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Report of GARD Consultancy

Horticultural Marketing Mission  
to The Gambia

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University of Wisconsin

December, 1986 - January, 1987

Technical Report Horticultural Marketing Mission  
to The Gambia

December 25 to January 18, 1987

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<sup>1</sup> Gerald R. Campbell is a Professor of Agricultural Economics and Lisa Daniels is a Graduate Research Assistant.

## Technical Report Horticultural Marketing Mission to The Gambia

This short-term international mission centered on research and action possibilities for marketing horticultural produce. It was concentrated on problems previously identified through The Gambia Agricultural Research and Diversification (GARD) project and through a review of previous studies.<sup>2</sup>

The mission was cooperatively organized through the GARD project, Horticulture Unit - Gambia Ministry of Agriculture and the International Agricultural Programs Office. The program of activities aimed to cover the broad range of horticultural marketing and related production issues in the region immediately surrounding The Gambia. The initial visit in the area of Dakar, Senegal provided perspective on the potential market in Senegal as well as international institutions with strong horticultural research and extension missions. The visits in The Gambia provided perspective on the production and marketing problems in The Gambia.

The first section of this document presents an outline of the prospective horticultural marketing work plan resulting from our visit. This is followed by a daily itinerary of activities during the three weeks in The Gambia. (An appendix containing the Terms of Reference is included.)

### Outline of a Horticultural Marketing Work Plan

The following document is prepared as a preliminary work plan for a cooperative horticultural marketing research and action program. The document grows out of the review of several previous studies of horticulture and horticultural marketing in The Gambia. The document was prepared at the end of a two-week reconnaissance mission. The mission included visits to commercial horticultural farms, village gardens, daily markets, weekly markets, government agencies, private voluntary organizations (PVOs) and processing facilities. These visits were arranged by G.O. Gaye, Horticultural Unit, Gambia Ministry of Agriculture. Throughout the visits we were accompanied by Mr. Gaye and Mr. Fasainy Dumbuya of the Program Planning and Monitoring Unit,

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<sup>2</sup> Professor Campbell, an experienced agricultural marketing researcher and teacher, had little prior experience outside the United States and no prior experience in Africa. Ms. Daniels had limited experience with horticultural marketing in Africa (Cameroon) and was proficient in French. The team was organized to combine research experience with cultural and language facility.

Gambia Ministry of Agriculture/Ministry of Water Resources. For some of the visits we were also accompanied by Ms. Isatou Jack Horticultural Unit, Gambia Ministry of Agriculture.

The expertise of our Gambian hosts, Mr. Gaye, Mr. Dumbuya and Ms. Jack, is reflected throughout this document. We have relied greatly on their accumulated experience and insight. Their participation in the future research and action planning as well as the execution of the proposed work plan is vital to the success of this project. It is also their leadership which will provide the foundation for longer run improvement in the understanding of and performance of the horticultural subsector in The Gambia.

## I. Problem Statement

The Horticultural Unit of The Gambia Ministry of Agricultural in association with The Gambia Agricultural Research and Diversification project and other consultants has identified horticultural marketing as a priority area for development. Horticultural production in The Gambia has developed rapidly in recent years. Horticulture is practiced by a few specialized commercial farms and by a large number of village gardens. Markets for these horticultural products consist of a small export market, a market in tourist hotel restaurants and a market for domestic consumption by Gambian households throughout the country.

Economic objectives considered important in the development of horticultural markets for The Gambia include 1) domestic dietary variety and nutrition, 2) diversification of agricultural income, 3) substitution for imports and conservation of foreign exchange and 4) additional generation of foreign exchange through export sales. To date several problems have been identified in meeting these objectives. They include lack of coordination in developing export market potential, poor coordination of village garden production with demand, limited reliance by hotels on local sources of produce, and inadequate domestic outlets for produce during the peak production period.

There have been several studies based on short-term reviews of the horticultural marketing system. These studies reveal apparent problems in transportation, sorting and packaging, storage, preparation for market, timing of planting to space marketing and need to identify market windows.

