

THE RUMARK AGRODEALERS ASSOCIATION

In order to strengthen the power of RUMARK agrodealers' network in Malawi, RUMARK has facilitated the formation of the National Agrodealers Association. The main objectives of this association are to;

- ⇒ To bring together and present all agrodealers in Malawi the opportunity to participate and contribute towards any project aimed at bringing development in Malawi through the Agricultural sector.
- ⇒ To provide professional support and networking among agrodealers in order to assist one another to exchange ideas, address challenges, encourage continued work and provide mutual encouragement
- ⇒ To encourage and support the personnel development of individual members to be professional , trained agrodealers that serve the needs of our farmers.
- ⇒ To lobby government on major policy decisions that impede the growth of agribusiness in Malawi
- ⇒ To act as a vehicle for accessing credit for the benefit of its members.
- ⇒ To raise funds and acquire property for the purpose of fulfilling the aims and objectives of the association
- ⇒ To act as a negotiating body that speaks with one voice to support the interests of all members of the Association.
- ⇒ To establish and enforce a code of conduct for fair business for members
- ⇒ To keep members informed of the legal codes regulating the agricultural industry.
- ⇒ To facilitate importation of agri inputs for all agrodealers in Malawi when the right time comes
- ⇒ To carry out any other lawful and gainful activities as shall be deemed necessary for the purpose of fulfilling the aims and objectives of the Association.

Membership is voluntary and open to all RUMARK trained agrodealers who show commitment to the associations' aims and objectives and are actively involved in agribusiness and maintain a clean record.

Agro dealers interested to become members are encouraged to contact the Desk officer, housed in RUMARK offices for more details



The inside of a rural based agrodealer shop.



A legume demand creation demonstration plot



THE RURAL MARKET DEVELOPMENT TRUST (RUMARK)

- ◆ Improving farmer productivity & incomes
- ◆ Developing agro dealers

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ESTABLISHMENT

The Rural Market Development Trust (RUMARK) was registered in 2003 as a local Malawian institution registered under the Trustees Act of Malawi.

MANDATE

RUMARK's mandate is to improve smallholder farmers' yields and incomes by facilitating the availability and affordability of agro inputs through the development of rural agrodealers. RUMARK aims to achieve this by mainly focusing on the following objectives;

- a) To help smallholder farmers increase their income by improving their access to markets for inputs and for farm produce.
- b) To support the development of commercially sustainable rural businesses that supply improved inputs or output markets to farmers.
- c) To strengthen the business skills of small – scale farmers and other rural business.
- d) To assist in the expansion of commercial enterprises and systems to provide small-scale farmers with information equipment, credit and other services they need to increase production and incomes.
- e) To facilitate an enabling policy environment and develop modalities for Public Private Partnership

OUR VISION

“To create an enabling environment in which agrodealers provide quality agro products which are affordable to smallholder farmers in a sustainable manner.”

OUR MISSION

“To build close working relationships with input suppliers, financial institutions, private sector associations, and rural enterprises.”

OUR CORE VALUES

Values are beliefs that guide an organization as it discharges its mission in pursuit of its vision. The Trust values will encompass;

- ♦ Team Work
- ♦ Integrity
- ♦ Commitment
- ♦ Mutual Respect

TRACK RECORD

Over the years, up until 2010, RUMARK has worked with CNFA, Rockefeller Foundation and AGRA to implement a variety of programs focused on increasing smallholder access to improved inputs and technologies. Working with the private sector in Malawi, RUMARK's agrodealer development activities are based on building close working relationships with input suppliers, financial institutions, private sector associations and rural enterprises.

RUMARK has successfully carried out the following programs;

- ♦ **Improving the Incomes and Food Security of Smallholder farmers in Malawi (2001—2005).** This program was funded by the Rockefeller Foundation,
- ♦ **Rural Agricultural Input and Output Supply Expansion Project (RAISE) (2005—2007).** This program was funded by the Rockefeller Foundation. These two programs lay the foundation for a rural network of agrodealers providing smallholder farmers with access to inputs, technology and information.

- ♦ **Malawi Agro dealer Strengthening Program (MASP) (2007 –2010).** This was funded by AGRA. This program trained 1507 rural entrepreneurs and created a strong network of about 400 operational agro dealer shops providing an estimated 150,000 smallholder farmers with access to inputs, technology, financing, extension and links to cash markets. Provision of technical education on inputs and new technologies through demonstration plots, field days and local shows.
- ♦ **ACTESA (a COMESA agency) Regional Agri inputs Program (COMRAP) (2010—2011).** This was funded by the European Union . 1000 agrodealers and 300 agents trained.

THE PRESENT

RUMARK is presently implementing Rural Agrodealer Development Project (RADP) funded by AGRA which aims at increasing the supply of improved seed, fertilizer and crop protection products to rural markets and improving institutional capacity of the agrodealer association to influence government policy. RUMARK is also implementing a legume demand creation program funded by ICRISAT / IRELAND

THE FUTURE

In collaboration with donors, RUMARK intends to implement countrywide follow - on programs.