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: Government/organization 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?