In developing a plan to attack the problems of horticultural marketing in The Gambia there is inadequate information on the most basic descriptive elements of horticulture as an economic enterprise. There is no basic data on either production or consumption. There is no data on the number, size or location of village gardens or commercial farms with horticulture. There is no statistically reliable data on marketing channels, market intermediaries or marketing activities.

The following section outlines a comprehensive set of studies and actions on horticultural marketing in The Gambia. This is meant to be suggestive of possible marketing activities.

## II. Potential Study Topics and Interventions

The potential topics for study and actions to remedy existing problems should be considered in a comprehensive framework. The section below outlines such a framework.

The study plan identifies both basic marketing research and related action plans to improve marketing system performance.

### COMPREHENSIVE FRAMEWORK FOR HORTICULTURAL MARKETING

#### Marketing Research

Inventory of Village Gardens and Commercial Farms with Horticultural production.

Inventory of current primary Market connections of village gardens and commercial farms.

Marketing Case Studies of Village Gardens with Horticultural

Description of Structure, Conduct and Performance in Selected Daily Markets

Description of number, size and activities of Horticultural Market Intermediaries.

Study of Transportation patterns, costs, and alternatives for horticultural crops.

#### Marketing Action Plans

Coordination of Marketing activities

Packaging, Sorting and Handling and Storage Trials

Extension Materials on Horticultural Marketing

Seminar on Marketing System and Strategies for Village leaders, extension, and PVOs.

Creation of Marketing Information Centers at National and Division levels.

Recommendation for transport systems reform and new transport strategies

COMPREHENSIVE FREMEWORK (continued)

<u>Marketing Research (Cont.)</u>	<u>Marketing Action Plans</u>
Horticultural Demand Study Domestic Consumers Tourist Hotels Export to Europe Export to Senegal	Demand projections, identification of market windows
Statistical Estimates of Acreage, Yield and Production of Horticultural Crops for The Gambia (ultimately by Divisions and Districts)	Combined with demand for surplus/ deficit projections
Analysis of market prices in time, form and space for primary horticultural commodities and primary market areas.	Market news and commodity flow forecasts
Analysis of Feasibility of Group Action at:  Village Garden Level Commercial Horticultural Farms Level Parastatal Level	

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Completing this plan would require efforts over several years at current levels of manpower and funding. The immediate resources available are outlined in the following section. Time and personnel currently planned for horticultural marketing in the next year and one half are listed.

III. Personnel and Time Available January 1987 to July 1988.

The initial activity in Horticultural marketing is expected to occur with limited numbers of personnel resources. These include:

Horticultural Unit - Gambia Ministry of Agriculture

G.O. Gaye (out-of-country training after 6/87)  
Isatou Jack (post-harvest technologist and vegetable horticultur-  
alist) GARD/Virginia Polytechnic Institute and State University

John Caldwell - Horticulturalist (February - March 1987)  
(may not be Caldwell but an expatriate Horticulturalist is  
expected to be available for two years beginning in July, 1987)

Program Planning Monitoring Unit - Gambia Ministry of Agriculture

Fasainey Dumbuya - Marketing Economist (20 to 30 percent of his time over the next year and one-half) GARD/Wisconsin

Gerald Campbell, Agricultural Marketing Specialist in-country one month 1987 and one month 1988. At Wisconsin one month 1987 and one month 1988.

Lisa Daniels, Agricultural Marketing Specialist, half-time for 6 months at University of Wisconsin and one year in country beginning June 1987.

Peace Corps/Extension Service/Action Aid/Save the Children/CRS/FAO/CARITAS

Expected to provide cooperation with their staff but no formal project endorsement or funds committed.

The staff of the horticultural unit is already committed to a series of trials in six village gardens. These trials are aimed at both basic production and marketing characteristics of various vegetables. They should continue to focus their primary attention on these efforts. John Caldwell will continue to provide assistance and research training on variety trials. The staff at PPMU is engaged in trying to develop and expand a program of price collection and market reporting for horticultural crops. They are interested in and may have staff resources to provide some initial information on market characteristics. They also already have a collection of weekly prices for selected horticultural products in seven markets beginning in 1983/84. These have been summarized but not analyzed in detail.

