CRITICAL FOOD AND FERTILIZER PRICE INCREASE AND ITS IMPACT ON SMALLHOLDER FARMERS IN AFRICA

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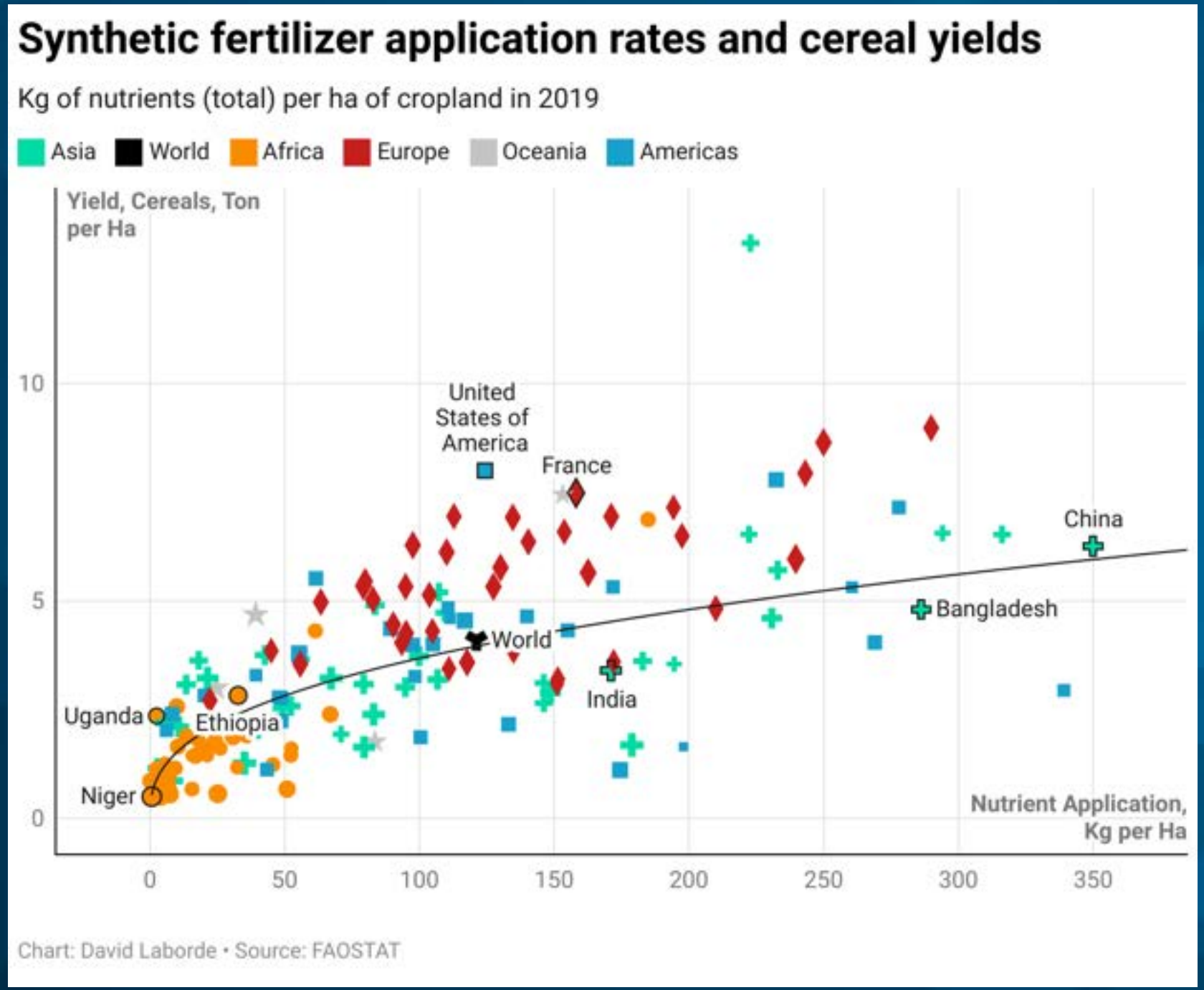
TICAD 8, August 26th 2022

