

## Interview Guide for Government/Representatives and Key Informants Commercial Ag/ Livestock Input Supply

### Introduction

Presentation of the AFE program

- Initiating a new program in Senegal focusing on agriculture, livestock, and other sectors that will have an impact on small-scale producers/farmers
- Promoting a market development methodology that supports the initiatives of private sector agribusiness companies – to increase their competitiveness as well as the products, services and support they provide to the intermediaries and farmers they sell to
- We are therefore interested in learning more about your agency and your relationships with the commercial market for agricultural, livestock and animal health inputs in your area.

### **Record of Interview:**

**Date of interview:** \_\_\_\_\_ **Interviewer:** \_\_\_\_\_

**Government/organization Agency:** \_\_\_\_\_ **Address:**  
\_\_\_\_\_

**Type of Market Actor:** Gov't Rep/Key Informant **Primary Role of Agency:** \_\_\_\_\_

**Interviewee(s):** \_\_\_\_\_ **Designation:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

### **Questions:**

1. Tell us about the role of the government agency/organization you represent and describe how your work relates to the private sector.
2. What is the current status of commercial agriculture/ livestock input supply in the area you work in?
3. Describe any ongoing government/organization programs that involve either: a) commercial agriculture/ livestock input supply or; b) subsidized provision of inputs.
4. Can you name some businesses in commercial agriculture/ livestock input supply who are leaders?
5. What are the general market trends for commercial agriculture/ livestock input supply (most popular products, etc.)?
6. Do you have any reports or studies you could share which might help inform our understanding of the commercial agriculture/ livestock input supply support market?
7. What are the challenges with regards to commercial agriculture/ livestock input supply, especially for small-scale producers?
8. What are new technologies or products you have seen related to commercial agriculture/ livestock input supply?
9. Are there any current government policies, regulations or subsidy programs that are affecting (either positively or negatively) the commercial market for agriculture and livestock inputs? Explain.

### **GROWTH SECTORS:**

- Which agriculture and animal products have the most unmet demand/sales potential?
- Which have the greatest potential to impact small-scale producers?