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How Do You Create A Huge Added Value To A Farmer Who Struggles To Survive The Day?

I travel around the world and almost wherever I go this is the situation of farmers I see; Many farmers grow the same crop in the same region. When the yield is ready they try to sell it for the best price it can get.

They all go to the same buyer and are asking him to buy their produce (at the quality they have). But for the buyer, all produce are the same! The only difference is in the price.



In the less developed countries, agriculture is a *'buyer market'*.

So the buyer is taking advantage of the situation to drop the price and pay the farmer as little as possible, often it is even not enough to cover the grower production cost.

Then the buyer is taking the produce and trying to sell it on the open market where he is facing other buyers who sell exactly the same produce.

Once again, the only differentiation is in the price.

To get rid of what he had just bought the buyer is ready to sell the produce with very little profit, or sometimes for no profit (assuming it will spoil by the end of the day/week/month).

The market described above is called '*Buyers' Market*'.

It is the outcome of having a market with much of the **same product** and with **no differentiation!**

Under such conditions, the price will continue to fall, and eventually will stabilize on a low balance point, under which the farmer loses and actually cannot survive.

Under such conditions, the only way farmers can compete (among themselves) is by selling their produce for less.

Which means, they will further reduce their income and even the ability to continue their life as growers.

This is why most of the farmers in many countries are poor and will continue to be poor, as long as the above situation remains unchanged.

The way out of such a situation is by creating – differentiation.

Differentiation is made when your clients know and understand that your produce is **not** the same as the rest. In their eyes, your produce is **different** with perceived added value.

Once this is done you are no longer competing by price against all other producers/suppliers. In their eyes, you are better! And for your **quality**, you will get more money!

For example, such differentiation in fruits can be in the size of fruits, quality, taste, shelf life, variety, health (without chemical residues), color, smell, nutrition, time of year when it ripens/market, QA process, social awareness (where it came from), environmental awareness (how was it shipped to its destination market), etc.

Such differentiation can change the grower life and improve the way he will continue to work and live.

Once buyers/consumers understand that you have something special/different that no one else has then you can set your price and they will be ready to pay more.

In a '*Sellers' Market*,' the price will rise depending on the level of demand and the perceived value for the consumer.



Waiting for iPhone 6

Brand – is the way to 'signal' to the market that this product is special or even unique.

In other words, "A brand is a name, term, design, symbol or any other feature that identifies (to the buyer) one seller's good or service as distinct from those of other sellers." (Wikipedia)

For example, Apple company sell mobile phones, just like many other companies.

But, Apple created to *iPhone* such a big differentiation, strong brand, and a huge perceived value to its clients that people are ready to stand in long lines and pay much more than for any other smartphone, just to be among the first to buy a new *iPhone*.

Can we use branding to improve farmers income?

Let's take Africa as an example – the continent is dealing with several basic agriculture problems, including –

- Importing more food than it exports.

- Low income for farmers.
- Very little export of high-value crops such as fresh fruits and vegetables.
- Low yield per hectare and low-quality produce.

This can be changed by taking the following measures:

1. Improve the overall quality by introduction of suitable **technology and know-how**.

But that is not enough. To create higher value one needs to be able to –

2. Harvest the quality produce from the field and take it **all the way to the market**.

To further increase the value –

3. The focus should be on – **Export Markets**.

To increase the added value even more –

4. One would brand the produce and then sell it to - **Premium Export Markets**.



One kilogram of this fruit and variety worth 0.2\$ in some markets, and 2.0\$ in other markets. *Green Valley* will make sure farmers will get higher profit by reaching high-value markets.

How can it be done in reality?!

Green Valley

Green Valley is all about increasing the added value for the farmer, as well as for consumer by applying steps 1 to 4 above and branding the produce as ***Green Valley***.

Green Valley brand promote the key values of – advancing farmers in the less developed countries, fair trade, eco-friendly, insecticide-free, green planet, exporting fresh high-value fruits from less developed countries and making exotic, healthy and fresh fruits accessible to consumers around the world.

To succeed there is a need to be extremely focused.

So at the first stage, *Green Valley* will focus on **marketing fresh mangos** and - as part of *Center of Excellence* - in some cases also growing the mangos.

For *Green Valley* to become a global brand we will work with mango producers around the globe and make assure that clients will get continuous fresh high-quality supply as many months a year as possible.

What next?

We are already in advance contacts with some countries in Africa who wish to establish a *Green Valley* operation. More countries are soon to follow.

If you share this vision with me I will be glad to discuss with you how we can take it forward toward the success.

*For a greener world,
with better crop protection,
free of sprays.*

See you soon,

Nimrod

P.S.

Export of high-value fruits is the fastest way to bring foreign currency to your country.

P.P.S.

A global brand is the best way to bring high-value to many people and countries who share the same constraints.

P.P.P.S.

My next trip to Africa is coming soon (July). If you think there is a long time until the 2020 season, you are wrong. The time to get ready for 2020 is now.

Don't make your country lose hundreds of millions of \$ just because of missing another year and another opportunity.

P.P.P.P.S.

Green Valley is once in a lifetime opportunity. Don't be the last to join. Don't let your farmers suffer more than they already did.

**** Change begins with a decision that the existing reality
is a choice and not a decree of fate ****