Before the crisis, Africa was already lagging in terms of fertilizer use and productivity



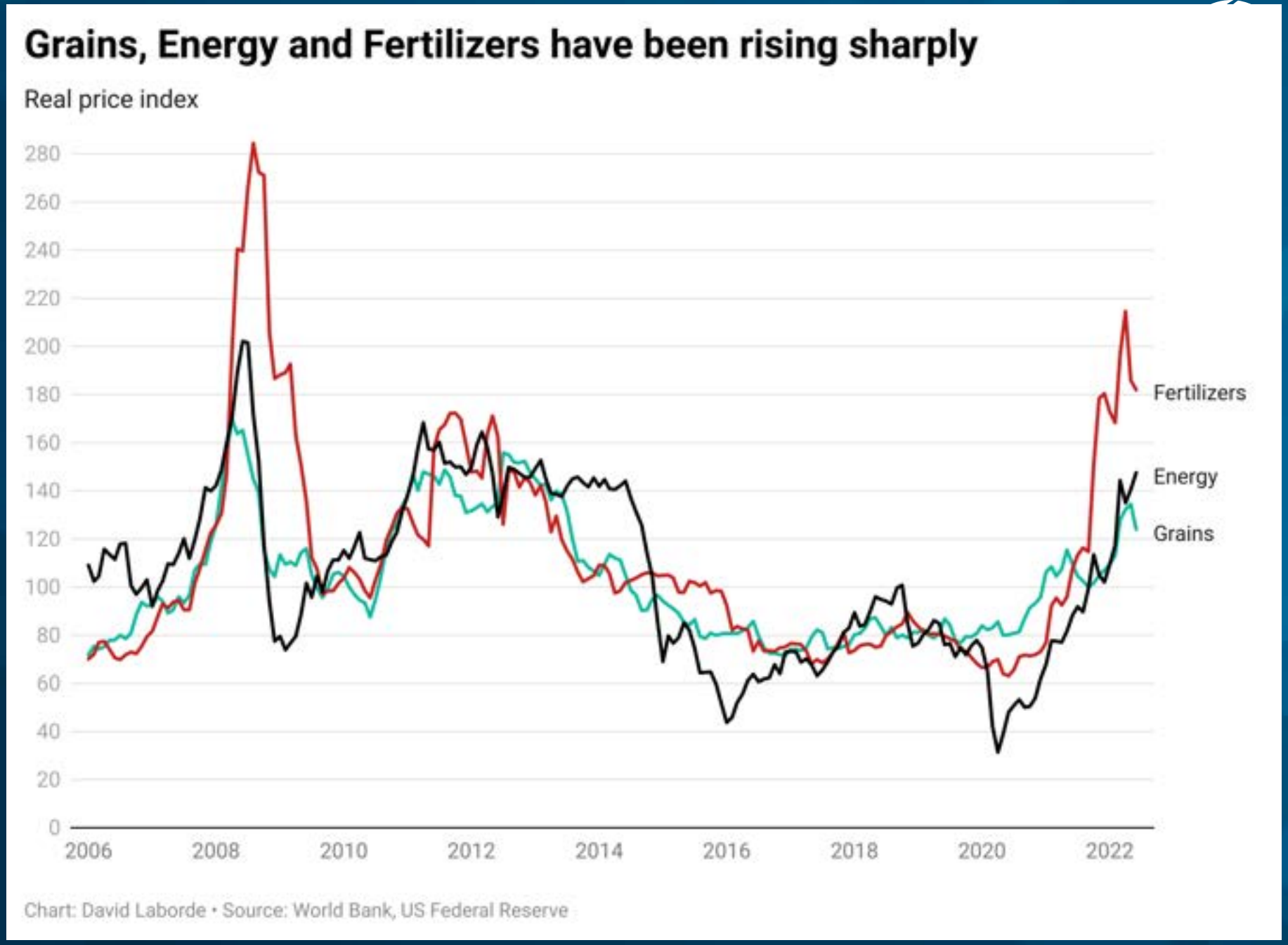
And the small amount used varies widely across crops and countries

