



Ministry of Agriculture



Agricultural Value Chain Interaction Platforms (AVIP) for Sustainable Access to Markets

The ROOTS project, with implementation support from West Africa Rural Foundation, has initiated work on the establishment and operationalization of AVIPs to promote sustainable access to profitable markets for rice and vegetable farmers and their cooperatives across the country. The AVIPs will serve as a vehicle for developing and strengthening producer-private-public partnerships for sustainable rice and vegetable value chain development. The AVIPs will foster linkages and facilitate contractual arrangements between farmers, private sector actors and public institutions.

In 2021, the ongoing actions on the AVIPs are:

- Sensitization and mobilization of stakeholders;
- Profiling of the rice and vegetable value chains;
- Assessment of specific rice and vegetable end-markets; and
- Communication and visibility

From 2022 onwards, the focus will be on establishing the AVIPs in the Regions of project intervention and providing facilitation support to render them operational and sustainable. The AVIPs will promote sustained access to profitable rice and vegetable markets, provide opportunities for employment and revenue generation for women and youths and ensure the availability of high-quality domestic rice and vegetables for Gambian consumers.