



“From Seed to Table” Strengthening urban poor farmer organizations and their market capacities

Agriculture is the backbone of India. Many rural landscapes are fast becoming urbanized and many farmers are facing difficulties in continuing with their livelihoods. While many government and non-government organizations are implementing programmes and providing guidance to develop agriculture in rural regions, the city farmers are often neglected.

Rapid, urbanization poses many difficulties to urban poor farming communities. Often, the support services that are accessible to the rural sector are not available to the city farmers. Realising this need, the RUAF Foundation (Resource Centres for Urban Agriculture and Food security) has set up a program that will be jointly implemented by the International Water Management Institute, and Dhan Foundation, which is specifically aimed at strengthening the urban poor farming organizations and their market capacities in the Magadi TMC area. The programme is called, “From Seed to Table (FStT)” and is expected to be implemented in the wards number 9, 10 and 11 (Homballammanapete and Hosapete) of the Magadi TMC area, with the support of the Magadi Town Municipal Corporation (TMC); Departments of Agriculture, Horticulture, Animal husbandry; Agriculture Produce Marketing Committee, Magadi Taluk office and other Non-government Organizations and University of Agricultural Sciences, Bangalore. The Magadi TMC, is keen to develop an ecocity, that will be clean, green and food secure, so that its inhabitants will experience a sustainable development.

The program will be implemented through already existing associations or groups of urban poor farmers. In the absence of formed groups, there is opportunity to form new groups/associations as well.

The program has a number of phases. However, the main aims of this programme are:

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- Rapid market analysis to select a product with high market potential that is either already produced by the urban farmers or that is new but fits well in their farming system (“most promising product”)
- Identifying “critical points” in the product market chain (“from seed to table”) of that product: possible technical and organisational improvements in that chain that may lead to higher producer benefits and enhanced sustainability of production.
- Organisation of an “integrated innovation project” to realize the identified organisational and technical changes needed to improve the critical points in the production, processing and marketing of the selected “most promising product” as well as to enhance the innovation and entrepreneurial capacity of the producers and their organisation.

This programme is planned for two years 2009 – 2010 to be carried out in the Magadi TMC area only. The success of this programme is based on your participation and enthusiasm. Please participate in the meeting scheduled for the for more information.

For any suggestions feel free to contact 9611768007, 9731443875 and 9972079912