

Title Linking mango farmers to dynamic markets through a transparent margin partnership model

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Abstract

The main objective of this study was to generate policy lessons and working methods to guide public policy makers and private actors in supporting the greater inclusion of small-scale producers in dynamic markets. The study shows that a transparent margin system is a form of co-innovation which has created dynamic changes at the producer level and provided small farmers with access to modern supply chains. Factors that support small farmers' inclusion are the farmers' ability, willingness and trust. Farmers received the highest benefit from the transparent margin system. Sustainability of the transparent margin system is dependent on commitment, the trust of those involved in the partnership, transformation of marketing institutions, the innovation learning process, risk management and the role of rural production organizations in the marketing system. The partnership can be replicated by providing incentives and support to the supply chain champion.