Campbell and Daniels have begun an overview of previous horticultural marketing studies in The Gambia and in other developing countries. In addition they have access to information on the European and Senegalese markets from secondary sources. Daniels has some experience with handling and packaging innovations in horticultural marketing in Cameroon. Daniels will have had training in sample survey construction, econometric and other economic analysis techniques before being posted to The Gambia.

The personnel and time available for initial work on horticultural marketing calls for explicit decisions to limit the scope of study. The following decisions are itemized to clarify limits on the proposed study.

-- Initial study of horticultural marketing will:

concentrate on the western half of the country both north and south of the Gambia River,

concentrate on village gardens with more than fifty members and more than two hectares. These gardens are expected to be more exposed to marketing problems and are expected to be a permanent part of the horticultural supply base.

concentrate on six specific village gardens where horticultural trials are already underway will also be primary sites for marketing study and trials. These gardens are located at Sukuta, Suarra Kunda, Kassagne, Burrong, Nema, and Sangajor Jiramba. (A few additional gardens may be added with extensive past PVO involvement to expand geographic coverage), and

concentrate on seven principal daily markets as identified by previous studies and the ongoing price reporting of the PPMU. These include Albert Market Banjul, Serekunda, Brikama, Soma, Farafenni, Bansang, Kau-Ur (the Basse market is currently covered in price reports but is not in the Western half of the country) concentrate on selected primary periodic markets (loumo's) as identified in the garden and related markets inventory.

-- Horticultural Marketing research and action will initially center on the following primary vegetables:

lettuce, tomato, cabbage, egg plant, bitter tomato, onions, okra, hot peppers, and sweet potato

These represent a range of perishability, a significant role in cash sales, a significant role in nutrition and are the subject of current price collection efforts by PPMU.

- Commercial farms will not be a primary focus of the initial study. They appear to be few in number. They have trained management and appear to be engaged in effective marketing strategies for their produce.
- Fruits will not be included in the initial study. Fruits have distinct horticultural and economic production conditions. The Horticultural Unit has a plan to inventory fruit production in the Western district as a part of its ongoing work plan.
- Analysis of domestic demand for tourist hotels will not be a primary part of the initial study. This market does not appear to be a feasible outlet for village gardens with existing levels of organization. Commercial producers appear to be penetrating the Hotel market. There appears to be potential for continued expansion without immediate intervention.
- Initial study of export market potential in both Senegal and Europe will be completed outside The Gambia and exclusively with secondary data.

- Extensive and statistically reliable studies of consumer demand for vegetables will not be a part of the current study. Consumer demand for vegetables is defined within an overall demand structure for food and other goods and services. Demand estimates ought to be made within the context of a general study of food consumption which is beyond the scope of the initial study of horticultural marketing.

Given the above decisions limiting research scope the following study objectives are proposed:

1. to complete an inventory of village gardens, commercial farms with horticultural production and their related markets.
2. to complete detailed case studies of the marketing activities of selected gardens during the 1987-1988 vegetable marketing season.
3. to test selected alternative packaging, sorting and handling techniques for vegetables during the 1987-1988 vegetable marketing season.
4. to complete a detailed study of market structure and conduct in selected daily and periodic markets for vegetables from village gardens.
5. to complete a study of market potential for export of vegetables from The Gambia to Senegal and Europe based on secondary data.

The following sections outline a preliminary work plan to accomplish these objectives.

#### IV. Selected Studies and Actions, January 1987 - June 1988

##### January 1987 - July 1987

This period will involve work in The Gambia and in the United States. This period will be used to accomplish most of the work on objectives one and five. Work in The Gambia would consist of a continuation of price data collection by the PPMU. PPMU would also be asked to provide simple counts of the number of sellers of each of the vegetables identified above at mid-month intervals for the 1987 marketing season.

An enumeration by specification of village gardens and associated markets throughout the country will be completed under the supervision of G.O. Gaye. A brief survey has been designed for the garden and market information. This information is expected to be collected by knowledgeable participants in The Gambian horticultural subsector.

These include PVOs, Peace Corps, and horticultural extension agents. Similar data for commercial farms with horticultural production can be completed by cooperation of the horticultural unit and PPMU. Daniels will also collect preliminary information on transportation and exportation costs and capacity.

