Market Information systems (MIS):

Effective systems for better transparency of markets?

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Foreword and acknowledgements

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This note has been written by Inter-réseaux on the basis of documents and preexisting documents (they engage only Inter-réseaux).

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All these documents (as well as others) can be consulted on line from the website of Inter-réseaux on the column "market information systems":
http://www.inter-reseaux.org/ressources-thematiques/dispositifs-d-information-sur-les-marches/

Overview

Introduction

Market information systems (MIS) were largely promoted in Sub-Saharan Africa to support the policies of liberalization of agricultural value chains. Presented as strong tools to accompany these policies, they were aimed at solving the problems of agricultural markets related to problems of information, characterized as being incomplete and asymmetric between different actors (producers and traders in particular).

MIS are systems (services) which have as objective to regularly collect information on prices of agricultural products, quantities traded, and to diffuse these information to the public (state) and most especially private (agricultural producers, traders, consumers). The information diffused is expected to improve market transparency and assist market actors in their decisions).

Why such a development of MIS in Sub-Saharan Africa? On what theoretical grounds are they built? How did they evolve? What are their impacts and their effectiveness?

1. Context of their appearance and theoretical bases: the development of "first generation" MIS

Tools to accompany the liberalization of agricultural value chains

The first Market Information systems (MIS) were introduced in the United States in the 1920s, with the aim of fighting against monopolies: they were public systems put in place to collect and disseminate information relating to prices, varieties or product qualities, the level of frequency with which people visited market places, quantities exchanged/traded and stocks. The MIS later on spread over to Western countries during the 30s.

From the 1980s, the MIS were largely promoted in Sub-Saharan Africa in order to support the policies of liberalization of agricultural value chains. Before the wind of liberation, the markets of export products like some food crops were for very long managed by the state through the intermediation of marketing boards. The situation was different depending on the country and the agricultural products, but with many value chains, the "boards" were in charge of fixing the prices for producers, supply of inputs, determining the modes of marketing and the export modalities. In some value chains, they could even be the only operators: they had monopoly power to buy producers products, exclusive power to transform and/or export, or regulated the provision of inputs.

From the 1980s, the reform of the agricultural markets became the central element of liberalization policies put in place through the structural adjustment plans. The states had to abandon (more or less gradually) their market regulation role. The liberalization of trade in agricultural products was expected to lead to an improvement in the performance of markets: fluid supplies of inputs; increase of prices to producers-as a means of improving the producer revenues. To increase agricultural production coupled with a reduction in the transaction costs and increased trade margins was expected to translate finally to an improvement and reduction in the prices of products to consumers.

The withdrawal of the state provoked the emergence of new private sector actors in the agricultural input markets. The government did no longer have monopoly power over information. Information was now held by a series of actors involved in the marketing of agricultural products. These reforms could not be achieved without the putting in place of infrastructure (transport, storage) and market institutions[1], especially market information systems.

Theoretical bases derived from neoclassical economic liberalism

From an economic standpoint, the performance of markets depends particularly on the quality of circulation of information between the various actors involved in the agricultural value chains.
However, in reality, economic agents (traders, producers, government authorities) often have incomplete and sometimes false information (price, quantities, quality). Moreover, information

[1] Market institutions can be defined as modes of organization providing services which facilitate trade exchanges: information systems, wholesale markets, agricultural trade fairs, etc.

asymmetries are frequent: traders on their own part have better access to information while producers are often isolated and dispersed, and in general poorly informed. This difference in the access to information leads to inequitable price formation, which is often to the disadvantage of the producers.

The putting in place of the MIS was promoted by governments, donors and international organizations (the FAO in particular) at the same time when the value chains were being liberalized as a means to correct market failures (incomplete, dispersion and asymmetric information). By having information on the differences in the prices of agricultural products between markets, the buyers (or sellers) would derive some part of it when buying (or selling) up to when the gaps in the prices between markets will be reduced. As such, thanks to common knowledge of the price signal by all suppliers and demanders, they would reach a situation of partial market equilibrium.
The MIS would contribute to reduce information asymmetries as well as transaction costs (search for information, verification of their validity, etc). It would make it possible to improve on the individual decision making and re-equilibration of power between the different market actors. By having the market prices, the economic actors would theoretically not need any additional information to adapt to markets.

Miracle tools?

