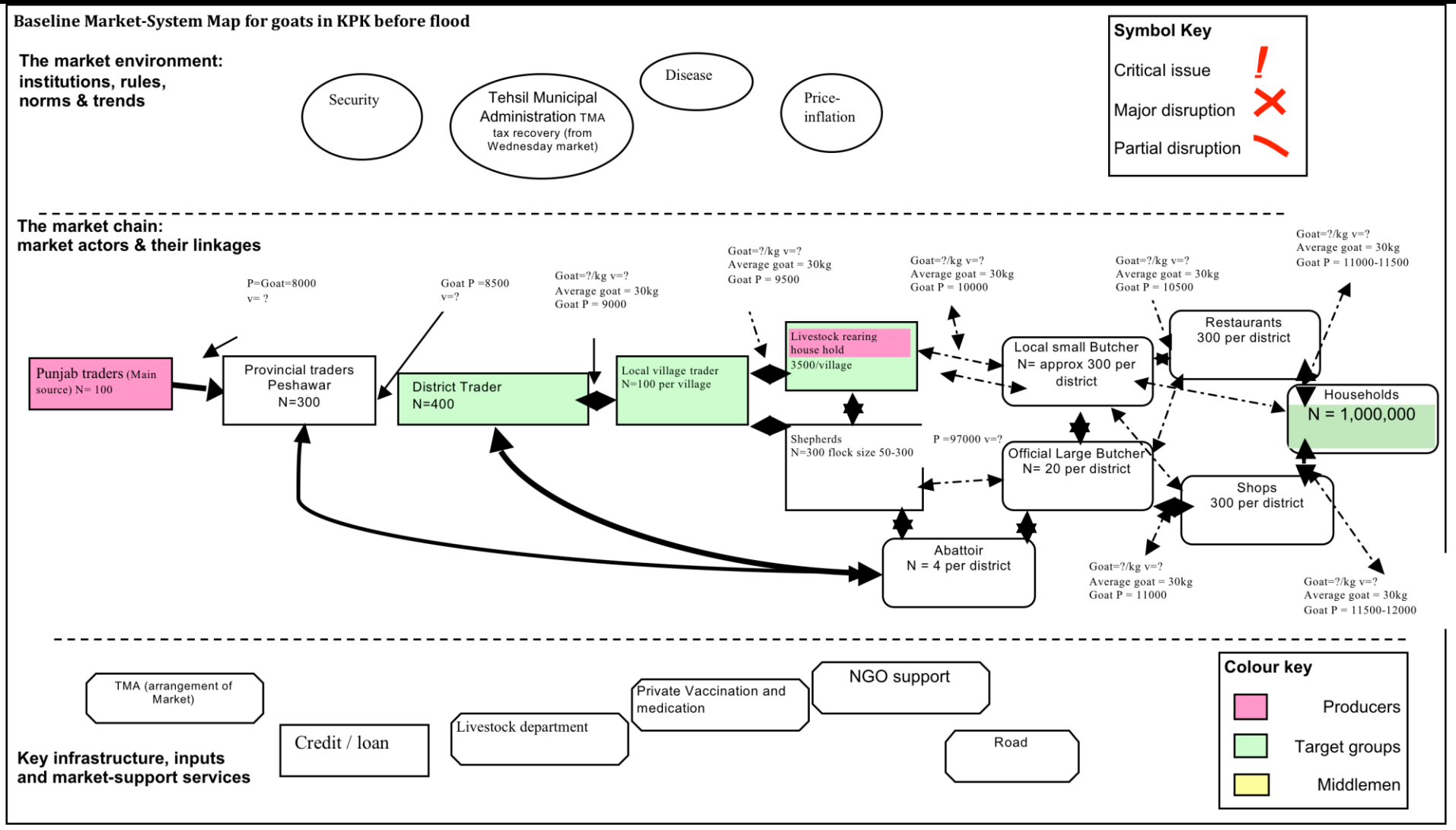
