



Weltweit ab Hof

About our Access to Market Platform

Building sustainable supply chains is challenging and retail chains are very complex. It takes a lot of know-how to gain access to an exporting supply chain. It also requires a trustworthy partner. Economic activity in countries of the Global South is often limited due to a lack of infrastructure and expertise, and in some cases as a result of difficult political situations as well.

At the same time, customers in Western countries – the other end of the value chain – have very high demands. To close this gap, farmers and local processors need support. The *Access to Market Platform* makes it possible for producer organisations, the organisations that support them (NGOs, start-ups or private initiatives) and gebana to work together.

WHAT IS THE ACCESS TO MARKET PLATFORM?

The Access to Market Platform is an online platform that is open to all stakeholders working to achieve market access. Each project on the Access to Market Platform involves four participants:

① Producer organisations

Producer organisations are the foundation of each project on the platform. First-time export experience and exposure on the platform increase the producers' chances of gaining access to foreign markets.

Producer organisation requirements:

- Producers interested in exporting a marketable product with social and environmental benefits
- Connecting with a support organisation
- Providing the necessary resources to carry out the process in an accessible and transparent way
- Providing information about and images of the production process

② Support organisation

The support organisation owns the project on the platform. It tells its supporters about the Access to Market project, while gebana provides the platform and operational support. The storytelling happens on the project timeline, where customers can follow the project development.

Support organisation requirements:

- Connecting with a producer organisation and a commitment to supporting them
- Being able to actively share information about the project (newsletters, printed materials, social media, etc.). This is the support organisation's key contribution to the success of the project.
- Preparing content by and about the producers/production process to inform its supporters

③ gebana:

gebana provides the platform and uses its extensive experience to support producers before, during and after the export process.

gebana's role:

- Help with planning the project on the platform
- Supporting producers with expertise in quality and retail requirements
- Organising logistics and ensuring market conformity
- Delivering the product to supporters
- Support in marketing the project (once a certain number of orders has been reached)
- Providing feedback for producer organisations and support organisations once the process has been completed

④ Crowd

Consumers order the product on offer with the aim of reaching the minimum quantity for export. They get involved and informed and become part of a pioneering initiative. They provide feedback about the product once they have received it.

THREE TYPES OF PROJECTS

First export

Leverages crowd-ordering (bulk orders) to make it possible for one or more products to be exported for the first time. It's important to remember that unexpected events can often result in delays and there is no guarantee that the quality will be perfect at this stage. This is why feedback from our customers is essential. Gaining export experience and receiving customer feedback are important steps for producers to gain access to the market. Information about the product's development is important and allows consumers to witness the process from start to finish.

Crowd-ordering an established product

Consumers can easily order directly from these producers. They receive their products once the minimum order quantity has been reached and the products are ready. There is little to no risk for the consumer as the producers already have a market-ready product. Both producers and consumers benefit from using this sales channel as it cuts out the middleman.

Developing a new product or a new value chain

This process provides the opportunity to test a new product and receive direct feedback from our customers. We also have the option to launch a crowdfunding project to raise money for the next step in establishing a value chain.

Once a project has been carried out and is considered completed, it will remain on the Access to Market Platform as a flagship project. A project's presence on the platform is just one step in an entire series of measures that can help a producer organisation successfully gain access to the market. It does not guarantee long-term market access. Social and environmental values are a prerequisite for all projects on the Access to Market Platform.

For more information on the Access to Market Platform, please visit:

<https://www.gebana.com/projects/ch/project?lang=en>