**Market Concepts Group Exercise**

Instructions: In your group, discuss the following questions around an issue related to market analysis. These are new concepts and it is not expected that you will know all the answers. Feel free to ask for assistance if you are stuck.

You have 30 minutes to discuss within your group. Record your responses on flip charts for presentation to the group. You will then have 5 minutes to lead a discussion on your topic.

**Group 1: MARKET INTEGRATION**

1. What is market integration?
2. Consider the following price series for three markets, where Market A is the capital city, and Markets B & C are other markets within the country that have been affected by disaster.



* 1. Which markets are integrated, and which are not? How can you tell?
  2. Which factors might explain the differences in the two price series? (i.e. what are some criteria for good and poor integration?)
  3. Name some ways that market integration might decrease in an emergency.

1. Why is market integration important for our programming?