



[Home](#) > [AGRA at Work](#) > Markets

The Agro-Dealer Development Programme

The majority of Africa's small-scale farmers tend their crops in remote rural areas poorly served by farm supply retailers. Getting to a store may require a journey of many kilometres either on foot or over poorly maintained roads. Even when stores are accessible, they may not carry the seeds or fertilisers a farmer needs, or sell them at affordable prices. Fertilisers, for example, may cost two-to-six times the average world price, and may not be available in the small quantities that poor farmers need.

Therefore, to help African farmers increase yield on limited land, AGRA is expanding and strengthening networks of "agro-dealers," or small farm retailers, most of whom are women. A strong agro-dealer system is crucial to farmers' success because these local retailers serve as the primary conduits of farm inputs such as seeds and soil nutrients, and knowledge about their safe and efficient use.

The Agro-Dealer Development Programme (ADP) is providing training, capital and credit to establish certified agro-dealers. Training programmes, particularly when linked with agriculture extension services, have the potential to significantly boost the expertise available to local farmers about the wise and efficient use of farm inputs. Most retailers are themselves farmers and are in an ideal position to advise their customers about which types and amounts of seeds or soil nutrients will work best in local climates and soil conditions.

With a practical approach that offers different levels of assistance depending on the needs of a particular region, the ADP expects to provide training and other support for roughly 9000 agro-dealers across Africa.

Some of ADP's work will involve identifying and nurturing new entrepreneurs as they try to establish retail stores or distributorships in areas that are poorly served with farm supply outlets. Other efforts will be directed at existing dealers who could benefit from improved technical and business skills.

The ADP also is working to identify areas in need of local agro-dealers by preparing Internet-accessible maps that illustrate gaps in market penetration. It is offering funds to support agro-dealer associations, which can provide members with consistent and up-to-date information on such things as pricing, supplies, product performance and credit while also coordinating training ADP training activities.

AGRA at Work

[Programme for Africa Systems \(PASS\)](#)

[Restoring Soil Health](#)

[The Agro-Dealer Development Programme](#)

[Agricultural Education](#)

[Current Applications for Phd Programme](#)

[Learning From Farmers](#)