



IFDC's Market Information Systems at work in Africa

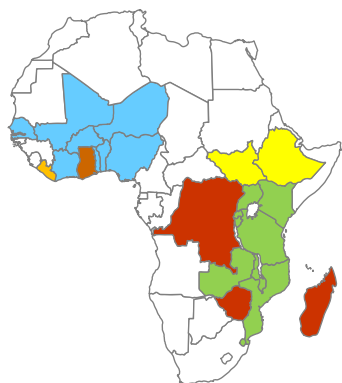
A review of status of affairs

Patrice Annequin | Senior Market Information Specialist | AfricaFertilizer.org coordinator
Africa Committee Meeting – Accra, 25-27 Sept 2012



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Outline



- ❑ Current MIS deployed
- ❑ Africa **AfricaFertilizer.org**
- ❑ East Africa **AMITSA**
- ❑ West Africa **MIR+**
- ❑ Ghana **mFarms**
- ❑ New comers
- ❑ Operations
- ❑ Medium term



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Monitoring agro input markets in Africa



Fertilizers

Since 2010 – all Africa
With AU/NEPAD, IFA, FAO



All agro inputs

Since 2010 - 9 countries
With COMESA & EAC

MIR+
Marketing Input Regionally
(with EcoAGRIS/RESIMAO)

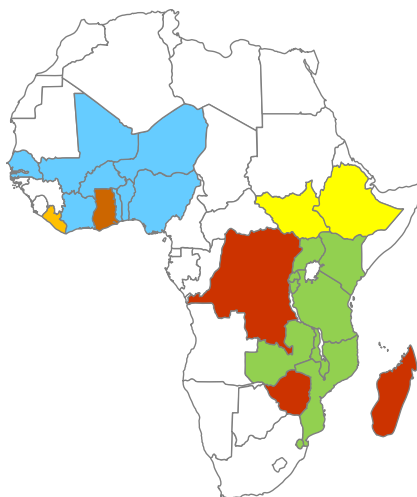
All agro inputs

2008-2013 - 10 countries
With ECOWAS & UEMOA



Inputs + outputs

2009-2012 - Ghana
FTM / GADD (AGRA)



2 new 2SCALE
countries (2H 2012)

1 New WAFP
country (2H 2012)

Opportunities 2013



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Photo by Deb Groot - Niamey, Mali (1991)



AfricaFertilizer.org

To feed our people, we must first feed our soil

*Olusegun Obasanjo, Former President of the Republic of Nigeria
during the Africa Fertilizer Summit – Abuja, June 2006*

A progress report since Africa Forum and ACM 2011

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- All African countries
- All free content
- Managed by IFDC (Accra)
- Developed in Ghana
- Version 1 launched in March 2010
- Improved navigation

Key content

- Statistics
- Market news
- Publications
- Directories
- Country pages (2012)
- Policies (2012)

Building partnerships with key partners



AfricaFertilizer.org objective

To provide timely and transparent technical and market information on fertilizers in Africa.

2012-2015 programme

From aggregation and dissemination of **existing** information on fertilizers to support to partners and programs that **increase** availability and quality of such information.

AFO partners' contributions & commitments



- General Coordination
- Financial contribution (\$250k in 2012) and in kind contributions (P. Annequin, J. Larthey, HQ & admin support)



- Letter of intention (Aug 2011)
- Financial (\$10k) and in kind contributions (O. Camara)



- MoU on fertilizer statistics sharing with IFDC (Feb 2012)
- Financial (\$50k in 2012) and in kind contributions (O. Rousseau)



- Letter of intention (May 2011)
- In kind contribution (M. Wanzala)



- African Fertilizer Agribusiness Partnership
- AFO as main MIS for AFAP
- Financial contribution (\$250k)

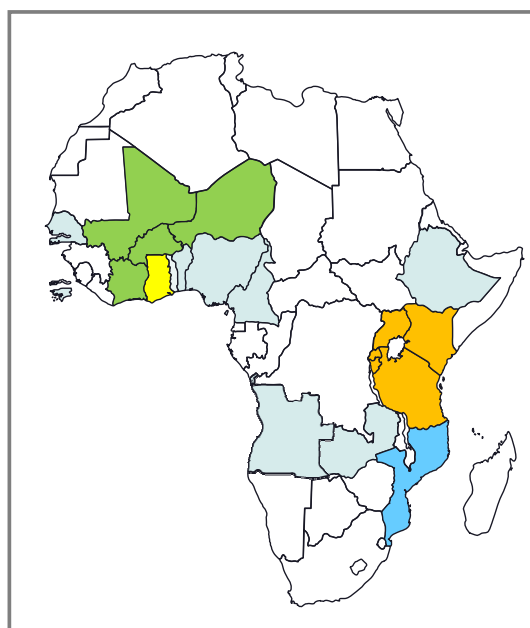


- In kind contribution from ESS staff and CountrySTAT (HQ Rome, RAF Accra, UEMOA, EAC)



