

**MARKET ENVIRONMENT CASE STUDY**  
**CHIURE DISTRICT/MANRASSE VILLAGE**  
**MOZAMBIQUE**

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# MARKET ENVIRONMENT CASE STUDY

## CHIURE DISTRICT/MANRASSE VILLAGE

### MOZAMBIQUE

#### A. VILLAGE CASE STUDY - MANRASSE VILLAGE

##### Location and Linkages to Markets

1. Manrasse village is located 22 km (30 minutes by car) from the district capital Chiure. It lies about 8 km away from the main Pemba-Chiure-Namapa road on a secondary, dirt road. The road is impassable after heavy rains due to thick clay that turns into mud. Chiure is the nearest town where products can be bought and sold; it is three hours away by bicycle or about four hours on foot. Public transport is infrequent except on the main road.
2. Only cotton can be sold in the village: SODAM comes from Namapa to collect the cotton in the buying season. All other crops have to be taken to market by the producers. There used to be stores (*lojas*) in the village but all were shut during the civil war. Recently, some villagers have opened kiosks that sell consumer goods (*barracas*), but the *barraca* owners do not buy crops. When products are taken to markets outside the immediate area, men are more likely to take them to market than women.

##### Marketing Problems

3. The preferred crop for household consumption is maize. Cassava is also grown in the area for household food security but is less preferred than maize. The main cash crops are sesame groundnuts, beans and maize. Some cashews are grown. The area is outside the catchment area of cotton ginneries and no cotton is grown. Sunflower and sesame are promoted by Helvetas (Swiss Development cooperation).
4. According to village leaders (Manrasse Appendix, Table 1), the most important local products are maize, sesame, groundnuts and beans, in that order. In terms of the money they bring in, the leaders ranked the products: groundnuts, sesame, beans and maize. The easiest crop to sell is groundnuts because there is a good price and many traders. Sesame is second easiest to sell since many traders come to buy in the village. Maize is third because, although traders are keen to buy it, the prices they offer are unattractive. Beans are fourth in ease of selling due to fewer buyers. Cassava is difficult to sell because when sold fresh it has low value for weight and when sold dry it requires lengthy processing and fetches a low price.
5. Village leaders do not report important price differentials between the village and Chiure for producer prices, but there are quite large price differences in all seasons between the buying price from farmers and the selling price in the Chiure stores. If farmers sell too much of their crop at the harvest time to meet urgent cash needs and then need to buy back later in the year, they can pay ten times what they got for their own production. Poor households tend to sell

off maize early in the season due to shortage of cash and need to buy during the hungry season. The producer price of maize in Chiure is the same as the price in the village, so there is no advantage to pay to transport it there for sale. For maize, the producer price only doubles from 500 meticaïs (USD 0.02) to 1000 meticaïs (USD 0.04) between the harvest season and the hungry season, whereas in the shops the price is much higher (Manrasse Appendix, Table 2).

### **Trends in Prices, Sales and Profits**

(The exercise was not done in Manrasse.)

### **Socio-economic Differentiation**

(No wealth ranking was carried out in Manrasse.)

### **Group Profiles**

6. Manrasse village has two strong women's groups involved in economic activities. Each group has 15 members – all female – and was organized with the assistance of the village extension worker. The women's groups have received support from Helvetas for income-generating activities centred on growing, trading and processing sesame and sunflower. There are also men's and youth groups in the village that are receiving support from Helvetas.

7. The women participants in the Participatory Rural Appraisal (PRA) were the members of the two women's groups. They were mostly wives of village leaders and other respected members of the community. This differs from the situation in Ocuá where the women who participated in the PRA were mostly female household heads and "loose women" from the poorer households. In Ocuá, the leaders would not allow their own wives to participate in the PRA.

### **Main Income Sources of Women and Men**

8. According to women, their main sources of income as ranked in the exercise are sesame, groundnuts, cassava, beans and maize. The main income sources of their husbands are brewing alcoholic beverages, selling chickens, goats, bananas, handicrafts and sugarcane.