Share of smallholders cultivated area using fertilizers

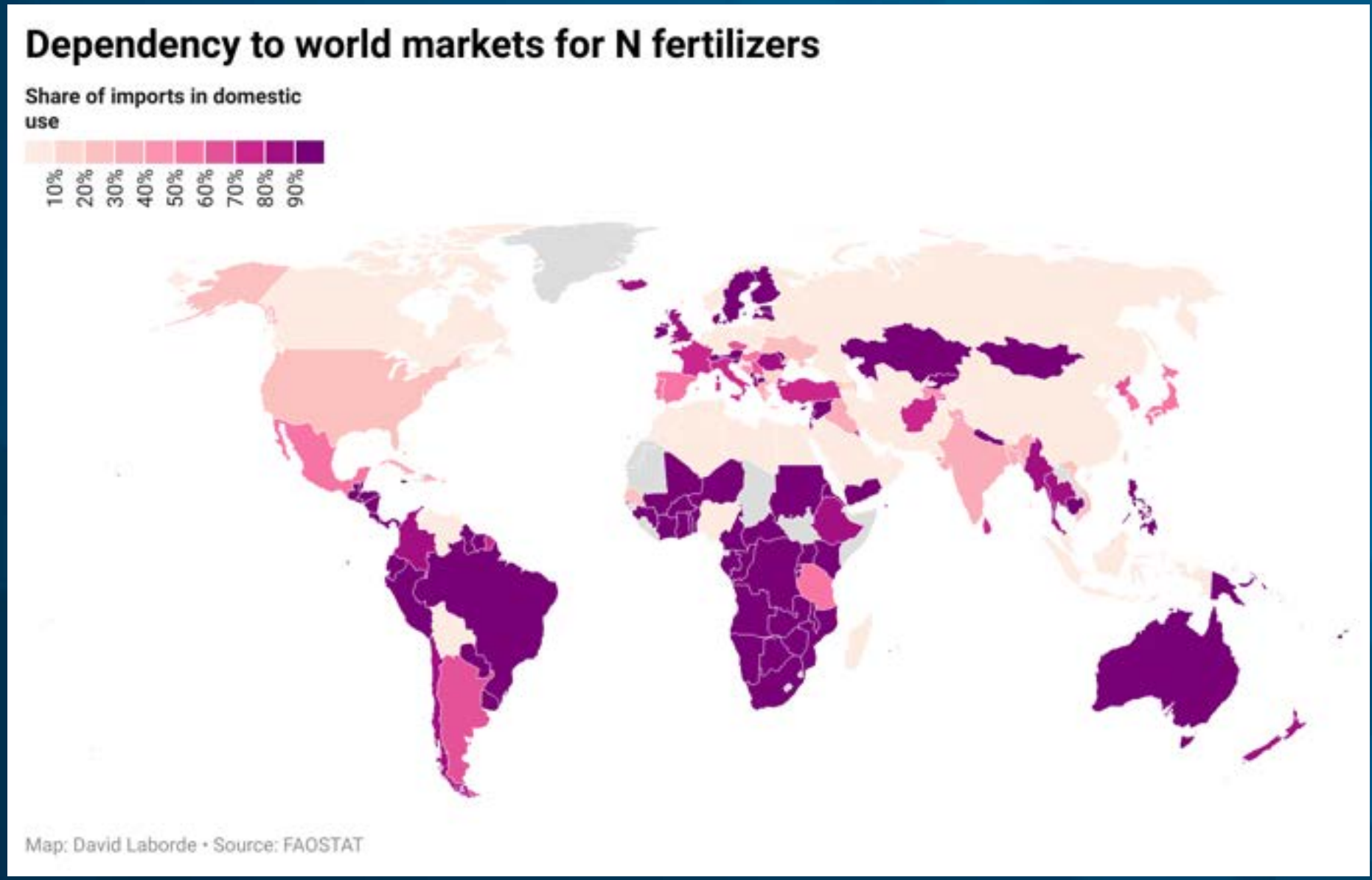
Country	Maize	Sorghum and Millet	Rice	Cash crop (Cotton, Tea, Tobacco)
Zambia	73	49	33	81
Uganda	8		6	65
Tanzania	13		7	36
Senegal	4	27	71	94
Rwanda	54	32	65	85
Nigeria	50	58	64	56
Niger	18		79	
Mali	75	34	44	100
Malawi	71	28	23	96
Kenya	71	36	94	85
Ghana	71	32	61	65
Ethiopia	89	34	89	70
Democratic Republic of the Congo	70	2	60	

