



– International Fund for Agricultural Development –
– Identifying and sharing innovation in Western and Central Africa –

– Village information points –

I. Context

1. Name of the innovation

Village information points

2. Country – Region

Côte d'Ivoire

3. Organization

National Association of Agricultural Producers of Côte d'Ivoire (ANOPACI)

4. Who is the innovator?

Farmers belonging to ANOPACI

5. Actors involved

Farmers, traders, researchers, extension workers

6. Starting date

2002

7. Type of innovation

Technological

II. Key concepts

8. Summary

The problem of marketing farm produce remains the greatest concern of Ivorian farmers. In an effort to solve this problem, ANOPACI set up village information points in rural areas, with the task of gathering, processing and disseminating regular, reliable agricultural information so that farmers can take the right decisions and strengthen their trade negotiating position. The information points help in the dissemination of information, market transparency and monitoring of certain indicators. The information (especially the price and availability of farm produce, agricultural broadcasts and research results) are formulated and broadcast by rural radio stations. Information on prices and on supply and demand is also disseminated on ANOPACI's website (www.anopaci.com), encouraging transparency.

9. What problems does this innovation seek to solve?

The problem of marketing agricultural produce is a recurrent one in the assessments carried out by ANOPACI among farmers in order to identify their training and advice needs. In some villages, foodstuffs are seen rotting, while there is a shortage in zones that are often fairly close.

10. Factors for successful replication

This innovation is very easy to replicate so long as there is a sufficiently decentralized structure (state or parastatal structure, cooperatives etc.). It is important to have a rural radio in the area.

11. Main results

The village information points thus seek to solve the problems of marketing farm produce and adopting innovations. A study carried out in the regions where these points have been established shows that the difference between the farmgate price and the price paid by the consumer has narrowed considerably (by at least 30 per cent) following the improvement in farmers' negotiating capacities. Some producers met during missions to monitor the market information system state that they listen to information on prices the day before market day so as to have an idea of current prices.

12. Target group(s)

Farmers and farm produce traders

13. Difficulties encountered

Difficulties are connected with the fact that some zones do not have Internet cover. However, this problem can be overcome by using GSMs (cell phones).

14. Financial aspects

It costs €5,000 to set up a village information point, while the annual operating costs are estimated at €4,000.

III. Technical aspects

15.

Methodology used in collecting information. The facilitator of the village information point monitors four or five rural markets (located at least 30 km from the capital of the department), visiting them each week between 07.00 and 11.00 a.m. to gather information on retail prices, wholesale prices and average trends concerning product availability and changes in supply and demand (see the attached information collection form). The facilitator meets with three different sellers for each product. He or she notes the prices on his or her simplified collection form and uses a small set of scales to convert traditional weights (e.g. *tas*) into standard units (kilograms). For each product, he or she also makes notes on quality, quantity and differences in the market as against the previous week. In order to make the collected data more reliable, the facilitator cross-checks the information from the various sellers with that from consumers (purchasers) of the various products. The facilitator also collects wholesale prices and estimates the stock of the main wholesalers in the place.

Methodology used in processing and disseminating information. Once the collection forms for a given market have been filled in, the facilitator of the village information point processes the data, concerning basically the prices of farm produce in the department's markets, and supply and demand (with quantity, price and quality for both). With the aid of rural notice boards and radios (so far 15 with which the project makes agreements), the facilitator disseminates information concerning his or her department (the markets entrusted to him or her) and other departments that could interest operators and producers in the department covered by his or her information point. This approach makes it possible to improve marketing channels for the various products. Moreover, the rural radios facilitate the dissemination in French and local languages of agricultural information on the production and marketing of farm produce and the promotion and popularization of agricultural discoveries in Côte d'Ivoire (90 per cent of farmers have radios) and beyond.

IV. Further information

16. Key contacts

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17. Internet link

www.anopaci.com

18. Key documents (document title + link or contact or address)

- Note Conjoncturelle Trimestrielle n°01 et n°02 (= Quarterly market situations notes, nos. 1 and 2)
- Livret sur la valorisation des données du SIM ANOPACI (= ANOPACI booklet on optimizing data from the market information system)

These documents can be downloaded in French from www.anopaci.com or www.tradenet.biz