9. The other half of the exercise – ranking of women's and men's main income sources according to men was not done in Manrasse, as the PRA only lasted a couple of hours and there were only two groups: women and leaders. There was no separate men's group.

### **Main Expenditures of Women and Men**

10. The main items on which women spend their money – in order of importance – are healthcare, clothing, household utensils, food (mainly condiments) and funerals. A few women in the group also spent money on hired labour and farm tools.

11. The husbands were seen to be quite responsible: their top five expenditures were reported to be children's schooling, clothing, medical expenses, buying a bicycle or a radio. They also purchased condiments, like salt, rice and oil, and hand tools. Men saved money and gave it to the wife for safe keeping. Although the women said their husband's main income source was

brewing alcohol, surprisingly there was no mention of men spending money on drinking (or on girlfriends). This may be because the PRA was done quickly and the women were rather nervous about mentioning their husband's drinking in front of outsiders.

12. Owing to lack of time, it was not possible to ask the men what they consider to be the main expenditures of women and men.

### **Seasonal Cash Inflow and Outflow**

(The exercise was not done in Manrasse.)

### **Seasonal Activity Calendar**

13. According to the women, the rains start in December and end in March. During heavy rains, the village is inaccessible by road – even 4WD vehicles get stuck in the mud. Planting starts at the beginning of the rains in December and continues until January. Maize is the first crop harvested, from March through April. Sorghum matures later, in April and May. Groundnuts and beans are harvested from April into May, to be sold later both fresh and dried. Even though sesame is second only to groundnuts as a source of cash for the village, it tends to be a men's crop and was not mentioned by the women. Cassava is a crop that takes a year to mature. It can be left in the ground until needed and harvested throughout the year. However, the harvesting reaches a peak in September. It is sold from September until the next maize crop is ready in March. Onions are grown under irrigation and are harvested and sold from September until November.

14. Sale of goats and chickens reaches its peak in April. Handicrafts are made and sold during March and April, surprisingly, since this is the peak season for harvesting maize, bird scaring for sorghum and weeding for groundnuts and beans.

15. The hungry season was reported to last only the month of March in a good year – coinciding with the last period before the maize harvest. In bad years it lasts longer. The peak periods for women's labour – land preparation, planting and weeding – are from December to March. For men, it starts at the harvest and carries over into the dry season with gardening.

### **Access and Control Over Resources**

(This exercise was not done in Manrasse.)

### **Gender Roles in Marketing**

16. According to village leaders, both men and women grow sesame, groundnuts, maize, beans and sorghum and both sell them in the village. Because of the distance, most of the selling in Chiure is done by men either on foot or on bicycle. When men sell, men control the income from the sale. When women sell, men still control the income. Decisions on how to spend the money are made mainly by the man, but the husband usually consults the wife before selling. Decisions on how to spend the money are made jointly although men do the actual purchasing.

Product	Where Sold	Who Sells the Product?	Who Controls the Earnings from Sale?	Does She/He Consult Spouse before Selling?
Maize	Village	M/W	M	Yes
	Chiure	M	M	Yes
Sesame	Village	M/W	M	Yes
	Chiure	M	M	Yes
Groundnuts	Village	M/W	M	Yes
	Chiure	M	M	Yes
Beans	Village	M/W	M	Yes
	Chiure	M	M	Yes
Cotton (very little sold)	SODAM (Namapa)	M/W	M	Yes
Sorghum	Village	M/W	M	Sometimes
Jugo beans	Village	M/W	M	Sometimes
Bananas	Village	M/W	M	Sometimes
Cashews	Chiure	M	M	No

17. As providers, women's primary responsibility is to feed their families. They do this both by farming and by selling crops to buy other foods they need. Men are responsible for all the non-food expenditures such as school fees and medical expenses. Women tell the husband what foods they need and men do the actual shopping in Chiure. Women are the main money-savers. The wife saves money and gives it to the husband to pay children's school fees. Women – even married ones – can travel to Chiure to buy and sell without the husband. But in such a case, the woman is obligated to use part of the money to buy an item for the husband.