At the level of the producers, information on the prices should enable them to better sell and to be able to respond to "market signals", i.e. to take into account the demand and supply reflected by the prices.
More specifically, the information systems on the prices of agricultural products were supposed:
(i) to facilitate the process of choice and decision-making for producers: the MIS were expected to provide elements to decide on the dates, market outlets and the places for the sales of agricultural products; they help to make choices on the crops or agricultural calendars.
(ii) to improve the negotiation capacity of producers: by knowing the prices of agricultural products on the markets, the producers would have "weapons" to better negotiate with buyers, or to check if they were truthful in the negotiations.
(iii) to ensure a better transparency on the markets of agricultural products, by decreasing the levels of suspicion from the producers vis-à-vis traders and collectors.

At the level of the institutional decision makers, the MIS should allow an improvement of the public policies, induced by better knowledge of the operation and functioning of markets. They would facilitate the strengthening of food security and proper targeting of food aid, mainly by providing information to rapid alarm systems. They would also be used by the state in terms of market regulation.

Expected effects of improvement of individual decisions resulting from an increase in the level of information of actors (Egg J, Galtier F, 1998)

Expected micro-economic effects	*Expected macro-economic effects*
Improvement of arbitrations amongst actors (in time, space, between products, TEC.)	More integrated and competitive markets, more efficient allocation of resources
Lower transaction costs	Lower consumer prices Increased producer prices
Improved security in the environment of actors	Increase in the investments in the sector
Better understanding of new market opportunities	Improvement in the percentages of agricultural products traded
Improvement of the rules of the game (market) by the actors	Improvement in the transition from a controlled/command economy to a market economy
Better knowledge of new opportunities of the market	Innovation, bigger adaptation of supply to the needs of consumers

Expected effects of re-equilibration of power relations between actors (induced by a reduction in information asymmetries) (Egg J, Galtier F, 1998)

Micro-economic effects	*Macro-economic effects*
Increase in the negotiation capacity of producers vis-a vis traders	Reduction in the margins of intermediaries, increase in the incomes of producers
Reduced opportunistic behaviors amongst small traders towards their bosses-wholesalers	Security and increase in long distance trade
Reduction in the market entry barriers making it possible for potential entrants to weigh on the value chain actors	Lower rents for value chain actors

Relatively similar "first generation" MIS

The first MIS from 1980-1990 (called first generation MIS) had more or less similar configuration: i) each MIS was focused on a particular country and a group of products (cereals, cattle, etc); ii) the information was related primarily to prices; iii) information was collected based on a sample of markets before being centralized, selected and then diffused on a national scale through radio and other media; iv) the information was provided free of charge to the actors; v) the MIS were centrally managed by public services (government) or projects (financed by development aid).

2. "Traditional" operation of MIS

The MIS are put in place through 3 key processes:

- *Data collection* : which kind of information do we need? Which data to collect? Who to collect? Where to collect them? At what frequency? How to collect and check their veracity?
- *Data processing* : How to centralize the data? How to classify the data, analyze, index them for optimal use? How to treat the data? Which possible transformations should they undergo? Which calculations to carry out?
- *Diffusion of information* : How to communicate the data processed? To whom? In what form? At what moment?

The organization of such a system implies that various functions (from data collection to diffusion of information) are closely linked and geared towards achieving a common objective which is to provide users with information which is adapted to their needs[2].

A system at the level of the State: the SONAGESS MIS in Burkina Faso

The MIS run by the National Society for the Management of Food Security Stock (SONAGESS) aims to ensure transparency in the markets for food products for the benefit of the value chain actors through diffusion of information, to contribute towards better understanding of markets of agricultural products through detailed studies and to provide information to decision makers within the framework of prevention and management of food crises.
For data collection, 48 markets are selected (collection of producer prices on collection markets, prices on wholesale and semi wholesale cluster markets, and consumer prices on retail markets). The main agricultural products involved are cereals, protein and oil products. The information is diffused weekly on paper or electronic format (3 page brochure) and by radio.

A system at the level of a producers' organization: the ANOPACI MIS in Ivory Coast

The MIS of the National Association of Producer Organizations of Ivory Coast (ANOPACI) functions thanks to Village Information Points (VIP). In 2006, the ANOPACI had 15 operational VIP which covered approximately 25 divisions out of the 58 in Ivory Coast.

