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 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

<table>
<thead>
<tr>
<th>Year</th>
<th>Min</th>
<th>Max</th>
<th>Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>100</td>
<td>220</td>
<td>120</td>
</tr>
<tr>
<td>2007</td>
<td>100</td>
<td>175</td>
<td>75</td>
</tr>
<tr>
<td>2008</td>
<td>100</td>
<td>220</td>
<td>120</td>
</tr>
<tr>
<td>2009</td>
<td>100</td>
<td>190</td>
<td>90</td>
</tr>
<tr>
<td>2010</td>
<td>100</td>
<td>350</td>
<td>250</td>
</tr>
</tbody>
</table>

Medium gap during 5 years: 131

⇒ 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
Data collection

Field advisors + computer + 3G key + Excel forms

Market Analyst

Every week:
- Calls
- Meetings
- Réunions

Every week:
- Calls
- Meetings
- Filled forms

Every week:
- Calls
- Meetings
@ E-Mails

Crop monitoring

Farmer Leaders

Cooperatives

Retailers

Processors

Exportators, international firms

Producers

Market Monitoring
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

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
Website

Farmer Leaders
Producers

Cooperatives
Retailers

Processors
Exportators, international firms
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 »