

Value Chain Exercise

Steps for the trainer

1. Compile all the actors along a particular value chain and write each actor on a card (some examples are given below).

The number of actors and value chains depends on the number of participants. Aim at having 8-12 actors per value chain and 2-3 different value chains.

Pineapple value chain

Pineapple grower	Village fruit commission agent	Local fruit trader	Regional fruit trader
Pineapple consumer	Fruit processing unit	Processed fruit distributor	Processed fruit consumer
Processed fruit retailer	Pineapple retailer	Pineapple suckers supplier	

Timber value chain

Timber tree plantation farmers	Forest users	Saw mill owner	Fuel wood depot
Furniture manufacturing unit	SME furniture manufacturer	Branded furniture shop	General furniture shop
Sapling supplier	Furniture consumer	Furniture exporter	Fuel wood consumer

Handicraft value chain

Yarn supplier	Artisans producing own yarn	Artisans	Artisans' association
Informal handicraft traders	Handicraft exporters	Handicraft vendors	Handicraft importers

2. Distribute the cards randomly among the participants.

3. Ask the participants to move around and find the other actors of the same value chain. Once all actors of one value chain are assembled they should draw up the sequence and links between the actors in the chain, e.g. by sticking the cards on boards and connecting them with lines (see photos for examples).