Methodology of data collection:

The animator of the VIP monitors 4 to 5 rural markets which he visits each week between 7h and 11h to collect information on the consumer prices, wholesale prices and the average trends as concerns the availability of products as well as the evolution of the supply and demand

For each product, the animator meets 3 different sellers. He notes these prices on the simplified collection form and uses a small balance to convert the unit measurement units to conventional units. For each product, he makes observations about the quality, quantity, the evolution and the behavior of the market with respect to the preceding week.

To make the information collected more reliable, the VIP cross checks the information received from the consumers and traders of the various products. The animator also collects the wholesale prices and evaluates the stocks of the principal wholesalers of the locality.

Methodology for processing and diffusion of information:

Once the information is collected from a given market, the animator of the VIP proceeds to computerized treatment of the information : the production of a synthetic form (minimum price, maximum price, average price) which is used after by the animator to diffuse the information in the local rural radio is transmitted to the

[2] Club du Sahel / Egg and Gabas, 1997

coordination for storage and exchange between the different VIPS (at the divisional level) as well as the conception of the diffusion guides or supports (conjuncture note, newsletter, etc). The information exchanged between the VIPs essentially concerns the situation of the prices of agricultural products on the divisional markets, the supply (quantities, prices and quality) and the demand (quantities, prices and quality). All the VIPs are connected to the internet.
Today, 15 rural radios disseminate agricultural information within the framework of the MIS: diffusion of information on prices, the availability and the demand of agricultural products.

Reference: Kouao S, Sindikubwabo I. *The Market Information System (MIS): Conditions for the success of our commercialization operations. The Experience of ANOPACI*; Inter-réseaux, CTA, Afdi; 2007; 13 p.

Contents of MIS:
The data collected, processed and disseminated by the MIS relates mainly to the prices of agricultural products (market prices): wholesale or retail price, price on collection, cluster and consumption markets.
Some MIS also provide additional information on other aspects related to marketing: qualities of the products available on the markets, quality standards, supply and demand trends (market research), technico-economic data, provisioning/supply and transport conditions, conditioning, inputs…

Frequency of data collection:
The data is collected regularly, generally during market days: every day (at the same time, often in the morning) for certain products (perishable products in particular), or less frequently for other products (like cereals).

Diffusion of information:
The diffusion of information is done using different modes, depending on the country and the systems put in place.
Rural radios are the most used media and recognized as being the most effective: they also have the advantage that they are able to reach a maximum of producers, at home (with the availability of radio receivers), of whom the greater majority is illiterate. The transmission of information can be done in national languages. About 70% of small traders supported by PASAL[3] in Guinea were able to listen to programmes of the SIPAG (Information system on the foodstuffs in Guinea), relayed by rural radios. The presence of an adviser who provided information regularly on the availability of information was also invaluable.

However, the radio presents some restrictive factors: radio broadcasting has not been liberalized in some countries (in those countries, information is not easily accessible or is not regarded as being impartial); the flow of information is in one direction; and cost of radio transmission are sometimes unaffordable (they account for almost half of the budget of a MIS).

Generally, the MIS also disseminates information on prices by posting (on the markets….).
For some MIS, the diffusion of information is also carried out by print media (newspapers, bulletins or gazettes) and by Internet (Website, electronic diffusion list).
Some SIM use mobile telephones (SMS): in many developing countries, mobile telephones are considered as being more useful than computers, and most especially more accessible. Through this means, the users can target the information that they require (bidirectional dimension of the telephone which is different from the radio and therefore a very important tool). The telephone therefore has the advantage that it can engage the users to contribute towards the cost of operation of the MIS.

Financing of MIS:
The MIS are heavy to set up, to operate and are very expensive systems. They are most often public systems and provide free information. As such they are financed by governments and donors. For some years now, private MIS have emerged and provide information that has to be paid for. This raises some questions: Are MIS public goods? Must they be part of the national budget expenditures? Should they be considered as trade development opportunities for the private sector? Is it possible to foresee or consider public-private partnerships for sustainable financing of the MIS?

[3] PASAL: Support Programme to Food Security

3. Mitigated results for the first generation MIS

It is observed that MIS and especially first generation MIS, face many difficulties and limits. Information from these systems in effect is not very much used by private actors. Why?

The information diffused is often considered to be of bad quality: the information is not very precise, unreliable, and unusable (too aggregated or too standardized…), not easily exploitable and/or out-of-date. For some products the prices fluctuate daily whereas the collection and the dissemination of information is not done on a daily basis. The time needed for the transmission of information sometimes makes information to be out dated ("the MIS prices of static (dead) prices"). There are also always problems with the completeness and precision of the information diffused (variable quality of products for which the prices are collected, problem of measurement unit…).