### Problem Analysis

18. According to village leaders, the number one marketing problem for villagers is low producer prices. The second-ranked problem is lack of farm-to-market transport. The third-ranked problem is that “no good traders come to the village to buy”. The fourth problem is that the jobs disappeared when the government-owned companies shut down.

19. The main cause of the problem of low prices is that no traders come to buy. The reason traders do not come to the village to buy is that the road condition is poor. Villagers cope by headloading their products to the roadhead and then hiring transport or by headloading them the entire 22 km to Chiure. The proposed solution to low prices is to improve collaboration between government and farmers. Villagers suggested that they could bring all their bags of produce to a central place on a certain day, then tell the government extension worker to inform the MoA of how many bags were available for sale. The MoA would be expected to contact traders to come and fetch the produce.

20. The village leaders suggested that the government solve the problem of lack of transport by improving the spots in the road that are impassable in the rains. Their solution to the lack of traders in the villages was for government to “put a trader in the village”. They felt that government could also solve the problem of lack of jobs by forming joint ventures with foreign investors to start new industries.

21. The number one problem identified by women was similar: low selling prices for farm produce, due to lack of buyers coming to the village and lack of transport. The women's suggested solution was to avoid selling when the price is low and to wait to sell at a higher price.

The number two problem identified by women was “lack of a place to sell” (no village marketplace). They cope by selling to petty traders who buy informally, door to door. Women seemed confident that if there were a marketplace, traders would come. The problem women ranked third was that traders cheat them. They attributed the cause of the problem to their inability to read and write. Their proposed solution was to learn to read and write so they could prevent traders from cheating them. The fourth-ranked problem was high consumer prices during the hungry season. The only solution that women offered was “we have to work and sell in this village”.

## **B. CONCLUSIONS**

22. Manrasse is typical of a less-favoured village in the hinterland of Cabo Delgado province. The area was suggested for inclusion in the study’s focal area during the original conceptual mapping process. However, the PAMA team has some doubts about whether the inclusion of such areas is really appropriate. The village differs from other case study areas in that it is a short distance off the road in a mixed food crop farming area that has no important cash crops. Therefore it is interesting to note that the most lucrative crops and enterprises are traditional food crops entering the market as cash crops. It is also noteworthy that maize is in high demand due to widespread crop failure in southern Mozambique, yet the price has not improved much in spite of trader interest.

23. Most of the best money-making crops – such as groundnuts and sesame – are purchased by traders directly in the village. For this reason, women and men are both involved in selling. However, women do not control the income from the sale of any crop. When crops are taken by bicycle or public transport to sell in Chiure to sell, men do the transporting and selling. If they are headloaded into town, women sometimes accompany their husbands to carry part of the load. When women go to town with their husbands to shop, they have a say in decisions on how to spend money from crop sales. Otherwise they have little say.

## **C. IMPLICATIONS**

### **Targeting for Market Linkage Projects**

24. In Manrasse, the main interest in market linkages lies among households producing groundnuts and sesame for the market in Chiure. Helvetas was assisting farmers with the sale of their sesame by purchasing their sesame in Pemba but this year it is no longer buying. Farmers did not know the reason for the problem. There are also a few organic onion growers – supported by Helvetas and MoA – who are aiming even at selling even in Pemba .

25. In spite of the modest soil resources, farmer groups are strong in Manrasse due to support from MoA and from Helvetas. The absence of the traditional cash crops such as cotton should not be seen as an obstacle because farmers are selling food crops for cash. It seems that a potential does exist for PAMA to assist in linking producers to markets, particularly for sesame, groundnuts and beans. Farmers could also benefit from bulking their maize and trying to negotiated a higher price. There are also major differences between producer and consumer prices, suggesting market failure and lack of competition. Therefore there might be scope for initiatives such as consumer shops aimed at bringing consumer prices down.

