Market Information and Support Service (MISS)

A tool for agricultural value chains

(project pilot financed by @CP-ICT program 9th EDF between 2009-2011)

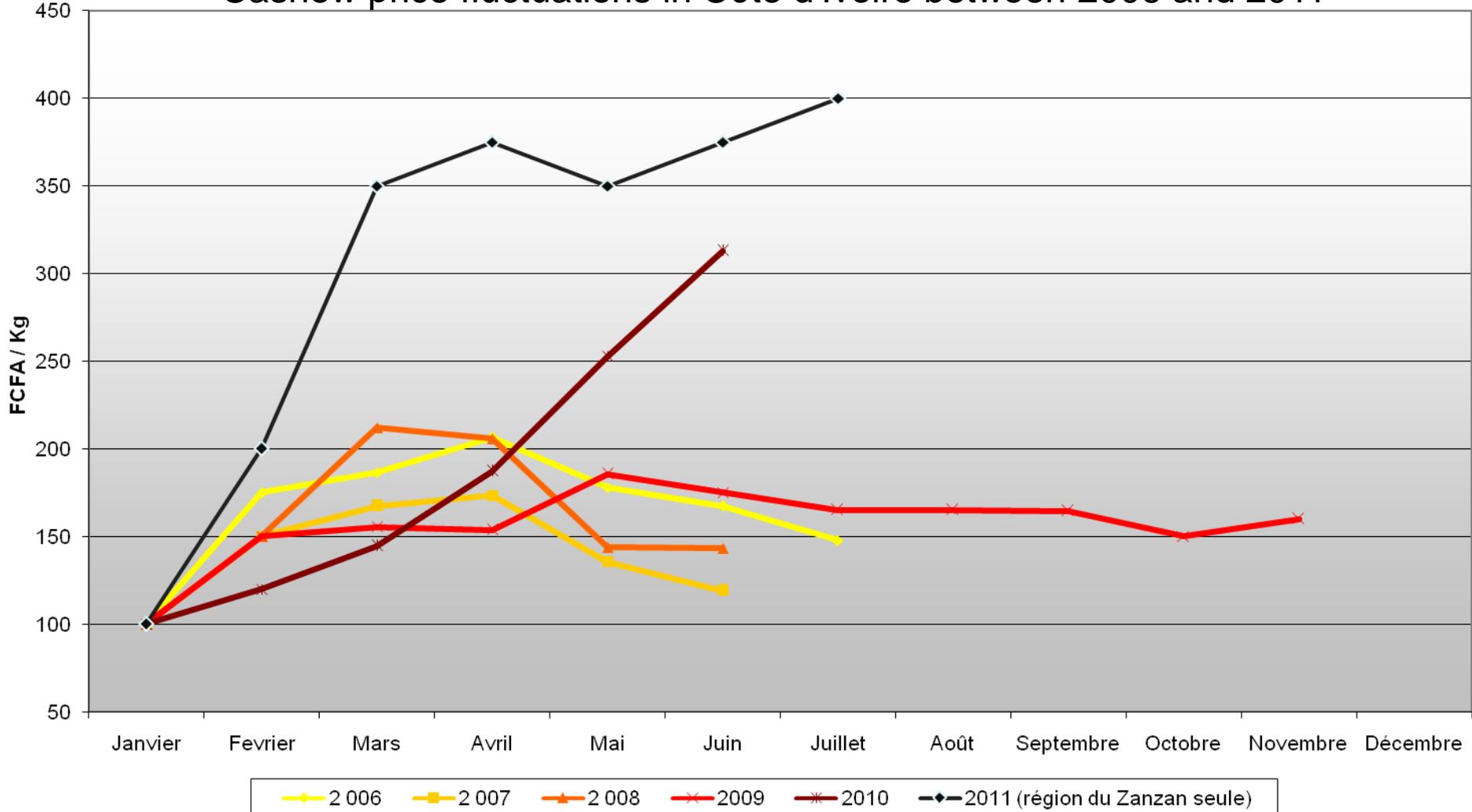*"From raw data to high value added information on markets. An example of ICT use for small-scale farmers".*

What RONGEAD do?

Support agricutural value chain small famers to access market and get higher incomes.