Table: David Laborde based on Diao and al. 2022 • Source: RIAPA Model database

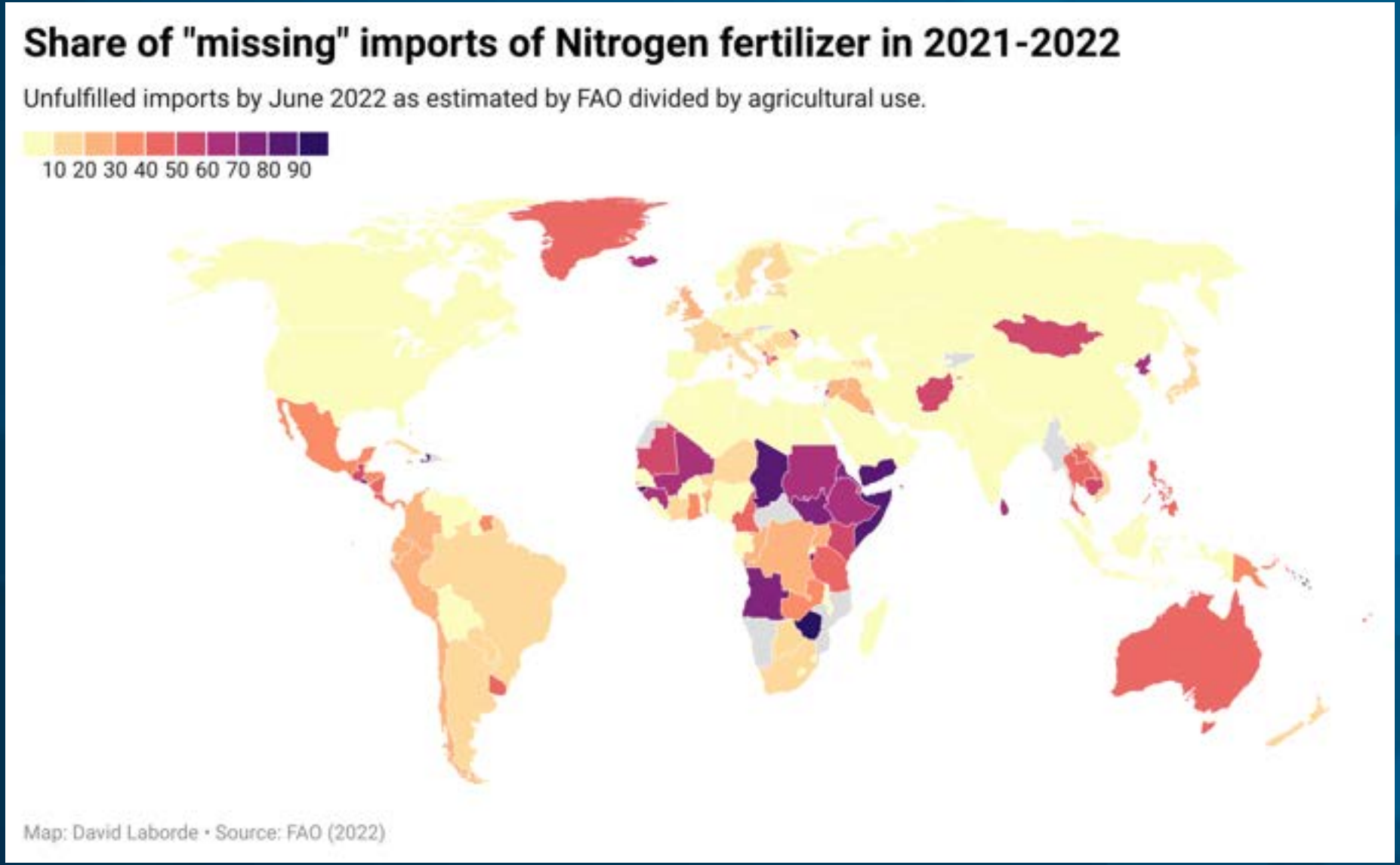
On world markets, food prices have been rising… but farmers' profits not so much



