



Strategies to develop market access that contribute to resilience in the Bolivian Highlands: Two case studies

María Figueroa, M Sc. Candidate
Corinne Valdivia, PhD

Department of Applied Social Sciences

College of Food, Agriculture and Natural Resources

University of Missouri-Columbia



Two case studies



Single embedded case study:

The Participatory Market Chain Approach applied in The Bolivian Andean Platform



Multiple embedded case study:

Native Potato Varieties' Program by PROINPA & CIP-Altagro



Single embedded case study:

The Participatory Market Chain Approach applied in The Bolivian Andean Platform

■ **Objectives:**

- To evaluate how the BAP under the PMCA facilitates market access for small-scale producers by reducing transaction costs for native products, Chuño and Tunta.
- To identify which transaction costs are reduced, and which are increased in the Bolivian Andean Platform.



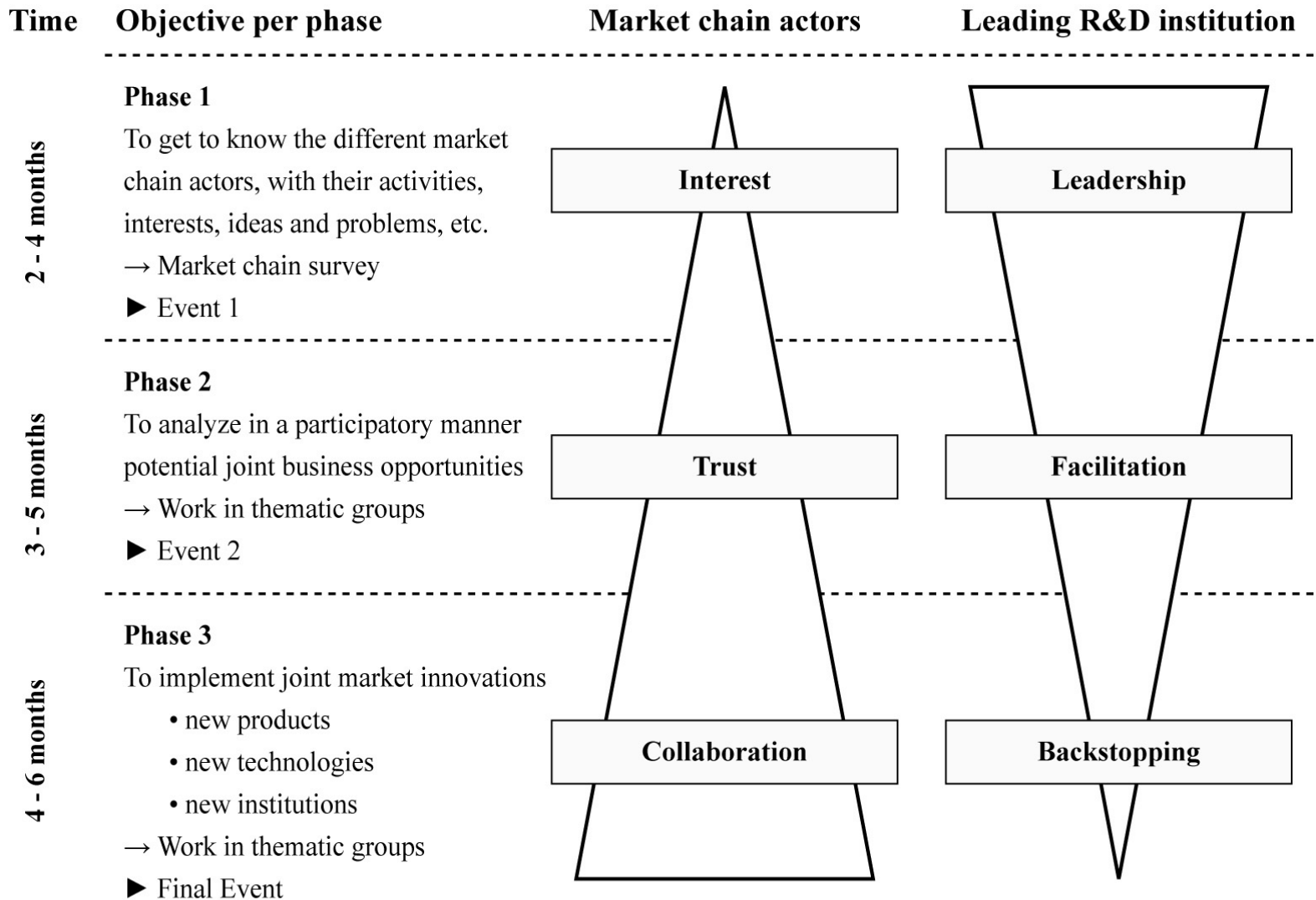
Single embedded case study:

The Participatory Market Chain Approach
applied in The Bolivian Andean Platform

■ **Methods:**

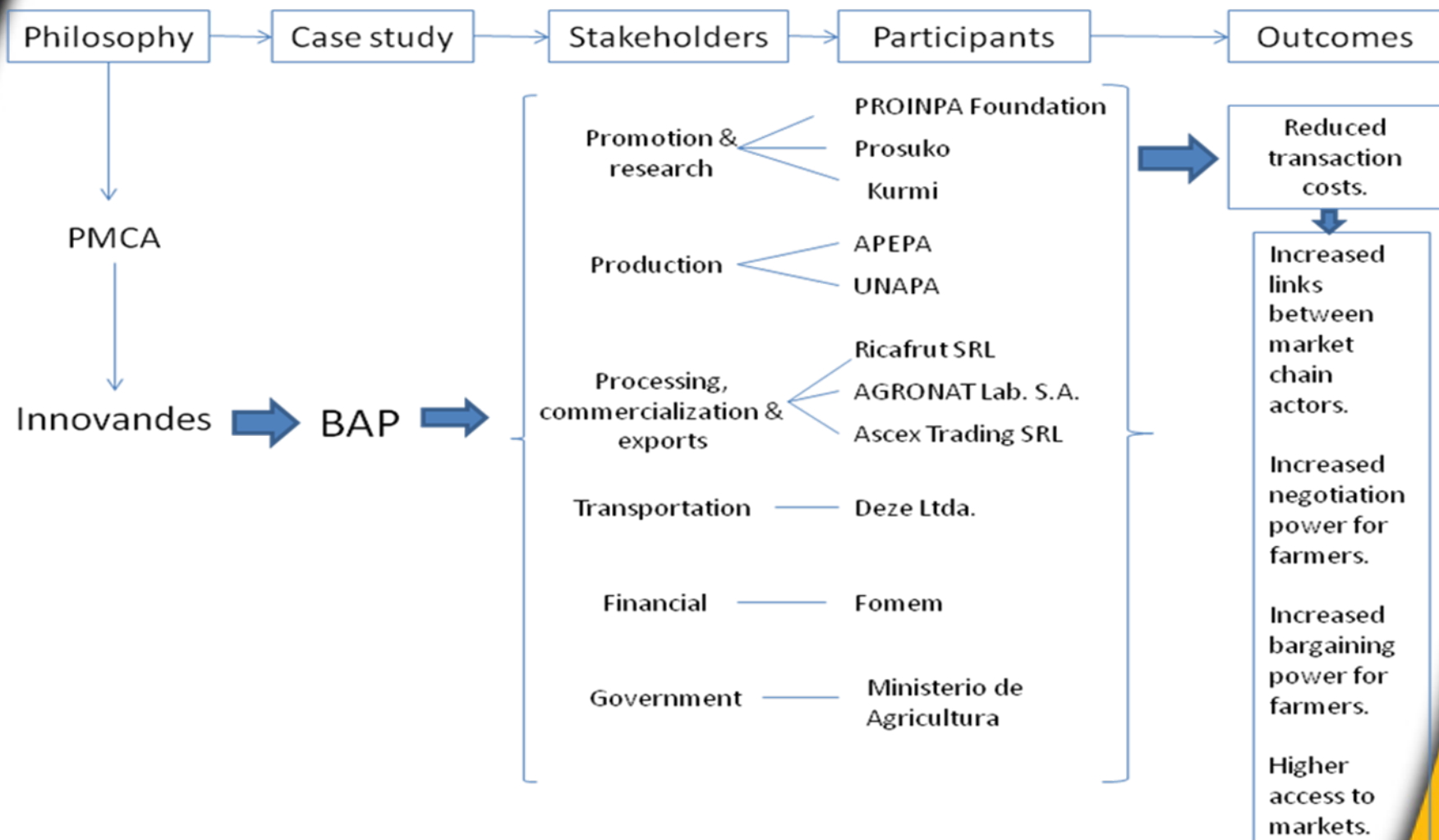
- Individual interviews with all 10 stakeholders of the Bolivian Andean Platform.
- Open-ended questions regarding: how the institution/program benefited from its participation in the Bolivian Andean Platform, in terms of reduction of transaction costs.