1st problem: price risk in a volatility context

Cashew price fluctuations in Côte d'Ivoire between 2006 and 2011

2nd problem: no information (with volatility) impacts farmers incomes

Negotiable farm gate prices in cashew sector (FCFA / kg)			
	Min	**Max**	**Gap**
2006	100	220	120
2007	100	175	75
2008	100	220	120
2009	100	190	90
2010	100	350	250
Medium gap during 5 years:			**131**

$\Rightarrow$ Example: *a family farm that produces a ton of cashew per year has a stake through 131,000 CFA Francs (200 €) related to marketing !*

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Service
d'information
et de conseil

Issues on information management

• collection must be rapid, light, easy to implement, adaptable to agro-chain and economically sustainable

• diffusion solutions must be adapted in their contents and means to the needs of different value-chain actors

• create a high quality market analysis to ensure that producers incomes rise (and to develop customer loyalty).

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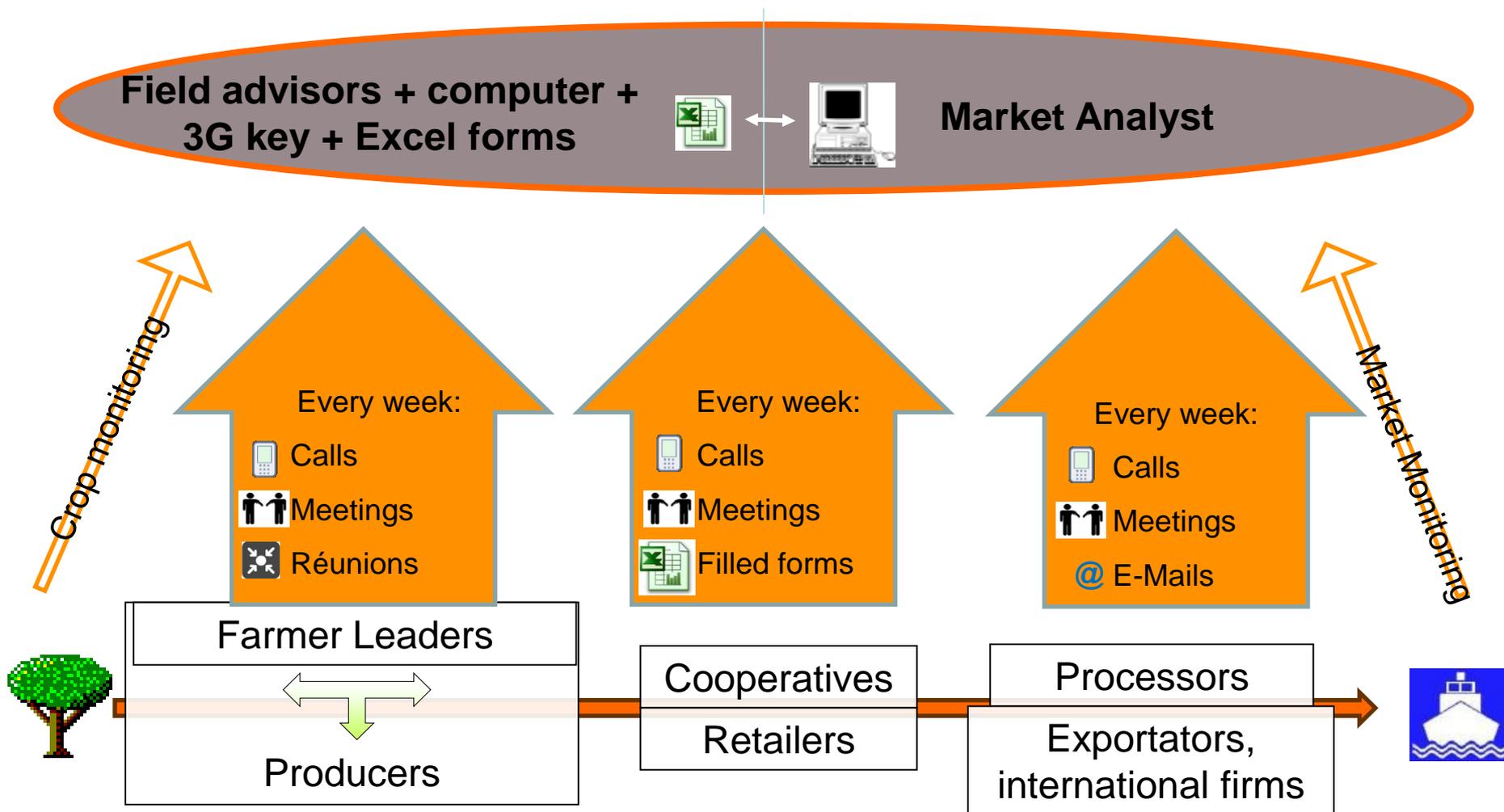d'information
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Our complete service, n'kalô

• Understand the crop value chain and variable parameters by collecting and analyzing market constantly