## APPENDIX

### CHIURE DISTRICT/MANRASSE VILLAGE

#### Tables from Participatory Rural Appraisal (PRA) Exercises

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**Table 1: Ranking of Local Products by Importance for Village, Economic Contribution and Ease of Marketing (According to Village Leaders)**

Manrasse village, Chiure district, Cabo Delgado province

Product	Ranking in Order of Importance			Reasons
	Importance for Village	Brings the Most Money	Easiest to Sell	
1. Maize	1	4	3	Traders like maize but price is very low
2. Sesame	2	2	2	Price is good; traders are many
3. Groundnuts	3	1	1	Many traders; good price
4. Nyemba beans	4	3	4	Limited market

**Table 2: Seasonal and Local Price Differences (According to Village Leaders)**

Manrasse village, Chiure district, Cabo Delgado province

Item Marketed	Unit	Price in Village		Price outside Village			Who Markets?	
		Harvest	Peak	Harvest	Peak	Location	Women	Men
1. Maize	Kg	500	1 000	500	1 000	Chiure	2	8
2. Sesame	Kg	3 000		4 000 (paid to farmers)	18 000 (if bought from trader)	Chiure	1	9
3. Groundnuts	Kg	2 000				Chiure	4	6
4. Beans	Kg	1 500			12 000 (if bought from trader)	Chiure	4	6

**Table 3: Gender Roles in Marketing  
 (According to Village Leaders)**

Manrasse village, Chiure district, Cabo Delgado province

Product	Where Sold	Who Sells the Product?	Who Controls the Earnings from Sale?	Does She/He Consult Spouse before Selling?
Maize	Village	M/W	M	Yes
	Chiure	M	M	Yes
Sesame	Village	M/W	M	Yes
	Chiure	M	M	Yes
Groundnuts	Village	M/W	M	Yes
	Chiure	M	M	Yes
Beans	Village	M/W	M	Yes
	Chiure	M	M	Yes
Cotton	SODAM (Namapa)	M/W	M	Yes
Sorghum	Village	M/W	M	Sometimes
Jugo beans	Village	M/W	M	Sometimes
Bananas	Village	M/W	M	Sometimes
Cashews	Chiure	M	M	No

**Table 4: Responsibilities of Husband and Wife  
 (According to Village Leaders)**

Manrasse village, Chiure district, Cabo Delgado province

Women's Responsibility	Men's Responsibility
<ul style="list-style-type: none"> <li>- Food for family</li> <li>- Buying/Selling for the household - sometimes buying in Chiure</li> <li>- Saving money - giving money to husband to pay children's school fees</li> </ul>	"Everything else ", such as: <ul style="list-style-type: none"> <li>- School fees</li> <li>- Medical expenses</li> <li>- Buying foods in Chiure specified by the women</li> </ul>

**Table 5: Group Profiles  
 (According to Village Leaders)**

Manrasse village, Chiure district, Cabo Delgado province

Group	Members			Year Started	Still Active?	Initiator <sup>1</sup>	Source of Support
	M	W	SES <sup>2</sup>				
1. Women's group #1	0	15		2000	Yes	MoA extensionist	Helvetas
2. Women's group #2	0	15		2000	Yes	MoA	Helvetas

**Table 6: Main Income Sources of Villagers  
 (According to Village Women)**

Manrasse village, Chiure district, Cabo Delgado province

Women	Men
1. Sesame 2. Groundnuts 3. Cassava 4. Beans 5. Maize	1. Alcoholic beverages 2. Chickens 3. Goats 4. Bananas 5. Crafts Sugarcane

*1 = highest; more than one item listed indicates those items are ranked equally*

**Table 7: Main Expenditures of Villagers  
 (According to Village Women)**

Manrasse village, Chiure district, Cabo Delgado province

Women	Men
1. Health 2. Clothing 3. Household utensils 4. Food (rice, salt, oil) 5. Funerals Hired labour Farm tools	1. Schooling 2. Clothing 3. Medical expenses 4. Bicycle 5. Radio Food (salt, rice, oil) Tools Savings (kept by the wife)

*1 = highest; more than one item listed indicates those items are ranked equally*

<sup>1</sup> MADC extension, NGO, village leader, etc.