2012: Partnering with CountrySTAT on fertilizer statistics in 11 countries

UEMOA	X 1,000T
Burkina	180
Cote d'Ivoire	200
Mali	200
Niger	30
<i>May 2012</i>	610
Ghana	250
<i>April 2012</i>	



EAC	X 1,000T
Kenya	500
Tanzania	200
Uganda	125
Rwanda	50
Burundi	12
<i>June 2012</i>	887
Mozambique	33
<i>July 2012</i>	

CountrySTAT coverage

Fertilizer market size (est 2011)

Training experts on Fertilizer Statistics in Africa

From Q4 2012, improved statistics and data on:

- Imports
- Exports
- Production
- Consumption
- FUBC (IFA)

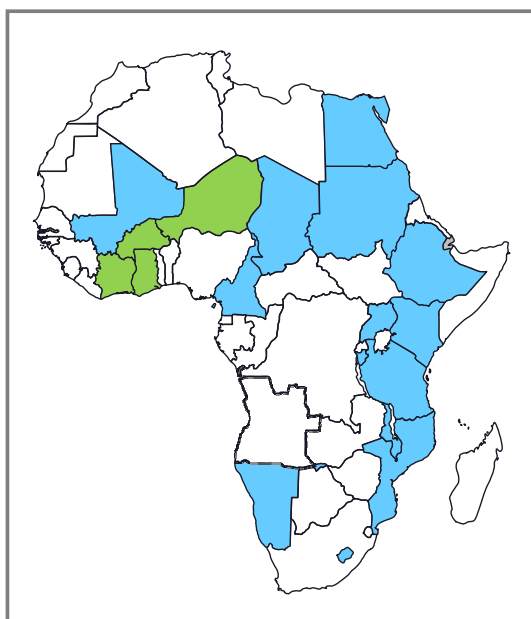
- Policies (NEPAD)
- Fertilizer catalogues
- Fertilizer stakeholders



- New Fertilizer manual & training modules for Africa
 - In En / Fr / Po
- 3 day ToT (Apr 2012, Nbi)
 - With IFA, FAO, IFDC, NEPAD
- 5 trainings with CountrySTAT
 - With UEMOA, EAC



2012: Country pages populated with NEPAD surveys and CountrySTAT data




■ NEPAD surveys completed in 2011
■ New countries reporting to NEPAD

Kenya

Key Indicators

Population:	38.53m	Major crops fertilized: Maize, Rice, Tea, Coffee, Wheat, Sugar Cane, Potato, Sorghum, Fruits, Vegetables, etc.
Workforce in agriculture:	75%	Major fertilizer products: DAP, CAN, UREA, NPK 20:20:0
GDP from Agriculture:	22% (2010)	Major fertilizer sources: Private Sector mainly and Government. Imports also from South Africa, Tanzania and Egypt.
Annual Growth Rate (GDP):	5.3% (2010)	Market size (2010): 494,674mt
Fertilizer law:	Yes	Imports by private sector: 99%
Fertilizer inspections:	Yes	
Tariffs/import taxes:	No	
Subsidy programs:	Yes	

Kenya - Country Dashboard - Kenya - Kenya Detail



For more information on Kenya, please click below:

