

# **STRATEGIES TO DEVELOP MARKET ACCESS IN THE BOLIVIAN HIGHLANDS: TWO CASE STUDIES FOR CHUÑO AND TUNTA**

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## **ABSTRACT**

Two case studies are the focus of this research. The first focuses on promoting collaboration in the market chain to reach markets with higher returns. The second analyzes efforts to improve the quality of the products to the markets. Both seek to reduce transaction costs through collective action. A single case study design was used for the Bolivian Andean Platform (BAP) developed with the Participatory Market Chain Approach (PMCA). The second case study is a local native potato varieties' improvement development program (NPVP) supported using a multiple embedded case study design. Research findings indicate that the BAP reduces information, search, and contracting costs in the market chain, while increases participation, monitoring and enforcement costs. It also promotes agency capacity and market involvement for small-scale producers. The BAP price setting policy, on the other hand, is a disincentive to farmer's participation. The NPVP decreases search and information costs, and increases participation, contracting, monitoring, and enforcement costs. It also develops the capabilities of participant farmers to participate in initiatives based on collective action, like the BAP. A major barrier to participation in NPVP is time to attend meetings.