• Reinforce knowledge and good decision by local training, advises, support and informing

• We're working in Ivory Coast, Burkina-Faso, Mali, Senegal, Gambia… on cashew, sesame, maize, shea,…
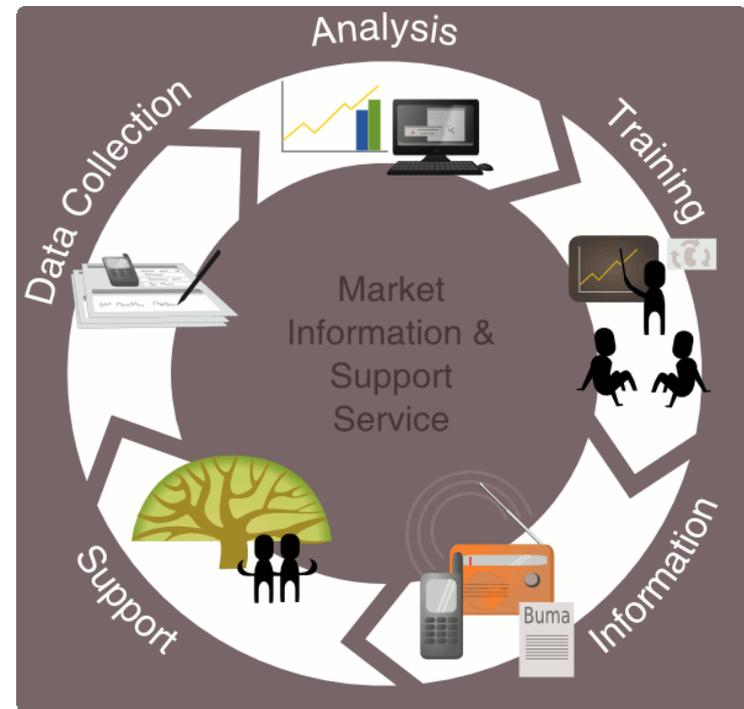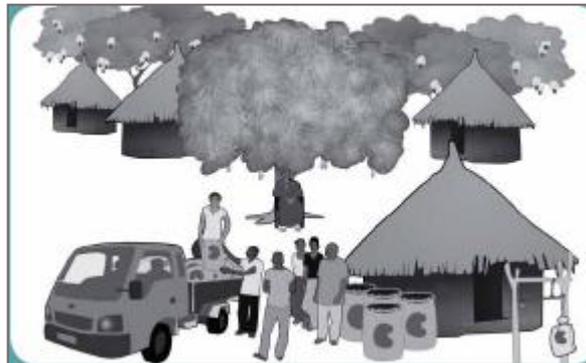
One market, two incomes (30 sec.)

