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| Farmers are “producers” of the commodity | The commodity they produce is important to them | The commodity is part of a growing sub-sector | The commodity is important in the local area economy | Chances of success of the FPO/ Effort required |
| Yes | Yes | Yes | Yes | Chances of success are high and effort required is comparatively less |
| No | No | Yes | Yes | Reasonable/More effort required in asset creation, capacity building |
| Yes | Yes | No | Nothing significant | Still there is chance of success but huge efforts required and risk is high |
| No | No | No | No | Be prepared for failure. However, if you can still do it, you are an innovator and will be the hero! |