<sup>2</sup> Socio-economic status of members (from wealth ranking)

**Table 8: Seasonal Activity Calendar with Marketing  
 (According to Village Women)**

Manrasse village, Chiure district, Cabo Delgado province

(P = plant; H = harvest; S = sell)

Months	1	2	3	4	5	6	7	8	9	10	11	12	Gender Division of Labour
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	
Rainfall	X	X	X										
No road access		X	X										

**Rainfed Farming and Crop Sales**

Maize	P	P		H	H	HS	S	S	S	S	S	S	W/M
Cassava	PS	PS	PS	S					HS	S	S	S	W/M
Sorghum	S		P	P	H	H	S	S	S	S	S	S	W/M
Beans	S	S	P		H	H	S	S	S	S	S	S	W/M
Groundnuts	PS	S	S	S	H	HS	S	S	S	S	S	S	W/M

**Irrigated Farming and Crop Sales**

Onions									HS	HS	HS	HS	
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**Livestock Sales**

Goats					X								W/M
Chickens					X								W/M
Pigs					X								W/M

**Non-farm Activities**

Handicrafts			X	X									M
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<b>Hungry season - Average year</b>			X	X	X								
- Good year				X									
- Poor year			X	X	X	X							
<b>Peak labour - Women</b>	X	X	X	X									
<b>Peak labour - Men</b>	X				X	X	X	X	X	X	X	X	

**Table 9: Problem Analysis  
(by VillageWomen)**

Manrasse village, Chiure district, Cabo Delgado province

<b>Problem</b>	<b>Cause of Problem</b>	<b>Coping Mechanism</b>	<b>How Can the Village Solve It?</b>
1. Selling prices are low for farm products	Shortage of buyers	Ask other families to help	Attract traders who can buy our produce (before the civil war, there were buyers in the village)
2. There is no place to sell	Few traders who buy	We sell to informal traders in the village	"Sell at a higher price"
3. Traders cheat us on the weights and measures	We are illiterate	We sometimes bring our literate sons to help us know whether we are being cheated	Learn to read and do math so we can tell when we are being cheated
4. Buying prices are high during the hungry season	The price is determined by someone (the trader) but it is never controlled	Families help each other when times are difficult	We have to produce and sell in this village

**Table 10 Problem Analysis  
(by Village Leaders)**

Manrasse village, Chiure district, Cabo Delgado province

<b>Problem</b>	<b>Cause of Problem</b>	<b>Coping Mechanism</b>	<b>How Can the Village Solve It?</b>
1. Low producer prices for agricultural products	- No fixed government prices - Traders set their own prices	Have to accept low prices because we need money	Better collaboration between government and farmers - "How can we cure an illness without asking the doctor (government) for advice?"
2. Lack of transport for people and products	- Bad road	Headload products to Chiure	Join together to find out how many bags farmers have to sell, then go to department of agriculture and tell them to pass the message to traders to come and collect the goods.
3. No good traders come to buy	- Bad road - Stores existed but were shut down during civil war (Asian traders went away and did not return)	Headload products to Chiure to sell	- Government should have a trader open a store ( <i>loja</i> ) in the village - MoA should pass the message to traders telling them how much produce the village has ready to sell; village sells at a price negotiated with MoA mediation
4. No company where men can get jobs	- Companies from colonial times shut down	Try to make money in other ways	Government should get private sector to open a company near Chiure