

# Market Information and Support Service (MISS)

*A tool for agricultural value chains*

*(project pilot financed by @CP-ICT program 9<sup>th</sup> EDF between 2009-2011)*

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

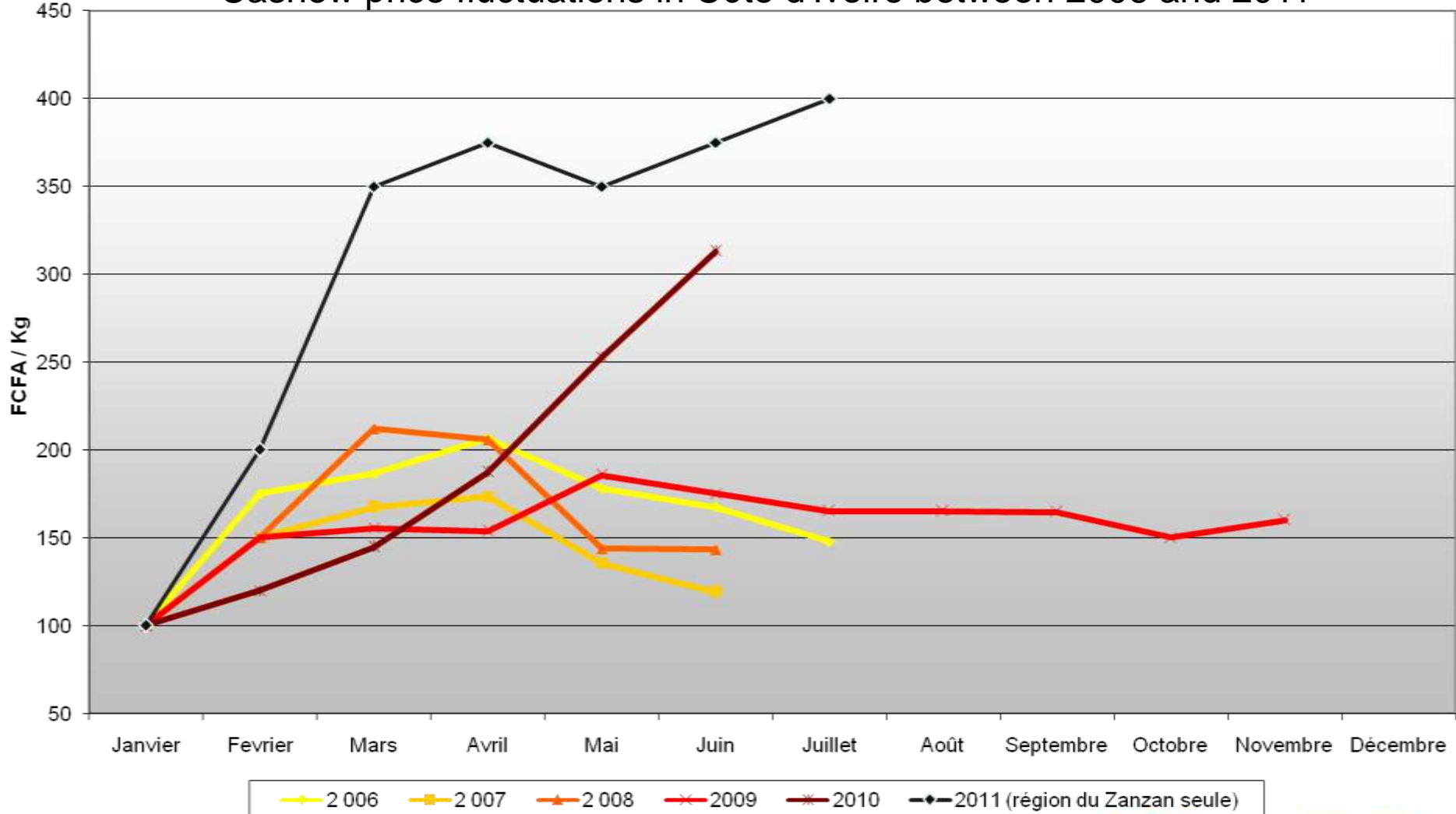
# What RONGEAD do?

