

Understanding Zambia's Domestic Fresh Produce Value Chains

Preliminary Thoughts on Key Issues

David Tschirley

Key Issues

- ❑ Is there substantial unexploited supply of fresh produce among Zambian smallholders?
 - How to bring this forward?
- ❑ Informal sector is huge but has major problems
 - Needs legislative reform, and this has stalled
 - Continuing lack of trust between public and private sectors in markets
 - Dialogue and open information can build trust
 - ❑ Detailed review of proposed new Markets Act with stakeholders?
 - ❑ Example of Cotton Act

Key Issues (2)

- UMDP focuses on urban markets; how to link these markets better to rural areas?
 - Market information, marketing extension
 - Can programs be designed in collaboration with farmer associations and marketer cooperatives?
- Regional trade is important
 - Do we need to quantify it more?
 - E.g., how much fresh produce is exported to DRC?
 - How to promote it?

Key Issues (3)

- Freshmark and Freshpikt are important sources of demand
 - Focused efforts to link smallholders to them are likely to be worthwhile
 - But challenge may be greater with Freshmark
 - These efforts should be a complement to efforts to improve traditional system