Daniels will prepare for the horticultural marketing project in the United States through the completion of a review of the existing literature on marketing in development and horticultural marketing in The Gambia. She will also begin to compile information resources on storage, packaging, and handling of produce for market information centers in The Gambia. Groundwork for the chosen areas of market research will be undertaken throughout this period along with language lessons in preparation for work in the village gardens.

Campbell and Daniels will prepare an analysis of horticultural export opportunities and limitations for horticultural exports to Senegal and Europe. The analysis will be aimed at providing broad guidelines on the significant positive elements conducive to export expansion and the significant limitations on further exports. The analysis will concentrate on conditions external to The Gambia. A report on this study is expected to be available by July 1987.

Campbell and Daniels will return to The Gambia in June 1987 to continue in country work on the horticultural marketing project. Campbell will remain in The Gambia for one month during which plans for the one-year project will be finalized. This will include research design and implementation strategies.  
July 1987 to May 1988

An outline of the justification, information, necessary resources, and associated market action for the study objectives two, three and four follows.

#### Objective Two -- Marketing Case Studies of Village Gardens with Horticultural Trials

##### A. Justification

- Supply information for potential contracts
- Identification of market information needs
- Potential for forecasting supply throughout the season
- Preliminary market channel information
- Identification of transportation opportunities and constraints
- Aid to horticultural planning of staggering and storage needs

##### B. Information Needs

###### Pre-Season Study

- planning

- decision-making process
- relationships to previous season prices, seed availability, weather, market and consumption expectations
- education for future weekly season study

#### Season Study

- harvest cycle for ten commodities
- market times and outlets
- storage techniques

#### Post-Season Study

- summary interview

### C. Resources Necessary

- one-day visit per garden for pre-season study
- one agent for weekly garden visit during season study to maintain journal of identified information needs
- one visit per month to collect journal data
- one-day visit per garden for post-season study

### D. Potential Action

- packaging trials
- grading and sorting trials
- radio programs
- identification of information for future

## Objective Three -- Structure and Conduct in Primary Markets

### A. Justification

- Characterize the level of competition to establish an economic framework for policy formation
- Identification of marketing channels to work through the existing structure
- Analysis of operating procedures for price formation

### B. Information Needs

- definition of geographic area over which competition occurs
- number and size of buyers and sellers
- degree of product differentiation
- condition of entry and exit
- availability of market information
- market share
- inventory
- typical product mix

- source of financing
- source of products
- pricing strategy

C. Resources Necessary

- monthly visits to seven markets by agents during dry season
- complete enumeration of traders in market

D. Potential Action

- policy recommendations
- extension education
- development of marketing strategies for women gardeners
- market education

Objective Four -- Handling, Sorting and Packaging Trials

A. Justification

- feasibility of use of local materials
- feasibility of improved at garden handling practices
- Improved quality of marketed produce
- expected higher income for a given produce quantity
- improved storage characteristics
- extended time of product in prime market condition

B. Information Needs

- current package methods and designs
- alternative package methods and designs
- availability of local materials and craftsmen
- local materials costs and construction costs
- current harvesting and handling procedures
- current sorting procedures
- trial designs for testing new packaging and sorting and handling designs
- at garden and in market measures of product quality

C. Resources Necessary

- budget for packaging design and innovations information
- budget for packaging materials and design
- budget for sorting and handling facilities
- transportation costs for marketing trials
- budget to purchase vegetables for trials
- personnel to supervise trials, collect data and analyze results
- budget for photography and trials documentation



- there was a large amount of imported produce in the market, potatoes, onions, apples, bananas
- the market was very crowded with little room to move produce into the stalls, every inch of space was used
- products were available in some areas by weight, some by volume and some by the piece or bunch
- prices were nearly all negotiated
- the market appeared to have more sellers and "hangers on" than buyers

#### Marche Kermel

This market is in a high income section of Dakar near tourist hotels and frequented by European and American expatriates. The prices were higher and the selection was of very higher quality than at Sa Ndaga. The market was more open with more space to move around. Traffic was lower but we were there later in the day.