The Participatory Market Chain Approach









The Bolivian Andean Platform





Single embedded case study:

The Participatory Market Chain Approach applied in The Bolivian Andean Platform

-  The BAP reduces search, information, bargaining and contracting costs in the market chain.
-  On the contrary, it increases participation, monitoring and enforcement costs in the market chain.
-  It also promotes agency capacity and networking for small-scale producers.
-  However, the Bolivian Andean Platform lacks incentives to motivate farmer's participation, and offers a price that does not reward producers' efforts for higher quality of chuño and tunta.



Transaction costs incurred by the Bolivian Andean Platform Stakeholders

Type of transaction cost/moderator-stakeholders	Moderator		Stakeholders			
	Innovandes	Strategic support	Processors	NGO's working with producers' associations	Producers' associations	
Participation costs	↑	↑	↑	↑	↑	
Search costs	↑	↓	↓	↓	↓	
Information costs	↑	↓	↓	↓	↓	
Contracting costs	0	0	0	0	0	
Monitoring costs	↑	↓	↓	↑	↑	
Enforcement costs	↑	0	0	0	↑	



✌️ **Multiple embedded case study:**

Native Potato Varieties' Program by CIP-Altagro

■ **Objectives:**

- To identify the incentives Native Potato Varieties' Program promote to motivate small-scale producers' participation.
- To identify which transaction costs are reduced and which are increased for farmers who participate in the NPVP.
- To identify the barriers and/or disincentives foreseen by small-scale producers who do not participate in NPVP.
- To evaluate the likelihood of NPVP participants to become a stakeholder of the BAP.

Multiple embedded case study:





Native Potato Varieties' Program by CIP-Altagro

■ **Methods:**

- Based on survey conducted by SANREM-CRSP and CIP-Altagro in Umala-Bolivia:
 1. Identification of communities where potato is a main source of income: Kellhuiri, Vinto Coopani and Sirujiri.
 2. Identification and selection of families who market potatoes.
 3. From the previous selection, identify those families who participate in NPVP and those who do not.
 4. Individual interviews with both groups.

Multiple embedded case study:

Native Potato Varieties' Program by PROINPA and CIP-Altagro

-  The incentives to participate in NPVP are mainly technical assistance, acquirement of new knowledge, interest in collective action to reach high-income markets for native potatoes.
-  Decrease in search, information and bargaining costs when compared with individual costs.
-  Increase in participation, contracting, monitoring, and enforcement costs.
-  The barriers to participate in NPVP are mainly due to outmigration and the resulting decreased labor available at the household.

Transaction costs incurred by small-scale producers who participate in NPVP

Type of transaction costs	Small-scale producers		
	Kellhuiri	Vinto Coopani	Sirujiri
Participation costs	↑	↑	↑
Search costs	↓	↓	↓
Information costs	↓	↓	↓
Bargaining costs	↓	↓	↓
Contracting costs	↑	↑	↑
Monitoring costs	↑	↑	↑
Enforcement costs	↑	↑	↑



Thank you



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María Figueroa, M Sc. Candidate maf3nc@mizzou.edu

Corinne Valdivia, PhD valdiviac@missouri.edu