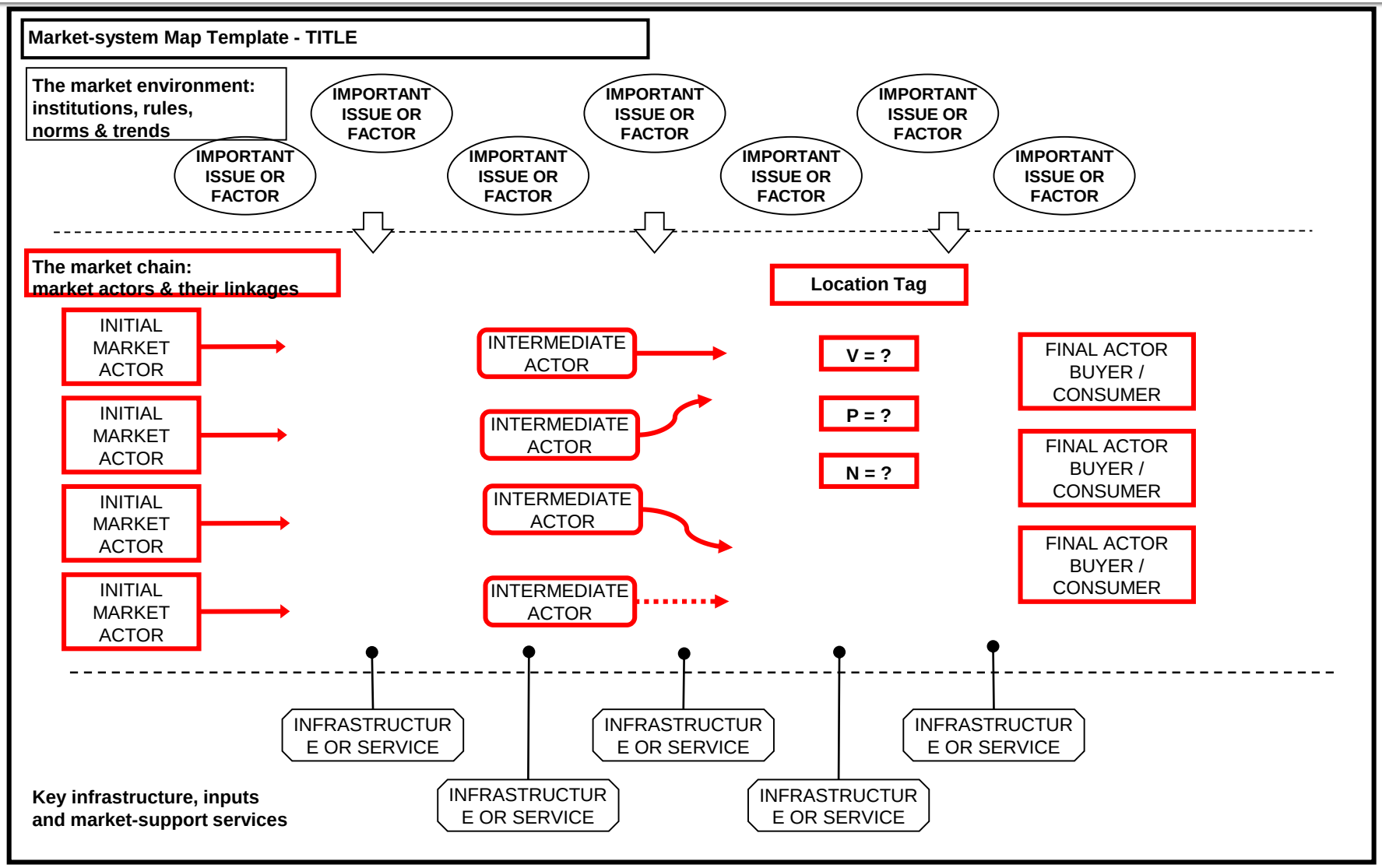
Initial market mapping