The MIS have not succeeded to compete with traditional information systems. They sometimes disseminate information which actors have already had through other channels. Traders in particular have private informant networks which provide them updated information. The traditional information systems have been able to quickly integrate new technologies and especially the mobile telephone. Traders have been the big winners in the development of the mobile telephone and their networks enable them to have information regularly and information that is adapted to their needs at their request. Some producers' organizations are also starting to use mobile phones (the Mogtédo cooperative in Burkina Faso, for example).
Especially at the level of producers, to have information on prices does not automatically lead to better marketing of ones products given that there are many other obstacles to the commercialization of agricultural products. These obstacles strongly reduce the margins of maneuver of producers even when they are very well informed about the prices of agricultural products:

- lack of means of transport, which reduces the choices in terms of place of sales of products;
- difficult access to credit and indebtedness at the level of traders, which reduces the negotiation capacity of producers;
- the lack of money which does not make it possible to differ sales dates when prices of the products are considered insufficient or to sell on markets where payments are differed.

As such even if small producers and traders have information on the prices, they often do not have the chance to exploit it concretely: either their radius of action is limited to local markets, they may not have the necessary means at a given time to make use of the information or they may not have the margin of maneuver (transport, monetary advances…) to make profit from the price differentials.

The information that is missing to the actors is often finally not information related to the transaction itself or on the price signals but that which is related to the market environment or the factors which make up the price signals. For example this may include information on the availability of credit, the level and location of harvests and stocks, rainfall data or pluviometry, regulation, availability of transport means, etc.

By their nature, MIS are conceived as heavy frameworks which require relatively big budgets, which are often financed through projects by donors. The termination of this external financing often leads to the end of operation of the activities of the MIS: most of the MIS as such have a lifespan which is limited to that of the projects which set them up and which support them financially.

4. More recent evolutions: appearance of second generation MIS

The "first generation" MIS, set up in the 1980s had mitigated results: a major study on about 120 first generation MIS in developing countries carried out by the FAO in 1996, revealed that only 53 of them fulfilled the minimum operations criteria. Even though they succeeded to provide information to institutional decision makers on the evolution of agricultural product prices, their impact was relatively weak on the market structures and the behavior of agricultural producers most especially. These MIS have problems to identify the specific information needs (especially producers) that the actors require and to provide this information when it is needed. In all, the results have not attained the level of satisfaction or expectations that was raised by these systems.

From the end of the 90s and considering these observations, "second generation" MIS were put in place presenting innovations on information technologies and/or in the organization of the systems.

These MIS are characterized by the fact that they are decentralized, interactive and sometimes private. They are often also related to market institutions: many MIS are linked to storage depots, agricultural fairs, concertation structures (like Interprofessional organizations), producers' organization, etc.
These new MIS are very diverse and explore very different modes of organization. They often use new information and communication technologies (internet, mobile telephone) which strengthen the credibility and the rapidity of the data collection, processing and diffusion of information and make it possible to generate interactivity with the users.
They cover a wide range of agricultural products and operate at different levels (local, national and supranational). Some national MIS network with supranational level MIS to permit them access market information from different countries and facilitate regional trade (examples of Agritrade and Resimao). Other MIS are structured around a decentralized system to provide users with information that is better adapted to their needs (market observatory in Mali).
Some MIS are no longer located within the administration, but within Interprofessional organizations, chambers of agriculture, producers' organizations… Some are linked to frameworks of concertation within value chains (for example the rice observatory in Madagascar). Others are completely private and sell their information (for example Manobi in Senegal). The content of information diffused is also diverse: in addition to information on current prices, information on the availability of varieties or qualities, quantities traded/exchanged, stocks… are also provided.

A decentralized MIS, at the level of chambers of agriculture: the Agricultural Market Observatory in Mali

In Mali, the national MIS set up in 1989, was transformed into Agricultural Market Observatory (OMA) and placed under the supervision of Permanent Assembly of the Chambers of Agriculture of Mali (APCAM).
The OMA is a decentralized structure and located at the level of the regional chambers of agriculture, which selects the products and markets to be monitored according to the requests of the users of each region, to better provide answers to the concerns of producers.
It is made up of 3 essential components: the central unit which oversees the proper functioning of the data collection, transmission and diffusion of data and information; 25 local data collection and diffusion units which are charged with the collection and decentralized diffusion of information as a response to the needs of local producers and by taking the local conditions into consideration; a media network made up of 20 radios in charge with the diffusion of information. The information diffused consists of: the prices and the quantities of agricultural products (cereals, horticultural and fishery products) and the prices and quantities of inputs.
The diffusion is done by print, televised communiqués, radio, web and email. The OMA also coordinates the Resimoa network.

