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**Finding Missing Markets (and a Disturbing Epilogue):  
Evidence from an Export Crop Adoption and Marketing  
Intervention in Kenya**

Nava Ashraf, Xavier Giné and Dean Karlan

**Abstract**

Farmers may grow crops for local consumption despite more profitable export options. DrumNet, a Kenyan NGO that helps small farmers adopt and market export crops, conducted a randomized trial to evaluate its impact. DrumNet services increased production of export crops and lowered marketing costs, leading to a 32% income gain for new adopters. The services collapsed one year later when the exporter stopped buying from DrumNet because farmers could not meet new EU production requirements. Farmers sold to other middlemen and defaulted on their loans from DrumNet. Such experiences may explain why farmers are less likely to adopt export crops.

**Keywords:** Export Crop , Field Experiment, Food Safety Standards.

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The authors wish to thank the editor and the referee for useful comments. In addition, they wish to thank Jonathan Campos, Vince Groh and Zack Lantawomero for their work at DrumNet, and their patience and collaboration with this research. They also would like to thank IDS for the data collection efforts and IDRC, SAGA, and the World Bank for funding. Richard Akrosh, Steve Boucher, Paul Dwyer, Steve Jallie, Doug Miller and Julian Okello provided valuable comments. Sara Nadel from Innovations for Poverty Action, Guillem Roig and Paolo de Baldomero from World Bank provided excellent research assistance. Karlan thanks the National Science Foundation for support. All remaining errors are the authors'.

# Finding Missing Markets (and a disturbing epilogue): Evidence from an Export Crop Adoption and Marketing Intervention in Kenya

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April 29, 2015