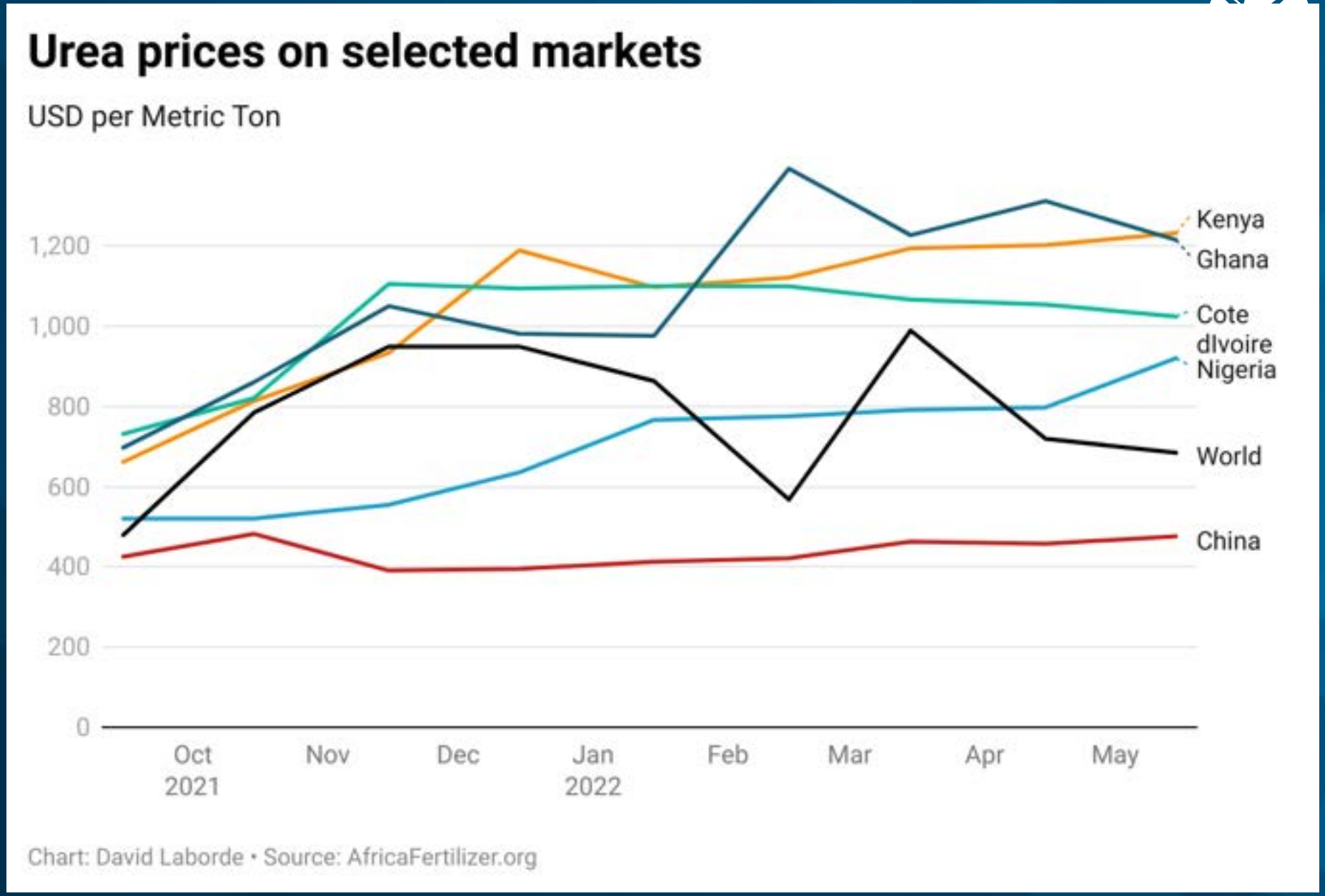
Africa imports more of its fertilizers, but consumes a small share (less than 4%) of global consumption