#### Marche Castor

This market is in a lower income section of Dakar it has both retail and wholesale sections. Trucks (also used as buses) slightly larger than an american full size van were unloading potatoes, onions, and cabbages. Once again the market had a surprising variety of imported products (garlic from Spain, Dutch potatoes, French Apples). We discussed briefly the cost of a stall with one vendor he said he owned his stall and had built it he implied that others were rented but he did not know the rent.

#### Artisans Market and Fish Market

We visited an area on the sea coast which had been set up as a market to retail african crafts and art. This was very near where fishing boats bring in their catch. This is accompanied by a fish market where you could buy a wide variety of fresh fish. We also found retailers of small lots of vegetable, butter and fruit scattered along the edges of the fish market. Most of these sellers were selling by the piece or bunch and not by weight. In the fish market there was some separation of labor in that you could buy fish from one seller and take it to the next stall and get it cleaned for an additional fee.

12/28/86

Dakar

#### Super Marche and Filfili

These supermarkets are owned and operated by the Filfili family who have a number of food related businesses around Dakar. A second marketed visited was SCCRE. In general these super markets were

organized much like those in the United States. Prices were posted products arranged in sections, dry goods, bakery, fresh meats, deli, and produce. The produce sections in general had limited selection and appeared to be poor quality (may have been because our visit was on Sunday, but more likely because of the excellent produce available in traditional markets). There was a definite French influence in the goods available with a very limited amount of Senegalese products in evidence. We were able to find some canned tomato paste from Senegal.

12/29/86

Dakar area and overland to The Gambia

Filfili Ranch

This is a large integrated farming operation run by the Filfili family (Lebanese family which has been in Senegal since the early 1950's). They produce vegetables and fruits for fresh market primarily in Europe and also in Senegal. Products include tomatoes, green beans, melons, avocado, strawberries, grapefruit, oranges, tangerines, mandarin orange. They were using highly mechanized techniques and sophisticated management. They produce products under circle pivot, drip and conventional ditch irrigation. Their produce goes to Europe via air freight some under contract for air cargo space and some on a space available basis. Their packaging and storage facilities include modern sorting and grading equipment and a central cold storage unit. Their cartons and packing materials are imported and appeared to be very well designed for handling perishable high quality produce.

FAO Seed multiplication unit

This unit is designed to multiply and distribute primarily potato and onion seed based on varieties available from CDH. They operated facilities at Dakar and in the north of Senegal. The northern facility had better climate for potato seed production. They have done some experimentation with onion storage in open air storage units constructed with local materials.

CDH

Jan Beniast who is the extension education and publications officer explained his activities and observations on marketing. We were to be joined by the marketing specialist but he had been called to a meeting held annually by the Senegalese government to set potato prices. He indicated that while this price setting effort had been going on for a long time there was little attempt to enforce the set price. We discussed marketing from his perspective including reference to an American expatriate farmer who had tried several enterprises around Dakar but had experienced extreme difficulty in getting access to the local markets.

Traveled by road to The Gambia. We stopped briefly at the market in Kaolac, Senegal once again large amounts of imported produce was in evidence. We caught the last ferry of the day into Banjul.

12/30/86

Mile 7, GARD Project Headquarters Banjul

GARD Project Administration  
David Gibson, Project Administrator  
Orientation and administrative details.

Cape Office, Gambia Ministry of Agriculture  
M.S. Sompo-Ceesay, Director of Agriculture

Mr. Sompo-Ceesay is responsible for the GARD project. Our discussion clarified the nature of our mission and our terms of reference. Mr. Sompo-Ceesay was frank in his expression of the seriousness of the horticultural marketing problem and the need for some action to remedy current deficiencies. We clarified our intentions with respect to futures horticultural marketing and action plans. He expressed support for our general plans but once again pressed the need to build on work that had already been completed.

Program Planning and Monitoring Unit  
Sam Kinteh, Director of the Program Planning and Monitoring Unit

This unit is responsible for economic analysis and data collection in support of the Ministry of Agriculture and the Ministry of Water Resources. We once again clarified our mission. Mr. Kinteh expressed support for our work and indicated great satisfaction with the previous and continuing work with GARD. We explained our intention to review the situation and develop an action plan. We agreed to meet again later in our visit.

