sell some of their production at some point in the year, but often do not receive a fair price.
- Many young people are migrating because they don’t see farming as profitable.
- Smallholder production is often sold as an undifferentiated commodity and goes through a long chain of intermediation.

**Markets**
- Fresh Fruits and Vegetables (FFV) are purchased mostly in open-air markets in rural and urban areas in the Andes and Africa.
- Supermarkets and ultra-processed foods are increasingly more prevalent parts of the food system.

**Consumers**
- Consumers in the Andes and Africa often have strong food traditions and connections to rural life.
- Consumers make decisions based on trade-offs, often tacit, between social norms, budget, ease, as well as, nutritional, health, social and environmental concerns.
- The perceptions of consumers are influenced by gastronomic and food trends and movements.
- The “triple burden” of malnutrition -- undernutrition, micronutrient deficiencies, and obesity -- is growing.
- Consumers are often willing to pay more for AE products if they know about the consequences of conventional production.

## CCRP Response

**Support:**
- Farmers to add value to production during growing, post-harvest, and processing.
- Rural enterprises
- Formal and informal associativity
- Improved logistics
- Connecting farmers to more lucrative markets, especially AE
- AE guarantee/ certification processes

**Pathways to Change**

- More direct, higher value, differentiated (AE) sale of farm products
- Farmer groups and associations are able to collectively meet demand and negotiate more effectively

## Contextualized Outcomes that provide evidence for potential at scale

- Transition to an increasingly AE offer in the food system
- Transform food system to be more local, direct, and AE
- More consumers buy AE

- Consumers more aware of AE production
- Consumers more informed about the products they are purchasing