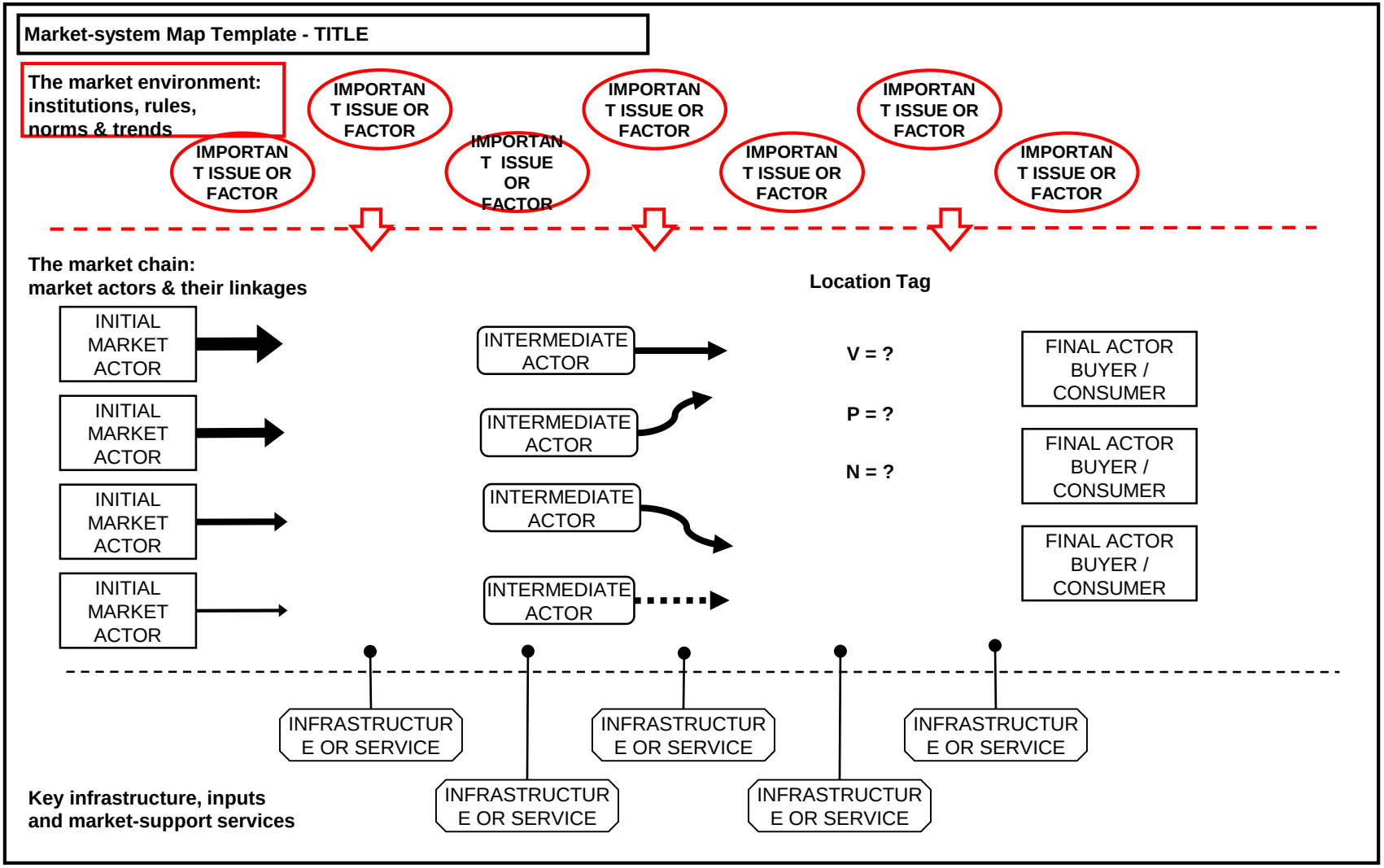
Review: Market maps



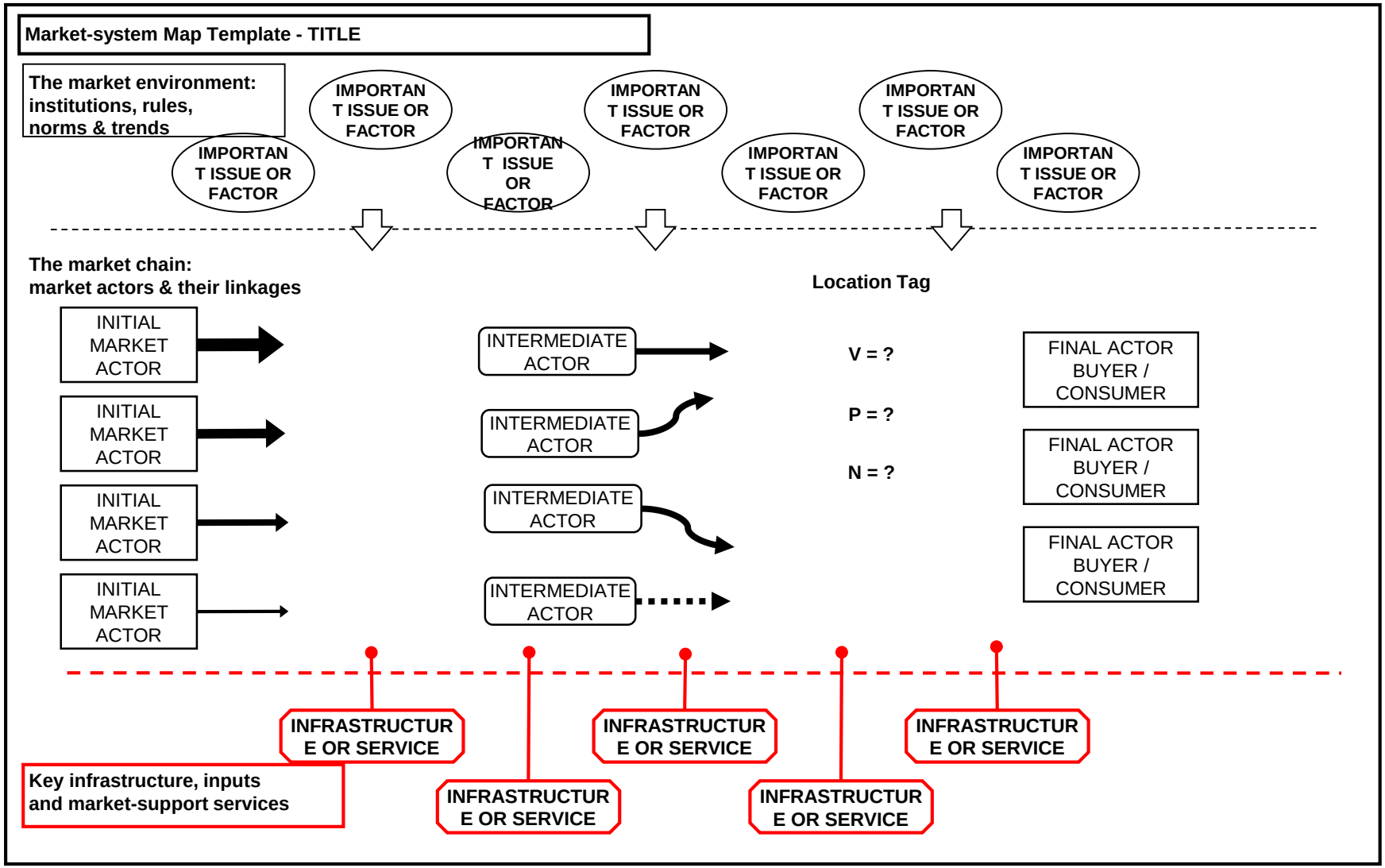
Market chain



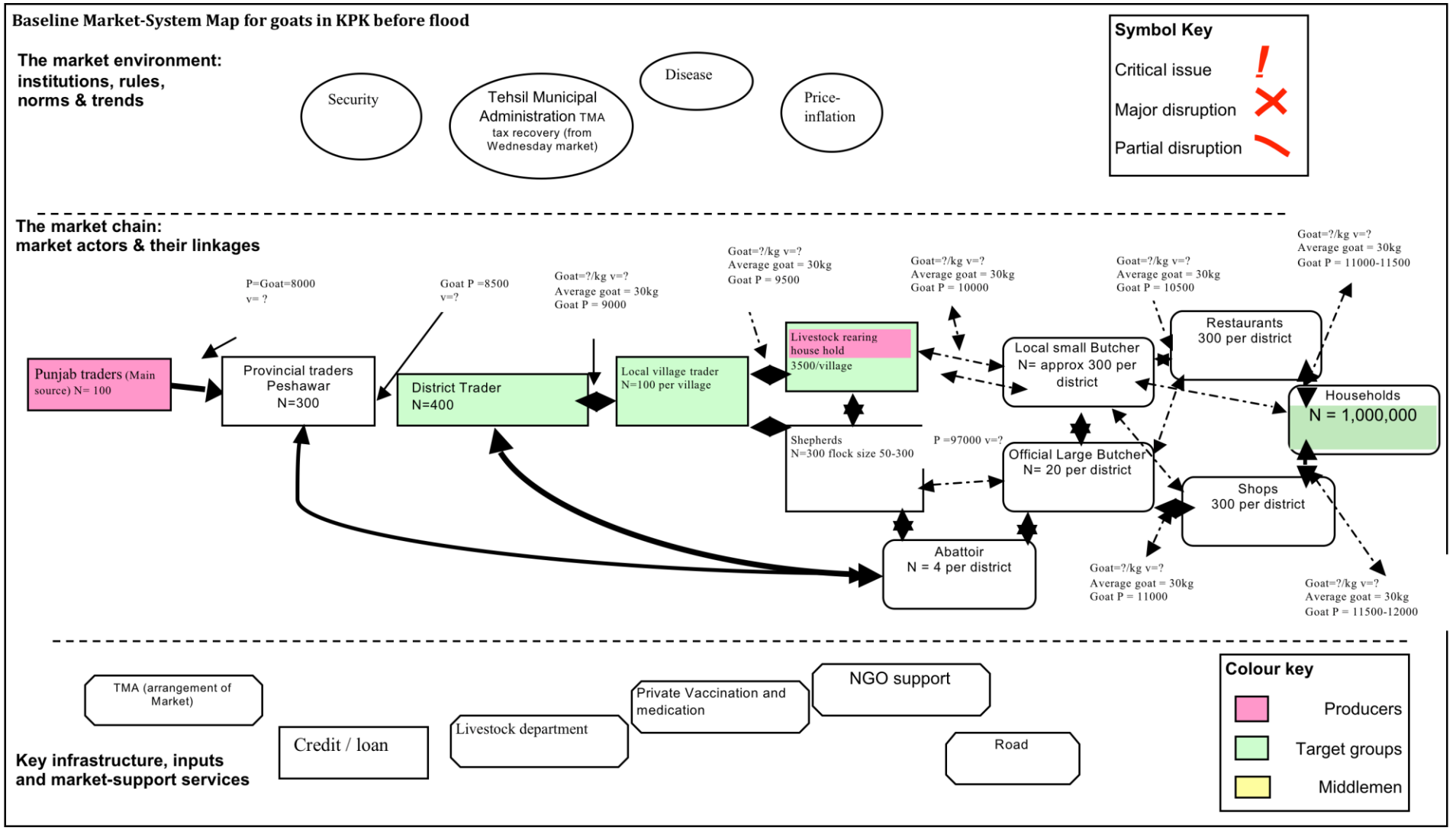
Institutions, rules, norms and trends



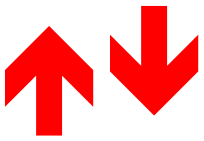
Infrastructure, inputs and services