Marketing Section, PPMU  
Fasainey Dumbuya, Marketing  
M.O.S. Jamaeh, Rural Sociologist

Discussion on a variety of horticultural marketing issues cooperatives, pooling vegetable revenues, contracts for production, and market behavior. PPMU is currently involved in price collection and reporting program of the PPMU. They are collecting vegetable prices in 7 markets twice each week they are then reported on the radio. They are having difficulty with the fact that standard weights and measures are commonly not used in the markets. They have initiated a project to provide standard scales for their price reporters so that reports can be made on the basis of kilograms.

Gambia Department of Agriculture, Office of the Permanent Secretary

The permanent Secretary expressed the strong interest of the Department in resolving horticultural marketing. He reviewed the problems in domestic, tourist hotel and export markets. He emphasized the need for action to alleviate marketing problems.

Action/Aid  
Robin Poulton  
Rammish Singh

Action/Aid is a private relief agency that is funded by individual donors who sponsor individual children. They have been working with village garden projects for several years. They organize the fencing and construction of wells with labor and material inputs from the villages. They help secure seeds on credit. They have been very successful in boosting vegetable production. They have encountered several marketing problems including gluts of produce at times, distance to daily markets, and pricing problems. They have been involved in helping the village of San Kandi build facilities for a weekly market day (loumo).

12/31/86

Banjul

Freedom From Hunger (FFH)  
- K.J. Smamteh - Director  
- Madelaine Richter - Women's Agricultural Production  
- W.A.K. Fatty -  
- John Nighthart - Project Leader

FFH has supported five village gardens of one hectare in size since 1984. The locations of the gardens were selected according to the availability of market outlets. Villagers provide local materials for construction of fences while FFH provides cement and salaries of well diggers. FFH also offers seeds which may be purchased on credit.

Garden activities are not the major focus of FFH. The three major activities of the organization are categorized as follows: infrastructure in rice production, a women's agricultural program, and production research.

Save The Children  
- Patricia McCaffrey  
- Michele Poulton

The garden activities of Save The Children are concentrated in a ten village area on the north bank of the river referred to as the "high impact area". Activities are channeled through village development committees and are focused on improvements in technology and organization. Seeds are offered on credit and a revolving fund credit program has been initiated. The gardens generate a small profit, however, Save The Children focuses on a nutritional element through an educational program.

Catholic Relief Services

- Glenn Knapp - Director
- M.S. Jahne

The focus of Catholic Relief Service (CRS) is on sesame seed production. It currently operates through seventeen extension agents for the distribution of seeds. A garden project proposal has also been submitted for the construction of 60 wells and 30 village gardens. The director of CRS has had extensive experience in the export market in Senegal and can serve as an invaluable source of expertise for horticultural marketing in The Gambia.

1/2/87

Yundum

Joe Abraham's Commercial Farm

This commercial farm has been in operation for 17 years with a concentration in horticultural crop production. Produce is exported to London and marketed through local channels. Experimentation has been undertaken in the areas of fruit processing, aquaculture, hog rearing, and fern production for export.

Testito Commercial Farm

Vegetables and fruits are produced for export and local consumption by this commercial farm owned by the president of The Gambia. A cold store is located on the property but is currently not in operating condition. Sprinkler irrigation is in use.

Vice President's Farm

This commercial farm also produces fruits and vegetables for export and local marketing. A man made well of 15 meters in depth has been constructed for use in irrigation. This has proved to be economical in both labor costs of construction and pumping costs.

Citroproducts - Lime Press

The lime press of Citroproducts is located at the Yundum Agricultural office. Limes are purchased from farmers on a contractual and informal basis. After processing, lime concentrate and lime oil is prepared for shipment to Europe in large drums and is later bottled for retail.

1/3/87

Yundum/Somita/Soma/Sapu

G.O. Gaye's Farm

Both fruits and vegetables are produced on this farm for export, local markets, and the hotel market. Experimentation with vegetable varieties exclusively for the hotels has been undertaken.

### Somita Village Garden

This is a communal village garden of two and one-half hectares in size. It is sponsored by CARITAS, a catholic organization. Concrete wells and wire fencing are located on the premises. Most of the produce is marketed by individual farmers in nearby markets, however some petty traders purchase produce directly from the garden.

