

Topic A) Organizing producers

1st round: What is your experience concerning the topic? What are key lessons learnt?

You can for example start by sharing how your producer organisation or company is organized and how you make sure that farmers have a say.

2nd round: What are major challenges concerning the topic? How to address them?

You start by briefing the new guests on the main results of the first discussion round. You can then continue for example with sharing what challenges you face in extension and ICS.

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Topic B) Business management

1st round: What is your experience concerning the topic? What are key lessons learnt?

You can for example start by sharing your plans to increase the scale of your project, and the products you (want to) sell besides cotton.

2nd round: What are major challenges concerning the topic? How to address them?

You start by briefing the new guests on the main results of the first discussion round. You can then continue for example with sharing how you reduce costs and increase revenues in order to make your business viable.

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Topic C) Marketing

1st round: What is your experience concerning the topic? What are key lessons learnt?

You can for example start by sharing your plans on how you want develop markets for cotton and associated crops.

2nd round: What are major challenges concerning the topic? How to address them?

You start by briefing the new guests on the main results of the first discussion round. You can then continue for example with sharing how your project tries to build up a competitive advantage, and what are the challenges you have to face in this.

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