

# Country Brief

## International Workshop on IPM and Marketing

**Country: Nepal**

**IPM Programme active since:** 1997

**Estimated number of farmers trained:** 69,207 (60 % female)

**Estimated number of trainers currently active:** 1,014 (IPM P-907; I/NGO-107)

**Main crops involved:** Rice, Vegetables, Potato, Tea and Citrus

### **Main issues/problems encountered with respect to marketing of IPM produce:**

Till now marketing of IPM Produce has not been practiced in an organized manner at the Farmers' Groups and/or Cooperative level. In some of the districts FFS farmers have initiated the production of IPM Produce mainly in vegetables. However, the marketing of the produce has been entirely based on Farmers' own initiatives.

The problems that have been observed and which may surface in the future related with marketing of IPM Produce could be explained from the following:

- Production of safer agricultural products is limited within the hands of individual FFS-trained farmers. However, no appropriate organizational structure and management procedures of Farmers Groups/Association and or Cooperatives have been developed to undertake organized production, certification and marketing of the IPM produce.
- No local IPM standards yet developed for production, post harvest operations and quality control of final products. Also, a lack of farmer access to safer alternative options (other than chemicals) for pest management remains an inhibiting factor for farmers to go for the production of safer products (IPM Products) on a wider scale.
- Similarly, IPM produce Certification System that can be easily acceptable and adoptable by the farmers groups and Associations is lacking. Few of the Cooperatives have taken initiatives towards production of *organic* agricultural products. However, the *organic* certification mechanism is quite complicated and expensive for the majority of the Nepalese farmers. In order to up-scale the production of the safer products and reach to the majority of the consumers, it is necessary to develop an internal control system for IPM-FFS farmer group certification which can be easily adopted by the Farmers Groups/Associations/Cooperatives and practiced;
- Need to develop a suitable price fixation mechanism for IPM products that can differentiate the IPM Products from the chemical based products which is widely available in the market.
- Need for a suitable marketing channels and infrastructure that can facilitate the smooth marketing of IPM Products;
- Lack of awareness and awareness raising programs for wider consumers on the goodness of IPM Products V.S. chemical based conventional products.

### **Brief description of marketing initiatives or strategies for IPM crops that have been developed and introduced (if any):**

Based on the above consideration, the second phase of the National IPM Programme operational from March 2009 has adopted the following strategies to promote the organized production and marketing of IPM Produce in the country:

1. Cluster based approach for farmers empowerment, production and marketing of IPM Products;
2. Implementation of year round IPM FFS covering the major high value crops represented in the cropping pattern adopted by the farmers in their respective agro-ecological zones;
3. Formation and strengthening of the organizational, technical and management capacities of Farmers' groups/Association/Cooperatives to undertake and promote organized production, certification and marketing of IPM Products;

4. Strengthening laboratory facilities and promoting participatory farmers' field research for the development of crop specific IPM tools and technologies with the involvement of researchers and farmers;
5. Development of local IPM standards for production, post harvest and final products for the markets mainly for Vegetables, Potato, Tea, Coffee and Citrus;
6. Development of modules for development of farmer-group based internal quality control systems for further adoption and replication by the Farmers' group/Associations/Cooperatives;
7. Development of participatory ecological module for capacity building of the Farmers' groups/Association/Cooperatives and the support providers linking production through consumption of IPM Products that meet the IPM standards;
8. Development of price fixation mechanism, marketing linkages and places for the IPM produce;
9. Development of communication and education materials and organization of awareness raising programs on the value of IPM products.

**How long has the above marketing initiative/strategy been operational:** Not yet operational

**How many farmers participate:** N/A

**How successful has it been (e.g. in terms of better prices for farmers, higher volumes sold, better market linkages, empowerment, etc):** N/A

**What were the main obstacles, if any:** N/A

**Lessons learned from the marketing initiative/strategy and points that need further improvement:** N/A