### Soma Loumo

The Soma Loumo is a weekly market occurring every Saturday. A limited variety of produce was observed with a comparatively large number of small retailers. Onions and potatoes in the market were imported from Holland.

1/4/87

Farafenni

### Farafenni Loumo

The Farafenni Loumo is one of the largest markets in the country occurring every Sunday. A large number of sellers were observed selling similar products in a variety of proportions. Most of the produce is from nearby villages and is sold by the individual producer.

1/5 - 1/7/87

Banjul

A preliminary work plan for January 1987 through May 1988 was developed during this time period. This is included in this report.

1/8/87

Banjul

### Citroproducts

- M.A. Ceesay - Director

Citroproducts is owned and operated by four parastatals: The Gambia Produce Marketing Board, The Gambia Commercial and Development Bank, The Gambia National Insurance Corporation, and the Social Security Housing and Finance Corporation. Capital was invested by the four organizations to commercialize the horticultural subsector of The Gambia. The current concentration is on lime production and processing, however, fruit and vegetable production has been initiated. A 300 hectare farm is in operation of which 134 hectares are devoted to limes. In addition, Citroproducts is involved with vegetable gardens in Bakau which are sponsored by UNDP and the EEC.

Weekly shipments for export from Citroproducts include limes, eggplants, chilies, okra and watermelons. Markets in England are contacted through the London based office of The Gambia Produce Marketing Board.

Mr. Ceesay is one of the authors of the 1982 fruit and vegetable marketing study and is also a member of the horticultural task force.

1/9/87

Banjul

CARITAS

- John Njie - Director

CARITAS began their current garden input distribution program in 1977. Tools and seed are provided by CARITAS while fencing and wells are the responsibility of the village participants. In 1985, an evaluation of the project cited marketing as a constraint to the improvement of the project. A three-year consolidation program was planned under which 3 personnel were added to the project for marketing purposes. A vehicle will also be available strictly for the garden project under this plan.

1/10/87 Campbell Leaves The Gambia

1/12/87

Banjul

Return visits were made to CRS, FFH, Save the Children, CARITAS and Peace Corps to gather documentation on garden projects. Copies of these documents will be available at the Cape office.

A meeting was held with Elon Gilbert to discuss the Horticultural Marketing Research Project Proposal.

1/13/87

Banjul

A meeting was held with Rammish Sing, Action Aid, and Elon Gilbert to discuss the project proposal. It was suggested that increased emphases be placed on market intervention testing and evaluation. Also, while market structure analysis should be undertaken, data collection should begin this season rather than next season. It was decided that a meeting would be held on Friday with the horticultural unit, PPMU representative, and Sompo-Ceesay to organize the data collection for the garden inventory and discuss the market structure research.

Peace Corps

- John Nitler, Associate Peace Corps Director

Peace Corps currently has 3 volunteers attached to the GARD project. Two volunteers are involved in agricultural extension in the Sapu and Basse areas. The third volunteer is assigned to the Mile 7 office as a computer specialist. Ten volunteers are currently in a

forestry program which includes fruit tree and gardening projects. These volunteers may work with the BARD project if requests are made through the ministries and it does not interfere with their projects. GARD may also request volunteers for specific projects.

A meeting was held with G.O. Gaye to discuss the garden inventory plans.

1/14/87

Banjul

Gambia Public Transport Corporation (GPTC)  
- A.G. Loum, Operations Manager

The GPTC has 47 passenger buses in operation and 8 coaches for tourist services. An estimated 55 - 60,000 people are served daily by the system while the demand for service is twice that amount. Ten new buses have been ordered for this year.

The six routes of the transit system include the following:

1. Banjul/Basse - departures every 2 1/4 hours, 6-hour trip
2. Banjul/Brikama - departures every 40 minutes
3. Banjul/Serrekunda - departures every 4 to 5 minutes
4. Banjul/Gunjur/Kartong - departs Gunjur in early morning for Banjul, returns to Gunjur in evening
5. Barra/North Bank/South Bank - departures every 2 1/4 hours
6. Barra/Dakar - two departures daily from each end

Luggage is stored on the top rack of the bus and underneath. Charges will vary according to the size of the luggage and the distance. The GPTC also has 5 trailers in use which were designed to transport tourist luggage. These are sealed trailers of 2 1/2 ton capacity which can be attached to the back of a bus. Due to the heat and lack of ventilation, they would not be ideal for transportation of fresh produce.