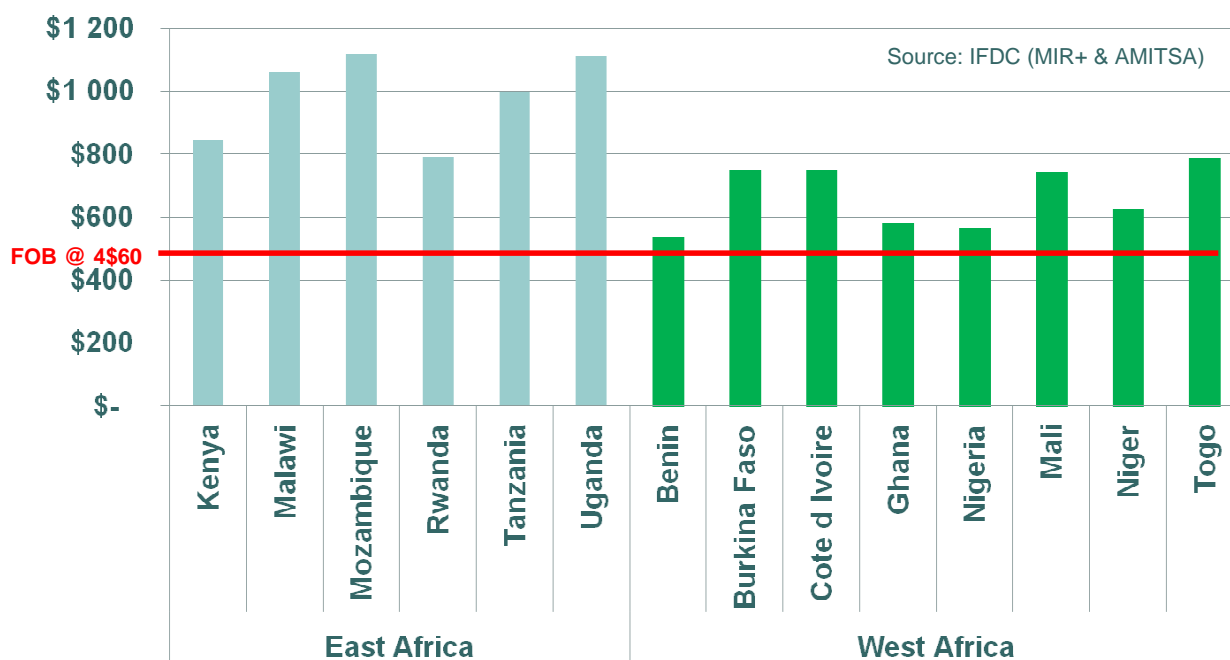
- General: World Bank, FAO, IFA, NEPAD
- World Bank: Doing Business in Kenya
- Kenya: Ministry of Agriculture, FAO, IFA, NEPAD, UNCTAD, UNCTAD, UNCTAD
- Statistics: FAO, IFA, NEPAD, UNCTAD, UNCTAD

Below: Implementation of the Single Declaration on Fertilizer for an African Green Revolution: Seventh Country Level Survey (January 2011) Kenya Prepared by NEPAD Planning and Coordinating Agency with technical assistance from IFDC

Restrictions	Questions (relevant time period is during January 2010 and December 2010)	Answers
Restriction 1: increase average level of fertilizer use from 2009	Q1.1: What is the average level of fertilizer use (kg/ha) of arable land?	50kg/ha
Restriction 2: harmonization of Policies and Regulations	Q1.2: Does your country have a formal fertilizer law and regulatory framework, and the fertilizer and animal Feed Stuff Act (AFSA) is available?	Formal fertilizer law and regulatory framework, and the fertilizer and animal Feed Stuff Act (AFSA) is available
	Q1.3: Do you apply and enforce inspections for quality at the point of sale?	Administrative decisions
	Q1.4: Do you enforce fertilizer inspection for you have	88 inspections

Monitoring fertilizer retail prices in 19 countries

Retail price of UREA (US\$/ton) in April 2012



2012/2013 Programme – Key Activities

1 - Improve availability and quality of fertilizer statistics

- CountrySTAT trainings in 15 countries
- Full range of 2012 fertilizers statistics available in June 2013 for 11 countries

2 - Improve knowledge on fertilizer policies

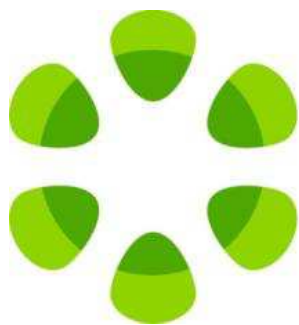
- 20 SSA countries reporting on NEPAD indicators
- Dedicated online policy module

3- Increase availability of market and technical information on fertilizers

- Mapping production and blending units
- Fertilizer catalogues and directories in 15 SSA countries

4 – Improve web portal and media features

- Improved data management and website
- Full deployment of Country Pages
- Communication campaigns



AMITSA

REGIONAL AGRICULTURAL INPUT
MARKET INFORMATION SYSTEM

**Improving access to
market and technical
information on agricultural
inputs in Eastern and
Southern Africa**



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MARKET INFORMATION SYSTEM

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Latest Updates: Monthly International Prices for Fertilisers updated for April 2012. Updated on 21 May 2012.

Commodity Prices: Latest retail prices from AMITSA agro dealers (USD per kg of 10)

Fertilisers	Burundi	Kenya	Mali	Mozambique	Rwanda	Swaziland	Tanzania	Uganda
CAE 20 0 0	0.77	0.91	1.11				0.90	1.00
DAP 18 46 0	0.85	1.07		1.05			1.25	1.20
NPK 17 17 17	0.91	1.00		0.85			1.08	0.91
NPK 20 10 10	0.84	0.94		0.90			0.90	
NPK 25 15 + SS	0.94	1.18		0.61			0.98	0.90
UREA 46 0 0	1.04	0.85	0.90	0.85	0.90		0.60	1.28

