

## Interview Guide for Private Sector Buyers (Rice)

### **Introduction:** Presentation of Project:

- PROJECT is a new program that is promoting rice and crops grown in rotation with rice in the Khulna, Barisal, and southern Dhaka divisions (PROJECT target area).
- Includes component that will support private sector to expand purchases of rice from small-scale agricultural producers in target areas.
- We are gathering information about the challenges private sector actors such as yourself face in growing your businesses and expanding your purchases and supply chain to small-scale agricultural producers in the PROJECT target area.
- We are also interested in any initiatives you would like to undertake to overcome those challenges - and how our program might support those initiatives
- We would like to begin with questions about your company and the commercial market for rice.

<b>Date of interview:</b> _____	<b>Interviewer:</b> _____
<b>Firm Name:</b> _____	<b>Address:</b> _____
<b>Type of Market Actor:</b> _____	<b>Principal Products / Services:</b> _____
<b>Interviewee(s):</b> _____	<b>Designation:</b> _____
<b>No. of employees:</b> _____	<b>Phone:</b> _____ <b>Email:</b> _____

### **Priority questions:**

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<b>1</b>	<p><b>BUSINESS OPERATIONS:</b></p> <ul style="list-style-type: none"> <li>• When was your business created? What is the size of your operations?</li> <li>• What agricultural products do you sell and to who?</li> <li>• How much of these products do you purchase (either directly or indirectly) from small-scale agricultural producers?</li> <li>• Please describe how the market for rice is segmented (coarse, medium coarse, fine, etc.)?</li> <li>• Which of these varieties of rice do you purchase (and how much per year)?</li> <li>• Which of these are most profitable for producers?</li> <li>• What crops grown in rotation with rice do you purchase (and how much)?</li> <li>• What percentage of your total purchases of rice are from producers in the PROJECT target area?</li> <li>• Who supplies you with rice (traders, millers, self-production, imports, individual producers, etc.) and where are they located? Please estimate the number of each (including the number of farmers you source from either directly or indirectly - estimate as needed)</li> <li>• How many of these are women?</li> <li>• Please describe how your procurement network operates (can show diagram)</li> <li>• How do you communicate and place orders with your suppliers? Do you provide advances?</li> <li>• Do you offer price premiums to producers or intermediaries for rice that meets specific grades or quality standards?</li> <li>• What differentiates you from your competitors?</li> </ul>
<b>2</b>	<p><b>GROWTH OPPORTUNITIES:</b></p> <ul style="list-style-type: none"> <li>• How strong have your rice sales been and what trends do you see for the future?</li> <li>• How strong are your purchases of rice from small-scale producers in PROJECT target area)? Do you have unmet demand? What are trends?</li> <li>• What interest or opportunities do you have to expand your purchases (either directly or indirectly) from small-scale agricultural producers in the PROJECT target area?</li> <li>• How do you find out about rice buying opportunities?</li> <li>• Do you provide any credit, information or technical support to your rice suppliers (farmers or intermediaries)?</li> </ul>
<b>3</b>	<p><b>CONSTRAINTS FOR FARMERS:</b></p> <ul style="list-style-type: none"> <li>• What are the greatest problems that small-scale agricultural producers (in PROJECT target area) face in selling rice (market access, cost of production, policy and regulations, etc.)?</li> </ul>
<b>4</b>	<p><b>CHALLENGES YOU FACE:</b></p> <ul style="list-style-type: none"> <li>• What are the biggest challenges you face in improving your operations and expanding your purchases of rice from small-scale agricultural producers (in PROJECT target area)?</li> </ul>

5	<p><b>INITIATIVES:</b></p> <ul style="list-style-type: none"> <li>• What types of investments or initiatives have you made (or are you planning to make) to improve and/or expand your rice purchases from small-scale agricultural producers and/or intermediaries (in PROJECT target area)?</li> <li>• What initiatives would you like to undertake to expand your purchases of rice from small-scale agricultural producers (in PROJECT target area) in the next two years if you could?</li> </ul>
5	<p><b>NEEDED SUPPORT:</b></p> <ul style="list-style-type: none"> <li>• What kind of support does your business need to carry out these initiatives?</li> </ul>
6	<p><b>EXISTING COLLABORATION:</b></p> <ul style="list-style-type: none"> <li>• Have you ever (or do you currently) work with government or donor-funded agricultural programs? If so, how?</li> </ul>
7	<p><b>RECOMMENDED ADDITIONAL INTERVIEWS:</b></p> <ul style="list-style-type: none"> <li>• Do you know of any companies with strong purchases of rice from small-scale agricultural producers (in PROJECT target area) that you'd recommend we speak with?</li> </ul>
8	<p><b>GROWTH PRODUCTS/ SECTORS:</b></p> <ul style="list-style-type: none"> <li>• What rice varieties (or crops that can be grown in rotation with rice) have the most potential for growth with small-scale agricultural producers (in PROJECT target area)? What are the trends?</li> <li>• Which of these rice varieties (or crops that can be grown in rotation with rice) offer sales opportunities for women?</li> </ul>