http://www.youtube.com/watch?v=DUCBBj_E-sY&feature=share&list=ULDUCBBj_E-sY

Data collection

Field advisors + computer + 3G key + Excel forms ↔ **Market Analyst**

Crop monitoring

Market Monitoring

Every week:
- 📱 Calls
- 👥 Meetings
- ✳ Réunions

Every week:
- 📱 Calls
- 👥 Meetings
- 📊 Filled forms

Every week:
- 📱 Calls
- 👥 Meetings
- @ E-Mails

Farmer Leaders

Producers

Cooperatives

Retailers

Processors

Exportators, international firms
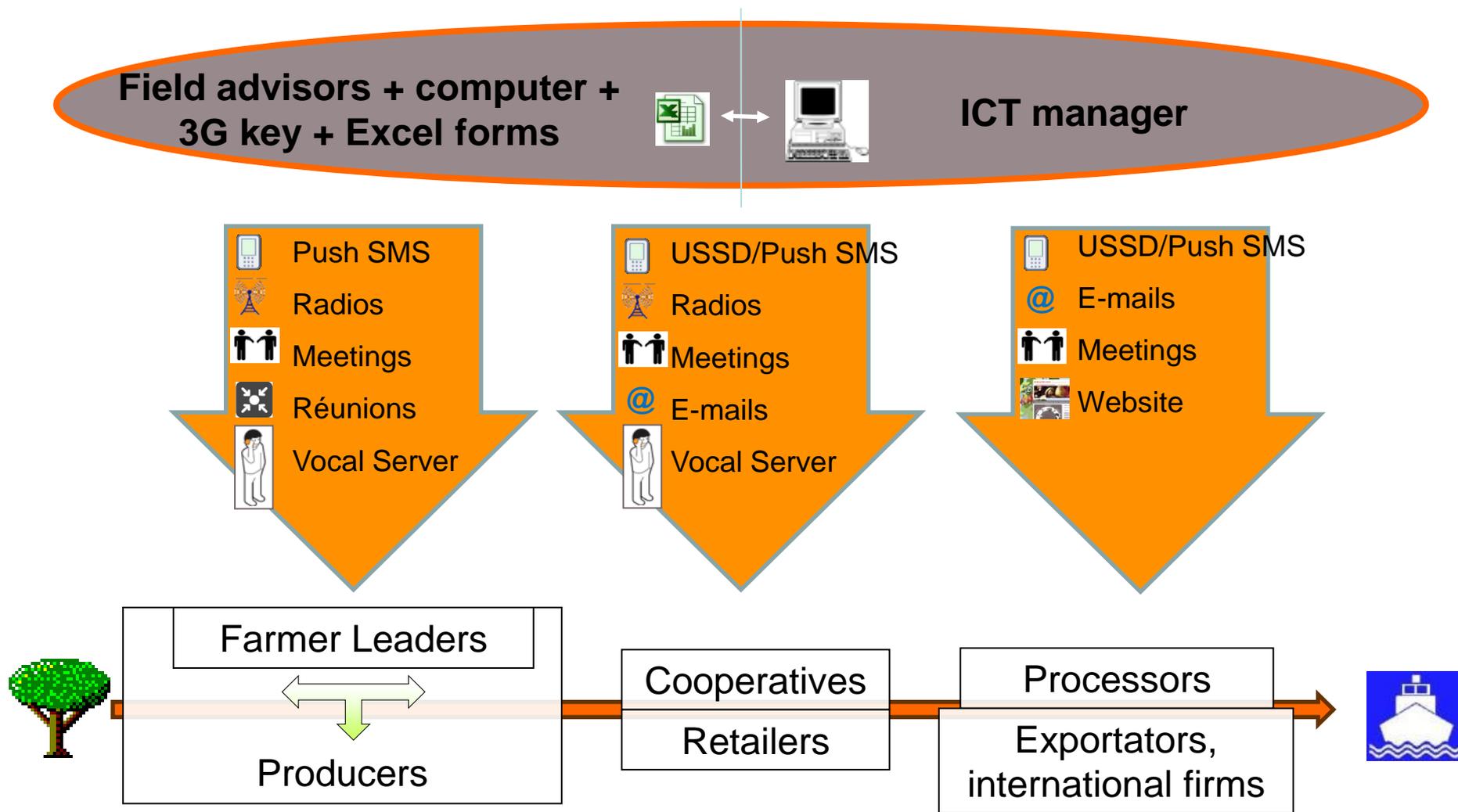
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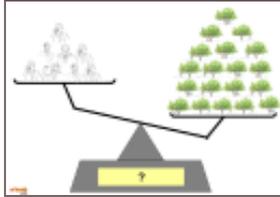Service d'information et de conseil

High-Tech with Low-Tech

• we use quite low tech solution for collecting data, no adapted solution have been found (but many solutions tested…)

• we use both high-tech and low tech solution to diffuse information (SMS, emails, USSD, vocal server, local radios, widgets, website, local field advisors...) and always looking for new solutions (mp3, video, applications...)

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Market information dissemination

Field advisors + computer + 3G key + Excel forms ↔ ICT manager

- 📱 Push SMS
- 📡 Radios
- 🧍 Meetings
- ✦ Réunions
- 🧍 Vocal Server

- 📱 USSD/Push SMS
- 📡 Radios
- 🧍 Meetings
- @ E-mails
- 🧍 Vocal Server

- 📱 USSD/Push SMS
- @ E-mails
- 🧍 Meetings
- Website

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N'kalô Service since 2010…

- ➢ **25 483** cashew&sesame producers trained in Côte d'Ivoire, Burkina Faso and Senegal

- ➢ Weekly SMS to **18 840** cashew & sesame producers on market and best agricultural practices

- ➢ Weekly radio program in main producing area

- ➢ 65 Weekly Bulletins about cashew&sesame market in West Africa

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Current issues

- We believe in different ICT means for different needs
- We implement a business plan that includes payment from beneficiaries, extension to more countries, and expertise on more products
- We work with mobile operators (Orange) in Mali (GSMA funded project with IICD) and in Côte d'Ivoire (CSR) and perhaps a PPP…

Perspectives

• We produce value added information, which ICT solutions are adapted and available?

• We are looking to new partnerships, new solutions, complementary experiences, new countries, different business models,…

• Andrew Shepherd, FAO : « ICTs are only as good as the information they communicate »