Reference : set up of an agricultural market information system: the Malian experience

Networking between MIS in West Africa: Agritrade and Resimao

Agritrade :
The MISTOWA Project (*Market Information Systems and Traders' Organizations project*) developed a regional platform for agricultural trade called Agritrade. The major objective of this project is "to increase the volume of intra regional trade in agricultural products through the development of information systems and the reinforcement of the capacities of intermediaries and producers' organizations. »
On this platform, information from public MIS as well as that from other sources is put together. MISTOWA encourages the installation of Agricultural Trade information Points (PICA) within groups of economic operators which are partners of the project (groups of traders and producers, Interprofessions, chambers of agriculture…). In Ivory Coast for example, the PICA corresponds to the Village Information Points of the Anopaci MIS. The beneficiaries are suppliers, vectors and users of information.
The Agritrade platform covers 14 West African countries, and several markets per country. The wholesale and retail prices of more than 60 products (agriculture, livestock and inputs) are updates every 1 to 2 weeks and are diffused via Internet and SMS. The site also provides lists of contacts (traders, POs, etc), diverse information and publishes online offers for the supply and demand of agricultural products.
http://www.wa-agritrade.net

Resimao :

The public and national MIS of 9 countries of the ECOWAS (Benin, Burkina Faso, Ivory Coast, Guinea, Mali, Niger, Nigeria, Senegal and Togo) have created the Network of Market Information Systems of West Africa (Resimao).
The MIS of this network are today able to share most of their "price" data on the same data base and even on the internet. This represents 390 rural and urban markets (cluster markets, wholesale, semi-wholesale and retail markets), 39 markets of sub regional interest, and the prices of about 50 products (cereals, fruit and vegetables, oil products and legumes). All agricultural products (as well as cattle and meat) are subject of regular follow-up (weekly actualization).
The mission of the Resimao is:
- to facilitate better trade decision-making by all actors, through an effective management of information;
- to support the emergence of national MIS through administrative and financial autonomy;
- to animate the dynamics within the MIS through regular monitoring and evaluations.
The web platform gives access to information on the prices of products collected from forty rural and urban agricultural markets having a Regional interest. The data is available on Internet page or in the form of weekly, monthly, quarterly and semi-annual bulletins which further highlight the evolution and trends of the prices.
http://www.resimao.org

A private MIS: Manobi in Senegal

The Manobi company in Senegal (created in 2002) developed a private MIS, which provides information on fruit and vegetables on markets in Dakar, Touba and Kaolack as well as on fishery products in Dakar. The idea of Manobi is to develop a system of data-collection which uses the Internet and mobile telephony to monitor the daily evolution of prices and arrivals of products on the markets. This data is transmitted by WAP (system which makes it possible to connect to the Internet via a mobile telephone), stored on a centralized data base, and then placed at the disposal of the users through their mobile telephone or cybercafé.
In this system, the idea is not to collect information and diffuse it to actors, but to collect information which is put at the disposal of the actors. The later then choose the information which they need from the pool of information. As such they have access to information that is targeted, available at short notice. The producers can therefore have access to information which the traders would not like to expose of which they would prefer to hide. The information produced by the Manobi has to be paid for by the user.
http://www.manobi.sn

A MIS related to concertation frameworks within value chains: the Rice Observatory in Madagascar

The Rice Observatory (OdR) is an economic tool put in place at the end of 2005, at the same time the Platform for Concertation and Steering of the Rice Value Chain (PCPRiz) was put in place in Madagascar.
This consists at the same time of a national market information system (collection and diffusion of weekly information on the prices or rice and paddy in 111 districts of Madagascar) as well as a system that enables a closer follow up of markets. The later presents a national analytical factsheet, and each month through its review Horizon, a complete analysis of national and international trends. The OdR takes part in all meetings of the PCPRiz and contributes to the reflexions. Periodically, the PCPRiz and the OdR are invited at the Prime Ministry to consultation meetings where strategic questions on the rice value chain are discussed.
www.odr-mg.net

5. Other types of price information systems exist

Beside the relatively heavy and "systematic" systems are lighter systems at smaller scale. These are often informal but built around a global market strategy.

