Guiding Investments in Sustainable Agricultural Markets in Africa (GISAMA)

- Objectives
- Partners
- Research and outreach themes
- Potential Applications
- Beneficiaries
Objectives of GISAMA:

1. To identify public investments, marketing and trade policies needed to
   – Catalyze development of staple food markets in the region
   – Improve smallholder access to markets and farm productivity
   – Encourage private sector investment in crucial marketing functions
   – Raise national food security

2. Develop long-term institutional collaboration between African universities, regional economic communities, and Michigan State University
Guiding Investments in Sustainable Agricultural Markets in Africa (GISAMA)

- Partners:
  - COMESA / ACTESA
  - Tegemeo Institute
  - University of Pretoria
  - UNZA,
  - Univ. Malawi, Bunda
  - Eduardo Mondlane, Mozambique
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• Research and outreach themes:
  Theme 1: structure and behavior of smallholder agriculture (not everybody is a farmer, better farmers, why is that), urban consumer behavior (key market), dynamics (big picture)
  Theme 2: Value chain studies (Specific Industries)
  Theme 3: Impact Assessment (Interventions/Investment choices, options)
Potential Applications

- Country Investment Plans
- Regional Investment Plans
- Policy Actions
- Regional Integration
Beneficiaries

- COMESA CAADP Process
- ACTESA
- Policy Makers
- Farmers
- Traders
- Development Organizations