Support agricultural 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)			
	<b>Min</b>	<b>Max</b>	<b>Gap</b>
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:			<b>131</b>

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

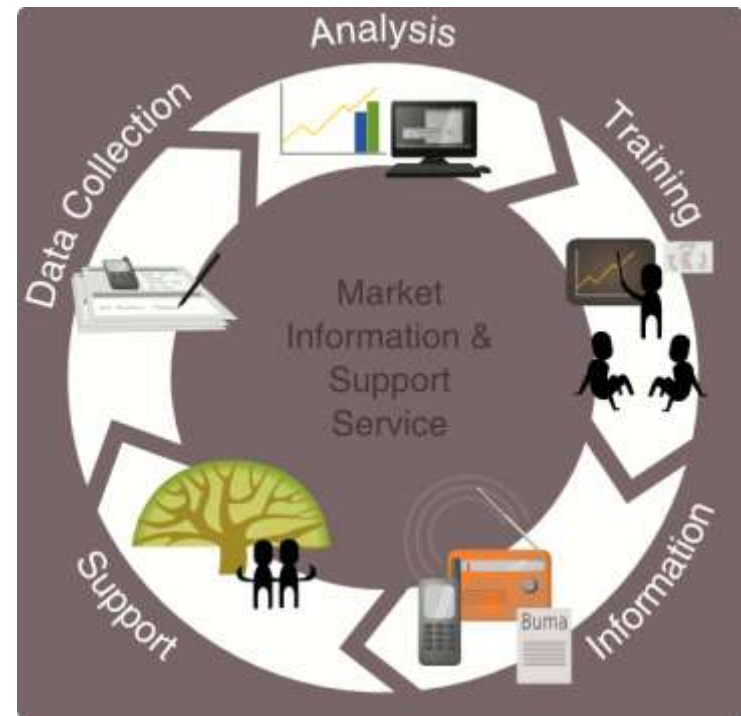
# Issues on information management

- **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).