Skell: Burundi Kenya Mozambique Rwanda Swaziland Tanzania Uganda

Maize (DPV)	Burundi	Kenya	Mali	Mozambique	Rwanda	Swaziland	Tanzania	Uganda
Maize (DPV)	2.08	1.80	1.88			3.08		1.80
Maize (DPV)	0.40	1.80	1.90	0.28		1.38	1.20	
Maize (DPV)	0.84	1.79	1.71	1.68	0.90		2.40	2.90
Rice (DPV)			1.44	0.94			2.18	1.40

Peatites: Burundi Kenya Mozambique Rwanda Swaziland Tanzania Uganda

2+0 Anna (TC)	Burundi	Kenya	Mali	Mozambique	Rwanda	Swaziland	Tanzania	Uganda
2+0 Anna (TC)	7.74	11.25		7.65			6.40	6.40
Phosphoric acid	17.00	10.92		2.80			4.41	

Visit AMITSA on Esoko for more prices and offers

Latest Publications: World Bank, Local Business Incentives, Research Report

News: Kenya: NCPB experts to assess maize loss (14 June 2012); Tanzania: Chemical Fertilizers to Tarime, the Land of Milk and Honey (12 June 2012); Uganda: Fresh maize season begins but prices remain unchanged (07 June 2012)

Latest Events: IFDC Training: Decision Support Tools for Agricultural Production, Fertilizer Recommendations and Climatic Variability (22 Jun 2012 until 28 August 2012); IFDC Training: Designing and Implementing Agro-input Marketing Strategies in Developed and Developing Countries (22 Jun 2012 until 28 August 2012); IFDC Training: Increasing

- ❖ Managed from Nairobi
- ❖ Website launched in 2010
- ❖ Mobile apps since 2011

- Prices
- Online statistics
- Directories
- Market news
- Publications
- Events

Added in 2012

- Success stories
- Agro Input Catalogues
- Country Pages



+ Social media since Nov 2011





Supporting ECOWAS and UEMOA efforts to monitor prices on agricultural inputs in West Africa



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MIR+- Involving local agro dealers and public MIS to monitor agro input prices using mobile phones

IFDC

- **10 countries, 120 towns, 250 shops monitored**
 - With public MIS (RESIMAO) in 6 countries
 - With agro dealers associations in 4 countries
- **50 agro-inputs monitored**
 - Fertilizers
 - Seeds
 - Pesticides
- **Monthly data collection**
 - Retail prices
 - Sales trends
- **IT: Excel / web / mobile**
 - mobile phones in 3 pilot countries (MiPAD)

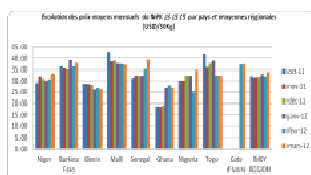


RESIMAO, ECOWAS output and input price information system (from H2 2012)

MiPAD, the agro input management module of the mFarms suit (ImageAD)

Input	Unit	Price	Location	Date	Status
Fertilizer	kg	1200	Abuja	2012-01-15	Active
Seeds	kg	800	Lagos	2012-01-15	Active
Pesticides	kg	1500	Nigeria	2012-01-15	Active
...

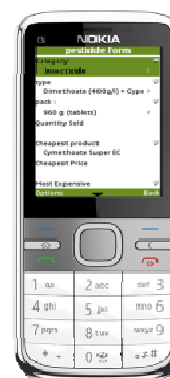
MIR+ information is distributed through partners' MIS



- Monthly reports (excel)
- Quarterly report analysis
- Sent by email

- Feed mFarms in Ghana
- 3800 AD, 30000 farmers
- With FTM & GADD

- Input prices from IFDC
- Will feed RESIMAO website (with ECOWAS) from 2H 2012



Price distribution by SMS will start in 2H 2012 (using MiPAD/ImageAD)

mfarms
Agribusiness Solutions

Networking agricultural value chain actors for increased productivity

IFDC AGRA imagead

Mapping of Input Dealers and Linking Farmers to Markets

Ghana

ImageAD suite



mFarms

- 4 modules for VC management, Agro inputs, Buyers, Aggregators
- SMS and web
- Surveys, profiling, prices, offers



iMAP

- Info Mngt System for Agro Processors Cassava VC pilot with IITA
- SMS and web
- registration |



MiPAD

- information Management System for Agro Dealers - with IFDC / GADD
- SMS and web – java / android
- Surveys, profiling, prices



Mobile apps

- Registration of Actors (farmers, transport companies, input dealers)
- GPS profiles
- Price collection
- Surveys
- SMS distribution



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IFDC International Workshop

Increasing Agricultural Input and Output Trade
Through Innovative Market Information Systems in Africa
Nairobi, Kenya - August 27-31, 2012