ICTs role in improving market access for small scale farmers
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ICTs transforming agricultural science, research & technology generation
Science Forum Workshop Theme 3
**Scenarios**

- **Increased availability of ICTs** (*mobiles, SMS, smart cards, Mpesa, GPRS modems, mini laptops*) and mobile networks in **rural areas**
- **Increased ICT literacy:** Graduates with **ICT skills** return to **rural areas** & look for business opportunities
- **Learning from** real world testing of tools and concepts **in rural areas**
Opportunities

• **Market access (national and regional) for small producers through ICT MIS** *(linking: internet boards, mobiles, SMS ‘one2many’ communication platforms for market information and business to business learning)*

• **Access international export markets through ICT traceability* systems** *(bar codes; radio frequency identification [RFID], GPS, sensors, e-data exchange, etc)*

*Traceability: The ability to follow the movement of a feed or food through specific stage(s) of production, processing and distribution (ISO 22005:2007)*
Issues

• Early engagement of existing or emerging private sector
• Identification of needs of small producers/traders, and food business operators for development of appropriate systems
• Public R&D and funding crucial for
  – piloting for learning & attracting private investments
  – inclusion of smaller producers/traders & consultation of actors, outreach and mentoring learning
  – covering high initial investment costs
More Information

- http://www.linkinglearners.net/
- http://www.ers.usda.gov/Amberwaves/April04/Features/FoodTraceability.htm
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ICT Market Information System Business Model

- Agro-input dealers
- Small Processors
- Small Traders
- Producer Associations Kabale
- Producer Associations Kisoro
- Large scale retail consumers
- Retail Wholesalers
- Large scale buyers
- Exporters
- MACs
- AgriNet U Ltd - Ug
- AgriTrade – Ke
- Marketing Partner - TZ

Advertise Fee
Market intelligence thru SMS
Franchise agreement
Transaction secure deals & Market Research
Contracts/Commissions

B2B Model
B2C Model

Traceability systems

**Why Japan as model?**
- small farms
- high standards & food safety as public concern,
- large food importer
- high tech traceability system encouraged by government policy

**Lessons learnt:**
- important to access markets in developed world for high value commodities
- strengthens industries & increases competitiveness
- improves transparency of supply chain, promotes its sustainability
- gain in confidence of buyers & consumers

**Figure 2: Schematic Diagram of Oita Mushroom Traceability System**

Source: Food Marketing Research & Information Center.

Shiitake, Japan