# Our complete service, n'kalô

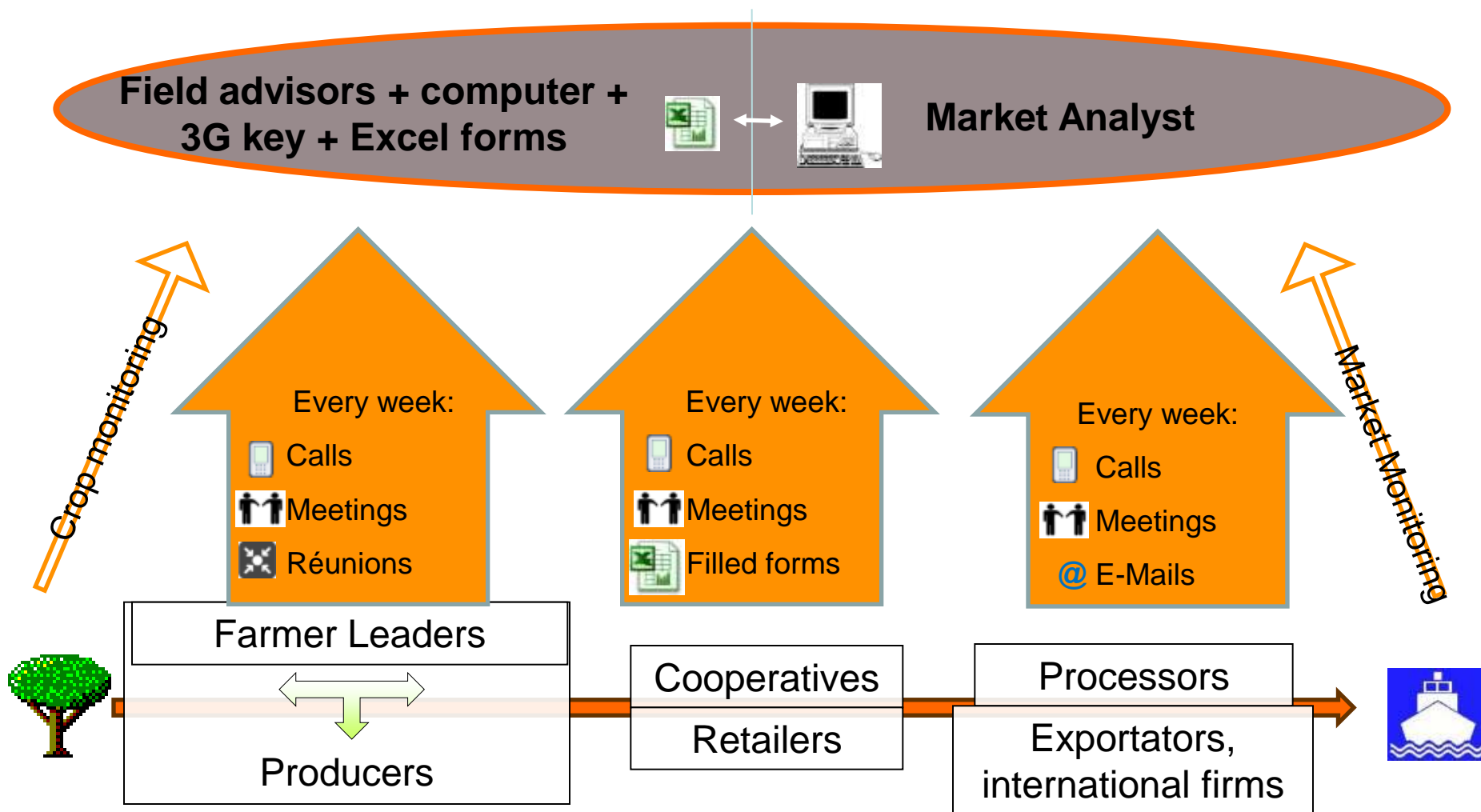
- **Understand** the crop value chain and variable parameters by collecting and analyzing market constantly
- **Reinforce knowledge and good decision** by local training, advises, support and informing
- We're working in Ivory Coast, Burkina-Faso, Mali, Senegal, Gambia... on cashew, sesame, maize, shea,...



# One market, two incomes (30 sec.)

[http://www.youtube.com/watch?v=DUCBBj\\_E-sY&feature=share&list=ULDUCBBj\\_E-sY](http://www.youtube.com/watch?v=DUCBBj_E-sY&feature=share&list=ULDUCBBj_E-sY)