Kanifing Urban Council District (KUUC)

Information on market organization and taxation was obtained through the KUUC. Each market has one market master and several tax collectors. Taxes are collected from each permanent stall. Taxes are decided by the local councils and record are available through the market master. Loumos may be created with the permission of the local district council.

Gambia Airways

A one-week notice must be given to ship produce on B-Cal. Capacity is 16 tonnes with a maximum of 10 tonnes per individual if space is available. Information can be obtained for other destinations through Gambia airways.

## Census Office

Two reports were received at the Census office.

A meeting was held with Sompo-Ceesay to discuss the work plan. The following suggestions were made:

- add horticultural crops to the NASS
- focus on transport study and horticultural demand
- commercial farms should be investigated as a potential for garden contractors. Analyses could be made on returns to farmers through this contracting.
- add okra to list of vegetables to be studied
- some activity should focus on fruits
- cooperatives are a potential intervention
- hotel contracting should be investigated
- interventions should be undertaken this season
- a follow-up meeting was held with Elon Gilbert to discuss the meeting with Sompo-Ceesay

1/15/87

Banjul

## Nutrition Unit

- Kuje Manneh, Agricultural Officer

The personnel of the nutrition unit consists of 6 agents. They are currently planning a seminar on the basic principles of nutrition and the use of vegetables in the diet. Some topics of the seminar will include solar dehydration of vegetables, improved sun drying, tomato paste manufacturing, and jam making from the sorrel flower. Kuje Manneh has recently completed a produce handling course at the TDRI in England and is willing to help the GARD project in the coming season.

The remainder of Thursday was spent in preparation for Friday's meeting. This included the development of the garden inventory survey, market research topics, development of the commercial growers survey, and the market intermediary count for PPMU.

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Friday morning was spent gathering more documentation on marketing and discussing the PPMU intermediary count with Fasainey Dumbuya. The meeting which followed was attended by Elon Gilbert, Sompo-Ceesay, G.O. Gaye, F. Dumbuya, Isatou Jack, David Gaines, and Rammish Sing. The agenda concluded a brief presentation of the project objectives, a review of the garden inventory question, coordination of resources for data collection, market structure research topics, and market interventions for the current season.

The late afternoon was spent finishing details of the surveys, developing work plans for the next six months, and a brief meeting with Andrew Jones.

1/16/87

Daniels leaves The Gambia



3. Determining the nature of the marketing objectives (improving producer income, developing new markets, gaining access to markets now served by imports, reducing marketing costs)
4. Clarifying and identifying additional knowledge sources about marketing systems problems.
5. Identifying areas of marketing research training in horticultural crops which will be an attendant part of the marketing research activity.
6. Determining the level of current descriptive information and data available about horticultural marketing.
7. Specify the specific research activities for Ms. Daniels during the anticipated one-year project.

EXPERIENCE:

Dr. Campbell has 13 years experience in the economics of agricultural marketing. In addition to his special interest in market coordination between producers and their first buyers he has been involved in analysis of vertical market systems from production through retail. Dr. Campbell has experience analysis of marketing costs, alternative marketing institutions including cooperatives and analysis of prices. Dr. Campbell has experience in vegetable marketing primarily in the United States. He has also worked on potato marketing systems in Peru and consulted on food Marketing systems in Mexico. In addition he has supervised M.S. thesis work on marketing problems in Mexico, Sudan and Ethiopia.

Ms. Daniels has had experience in agricultural marketing from 1982-1986 in Cameroon. Part of this experience as a Peace Corps Volunteer included research and promotion of foodstuffs marketing through cooperatives. In addition, Ms. Daniels was the coordinator of a marketing research project to evaluate the performance of the marketing system in the North West Province of Cameroon. She has also conducted a one-week seminar on agricultural marketing in developing countries and is currently completing her M.S. in Agricultural Economics.

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