



MIR Plus Maribusiness Solutions

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

www.ifdc.org

IFDC

Outline

Macambique e Receiving market data

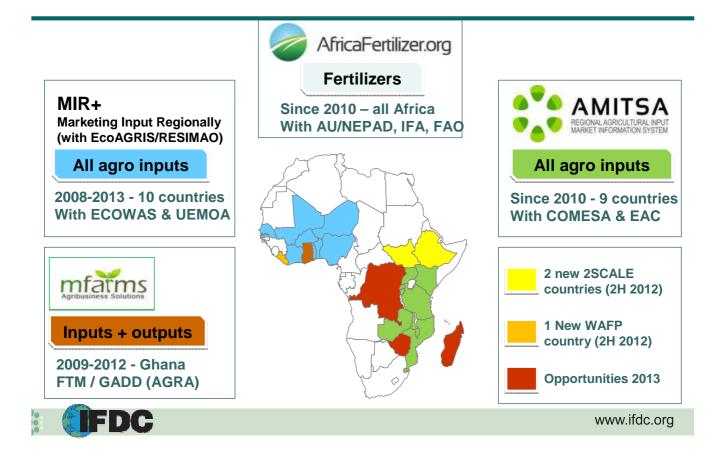
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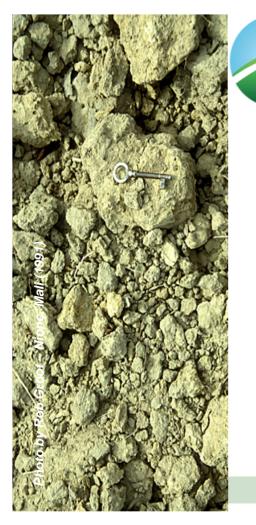


- Current MIS deployed
- Africa AfricaFertilizer.org
- East Africa AMITSA
- West Africa MIR+
- Ghana **mFarms**
- New comers
- Operations
- Medium term



Monitoring agro input markets in Africa





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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www.AfricaFertilizer.org

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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)

IFDC

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. Lartey, 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

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oril 2012			Mozambique	
			July 2012	
CountrySTA	T coverage		Fertilizer market size (est

trainings | technical meetings | information | facilitation

Training experts on Fertilizer Statistics in Africa

From Q4 2012, improved statistics and data on:

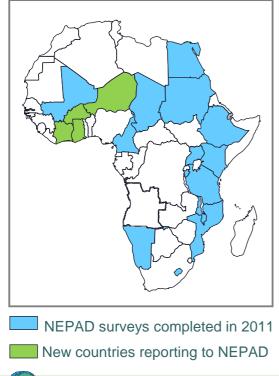
- Imports
- Exports
- Production
- Consumption
- •FUBC (IFA)
- Policies (NEPAD)
- Fertilizer catalogues
- Fertilizer stakeholders



- 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



ey Indicators							
Population:	38.53m	Major crops fertilize					
Workforce in agriculture:	75%	Wheat, Sugar Cane, P etc.	otato, Sorghum, Frui	s, Vegetables,			
GDP from Agriculture:	22% (2010)	etc. Major fertilizer products: DAP, CAN, UREA, NPK					
Annual Growth Rate (GDP):	5.3% (2010)	20:20:0					
		Major fertilizer sour					
Fertilizer law	Yes	Government. Importation and Egypt.	ons also from South A	frica, Tanzania			
Fertilizer Inspections:	Yes	and caller					
farrifs/import taxes:	No	Market size (2010):		494.674mt			
Subsidy programs:	Yes	Imports by private sector:		99%			
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Monitoring fertilizer retail prices in 19 countries



IFDC

2012/2013 Programme – Key Activities

- 1 Improve availability and quality of fertilizer statistics
- 2 Improve knowledge on fertilizer policies

3- Increase availability of market and technical information on fertilizers

4 – Improve web portal and media features

- CountrySTAT trainings in 15 countries
- Full range of 2012 fertilizers statistics available in June 2013 for 11 countries
- 20 SSA countries reporting on NEPAD indicators
- Dedicated online policy module
- · Mapping production and blending units
- Fertilizer catalogues and directories in 15 SSA countries
- Improved data management and website
- Full deployment of Country Pages
- Communication campaigns





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



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LECT & REC:	The role of the inputs market in preneting food security and agricultural growth is critical to the success of regional and national agricultural policies, Among the major contraints to increased use of agro-inputs in East Africa is the lack of information about these agric riputs. It is again this background that JPOC in collaboration with East Africa Community (EAC) and the Common Nation for Eastern and Southern Africa (COMERA) have developed AMTSA, the Regional Agricultural Input Merket Information and Transpersney System.									Kenya: NCPB experts to assess maize loss to assess Bancania: Chemical Fertilizers to Tarine, the Land of Milk and Honey 10 aer201	
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ned for April 2012	Latest Publi	cation	5								IFDC Training Increasing

ST + Social media since Nov 2011

- 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

AMITSA - Involving local agro dealers to monitor agro input prices using mobile phones

- 9 countries, 120 towns
- 250 agro-dealers trained
- 50 agro-inputs monitored
 - Fertilizers
 - Seeds
 - Pesticides
- Monthly data collection
 - Retail prices
 - Sales trends
- IT : Excel / web / mobile
 - mobile phones 2011 (esoko)
- Data availability
 - Online maps and database
 - Mobile phones
 - e-Newsletters
 - Country report analysis

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IFDC

AMITSA - Reaching various audiences using web, newsletters, mobile phones, Facebook, and Twitter

Monthly newsletters | 1,200 recipients



SMS push | 5,900 agro dealers

20,000 agro dealers mapped, profiled and grouped 120,000 SMS sent every month with local, national and regional prices



IFDC

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

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

- 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

FDC

- 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)

🗶 West-African Market Information System Network

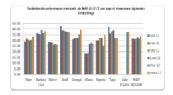
MiPAD, the agro input management module of the mFarms suit (ImageAD)

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MIR+ information is distributed through partners' MIS



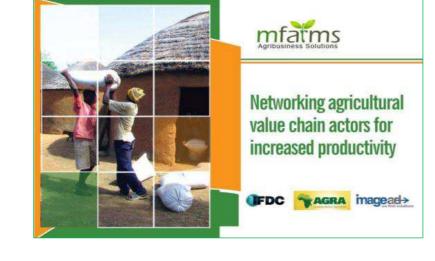




- Monthly reports (excel)
- Quarterly report analysis
- Sent by email
- Feed mFarms in Ghana
- 3800 AD, 30000 farmers
- With FTM & GADD
- Input prices from IFDC
- Will feed RESIMAO website (with ECOWAS) from 2H 2012



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



Mapping of Input Dealers and Linking Farmers to Markets

Ghana



ImageAD suite

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mFarms

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

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iMAP

Info Mngt System for Agro Processors Cassava VC pilot with IITA

- SMS and web
- registration |

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FDC

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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