Three examples are presented below:

- the market observatory set up by the Mogtédo Cooperative in Burkina Faso;

- the system operated by the Federation of Producers of Fouta Djallon (FPFD) in Guinea;

- the latest situation on food security by NGO Afrique Verte.

The market observatory" at the Mogtédo Cooperative in Burkina Faso

Rice producers in Mogtédo look for the highest possible price for paddy. But this price must be realistic and acceptable by the external buyers. This requires good knowledge of the market and prices.

Initially the Cooperative had correspondents on the market in Ouagadougou to inform them about the prices for local and imported rice. With time, experience, networking amongst rice producers' organizations and the development of the telephone, the leaders of the cooperatives are today able to obtain regular information on the markets and price variations in the production as well as consumption zones. As such they have the bases on which to negotiate prices for their products.

The Mogtédo Cooperative then set up a local market control organ made up of 10 persons who in collaboration with the executive bureau make up the **market observatory**. These persons survey the evolution of the demand and supply and prices of imported rice regularly and monitor the activities of the farmers who are in charge of carrying out measurements and weights in the market. They also ensure that sales take place on the market delimited by the cooperative in the geographical area

Reference: Creation of a secured and self managed market by rice farmers of the Mogtédo Cooperative in Burkina Faso/Inter-réseaux, CTA, with contributions from FENOP, 2006. - 10 p. + summary 1 p.

Price information system at the Fouta Djallon Federation (FPFD) in Guinea

The FPFD developed a system which enables it to know the **prices of products at their departure from the production zones**. There is already information on the prices of food products on the major town markets provided by some services in Guinea (Sipag-Dynafiv; Project Aca USAID) in the

These are mainly retail prices which could be quite different from the **wholesale prices on the major town markets** which are of interest to the producers and traders of Fouta.

Also, the FPFD tries to set up a system to monitor information on a weekly basis on the **wholesale prices on the target city/town markets.** This system would be put in place using rural radio (s).
Ref: Market Activities of the FPFD: capitalization of experiences and perspectives/ Diallo K., Barry Mr., Beauval V. - Guinea: Marketing Unit of the FPFD, CCFD, 2006. - 30 p. + 46 p. annexes.

The latest situation on food security by NGO Afrique Verte

The latest situation on food security is a monthly bulletin which provides technical information on the prices of cereals on consumption markets, the farming season, and the food situation in Burkina, Mali and Niger.
The data is recorded monthly (every first of the month) by field animators of the three associations which make up Afrique Verte: AcSSA in Niger, AMASSA in Mali and APROSSA in Burkina, in collaboration with the national services. The data is then transmitted to the national unit. A 5 page monthly bulletin is then produced on the basis of the date collected.
The bulletin is diffused by electronic means particularly to the members of Afrique Verte, its financial partners, the political decision makers, and the national MIS. It is also published on the Afrique Verte website. In addition to being precise and regular, it has the advantage that it presents a comparative situation of the three countries (Burkina Faso, Mali, and Niger).
http://www.afriqueverte.org/index.cfm?srub=59

Conclusion

Market Information Systems (MIS) are essential to ensure greater transparency of markets and to improve their operation.

They have evolved enormously since their initiation in the 80s in Sub-Saharan Africa. Following the failure of the first generation MIS to meet the expectations that were raised with their inception, other systems have emerged recently which are more diversified and which try to better target the information needs of actors (private and public).
Even if they appear to be more powerful and effective than the first generation MIS, these second generation MIS are gradually being put in place but they remain unknown. They could be subject of deeper analysis, comparison and evaluation.

The major challenge is to be able to adjust the supply information to the needs of the actors (according to specificities of the various products and value chains), while ensuring/securing financial sustainability of the systems.

A solution could be found in the reinforcement of the capacities of producers' organizations and Interprofessional organizations. Those can valuably target the services according to the needs of their members, improve the diffusion of the information provided by the MIS and, especially propose collective market solutions to valorize the different existing opportunities.

In terms of circulation of information on volumes and the prices amongst different actors, other actions are developed by producers and their POs as well as by traders. This is often done with strong collaboration from administrative authorities and local traditional leaders: clustering of the supply of the product at a unique sales place on the market or agricultural fairs, market organization, regulation of the supply, etc.