# Data collection



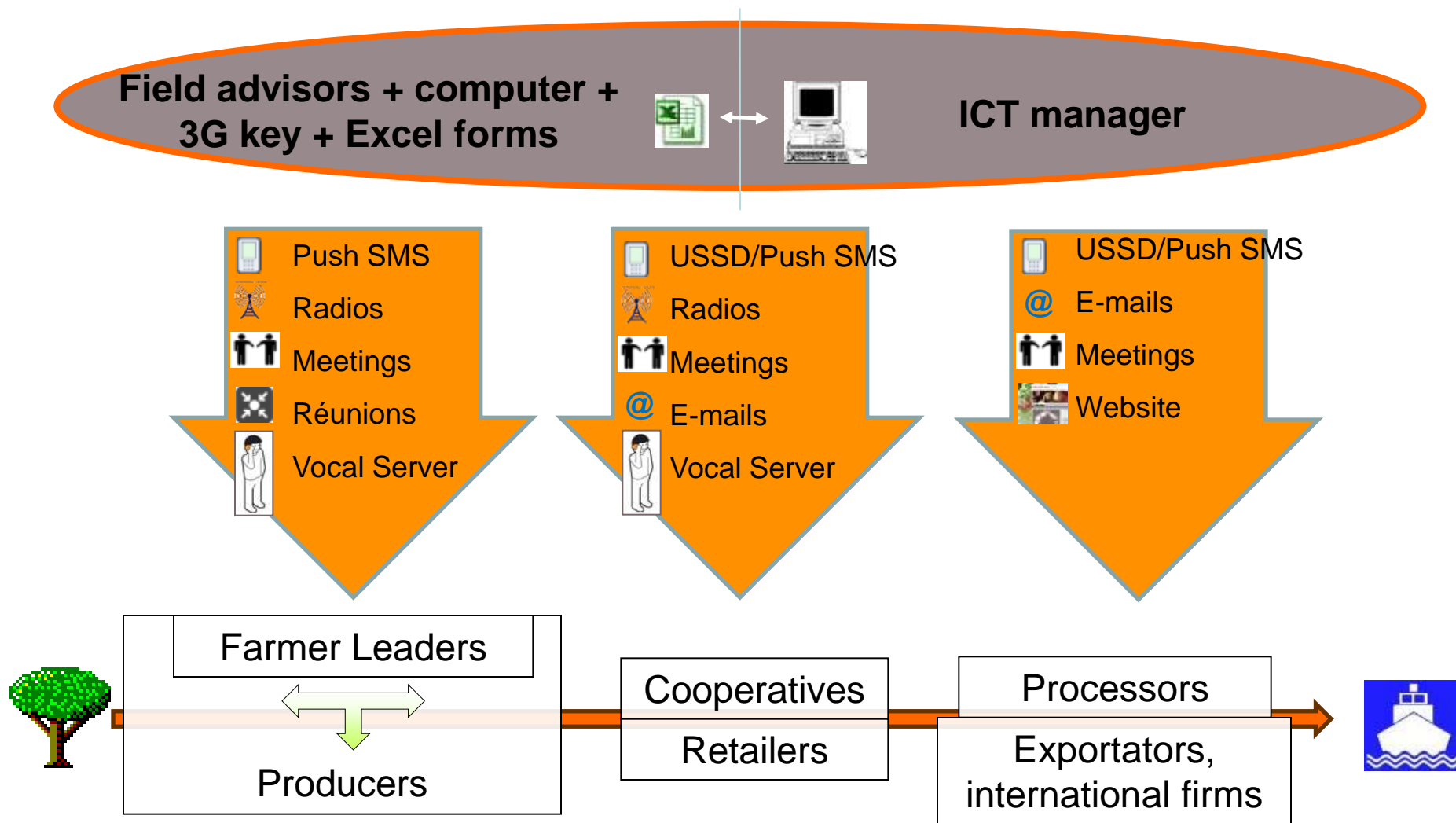


# High-Tech with Low-Tech

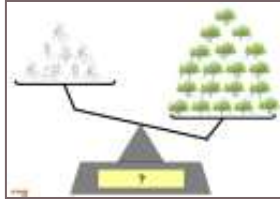
- we use quite **low tech solution for collecting data**, no adapted solution have been found (but many solutions tested...)
- we use **both high-tech and low tech solution to diffuse information** (SMS, emails, USSD, vocal server, local radios, widgets, website, local field advisors...) and always looking for new solutions (mp3, video, applications...)



# Market information dissemination



# 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

# 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 »



**Finaliste !**

**n'kalô**

**The Power of Small**  
Entrepreneurs Strengthening  
Local Economies

A promotional graphic for the 'n'kalô' initiative. At the top left is the Ashoka logo, which consists of a tree icon and the word 'ASHOKA'. To its right is the text 'changemakers' in a lowercase, sans-serif font. Below this, the word 'Finaliste !' is written in a large, bold, black font. Underneath that, the name 'n'kalô' is displayed in a large, bold, orange font with a slight shadow effect. At the bottom, the text 'The Power of Small' is written in a bold, black font, followed by 'Entrepreneurs Strengthening' and 'Local Economies' in a smaller, regular black font.

**n'kalô**  
Service  
d'information  
et de conseil

The logo for 'n'kalô' is shown at the bottom right. It features the name 'n'kalô' in a large, bold, orange font. Below the name, the words 'Service', 'd'information', and 'et de conseil' are stacked vertically in a smaller, black, sans-serif font.