

# 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

- Increase access to AE foods
- Improved research methods for observation/ quick characterization of markets
- Better labeling of food province and growing conditions

- Support multi-actor movements to promote AE systems/ foodsheds
- Effective messages for consumers (in general and by typologies)

## 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

- Influence market policies so they favor transparency and just intermediation
- Innovative methods that other researchers can use to understand food systems and inform action
- Logistics that facilitate the delivery of production to consumers in a just manner

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

## 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