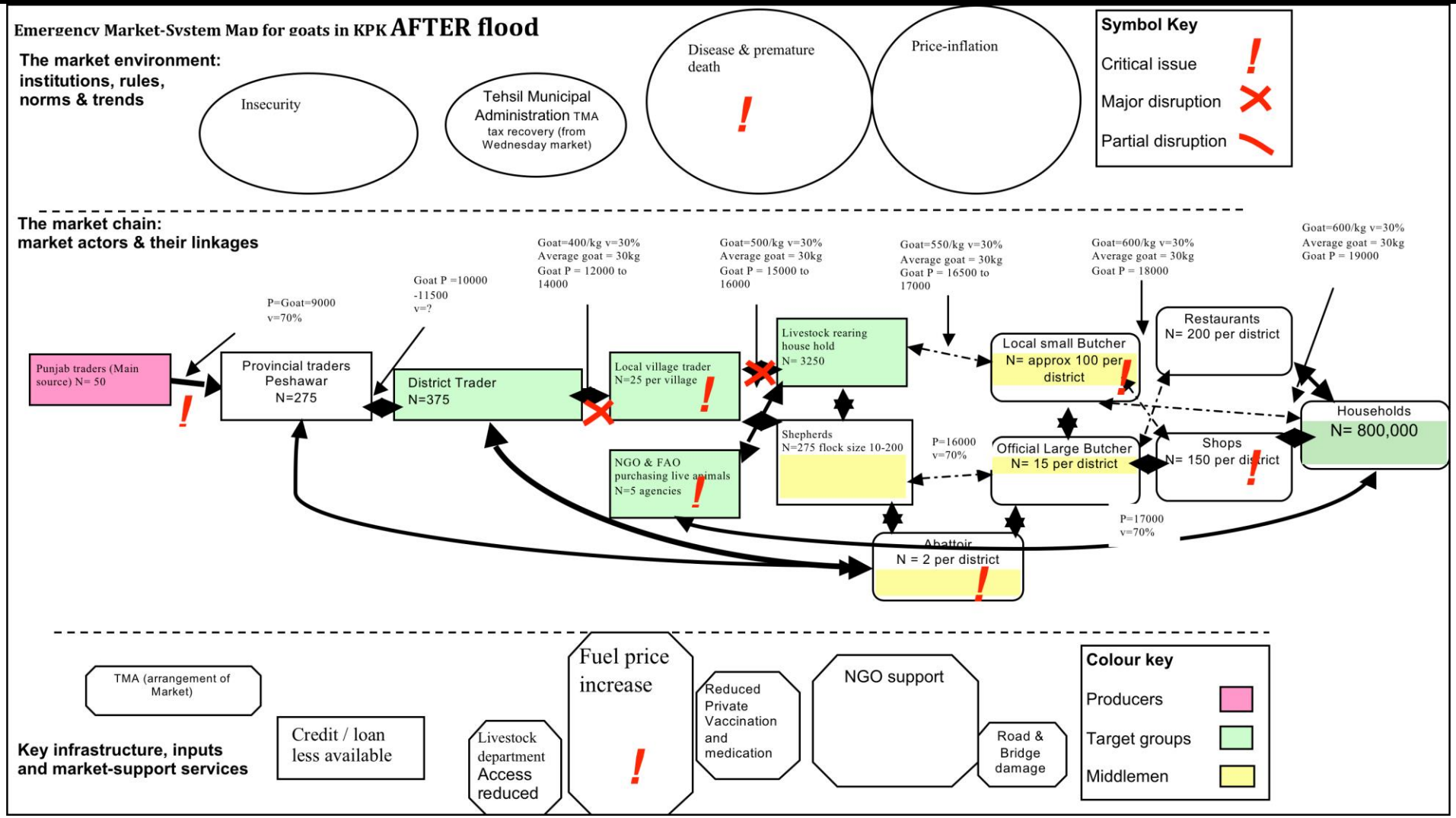
Market baseline maps



Visualising impact and issues

/	Partial disruption
X	Significant disruption
!	Critical issue
	Increase, decrease (Price, Number, Volume)
?	Uncertainty; better understanding required

Emergency maps



Why use market maps?

Market maps are a powerful way to:

- collate and represent information about market systems;
- facilitate discussion, interpretation, and analysis of data within the EMMA team;
- communicate findings about market systems to others.

Key points

- Start with what you know, and highlight what you don't! Mapping is iterative.
- To ensure effectiveness as communication devices, final market system maps should be:
  - Visually clear and simple
  - Seasonally relevant
  - Consistent with symbols, key, titles, dates…
- Information represented on market system maps must be highly selective, achieving 'optimal ignorance'.