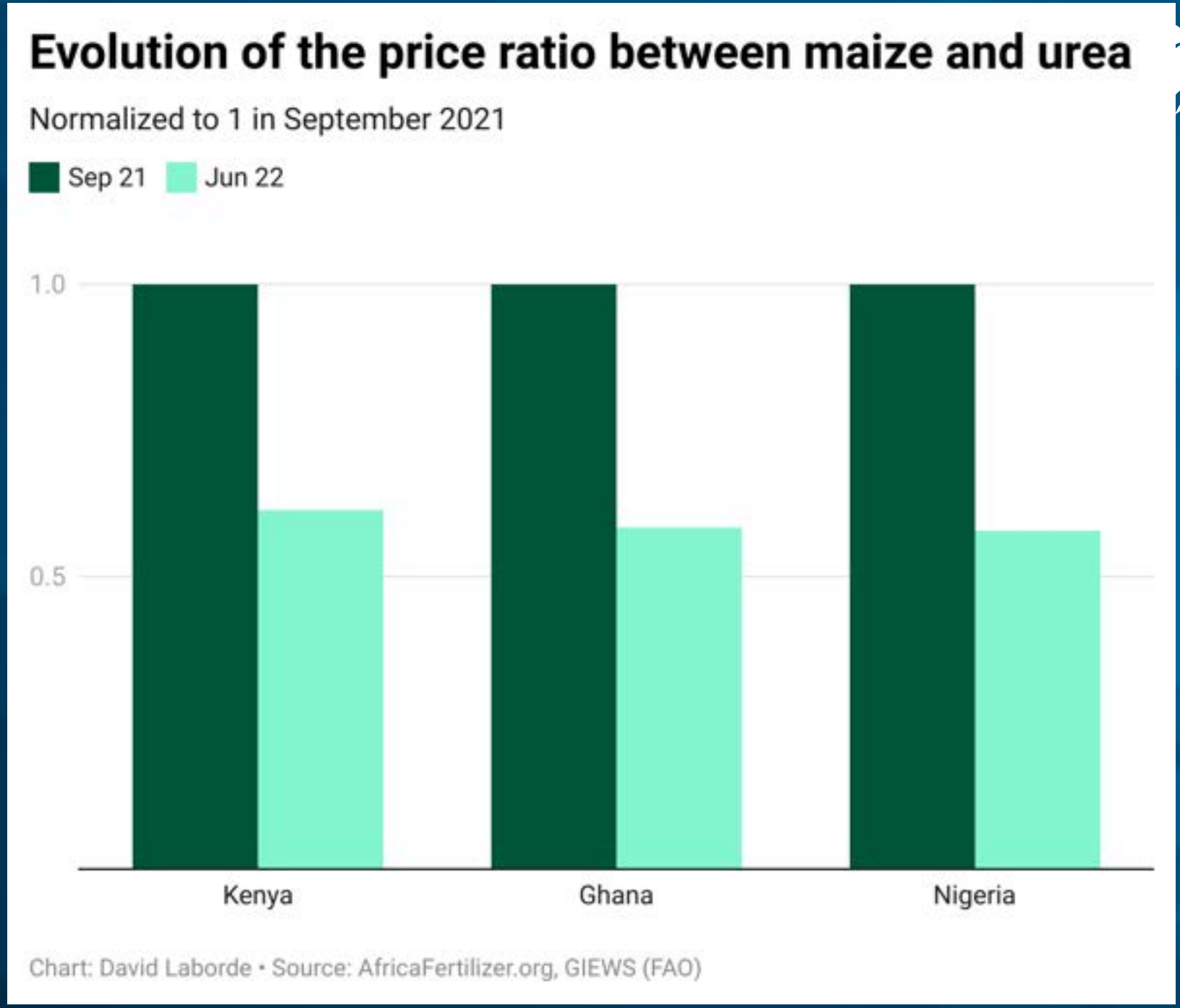
Currently, Africa, could not afford to import them



Farmers face either higher prices or rationing



and their profitability has shrunk



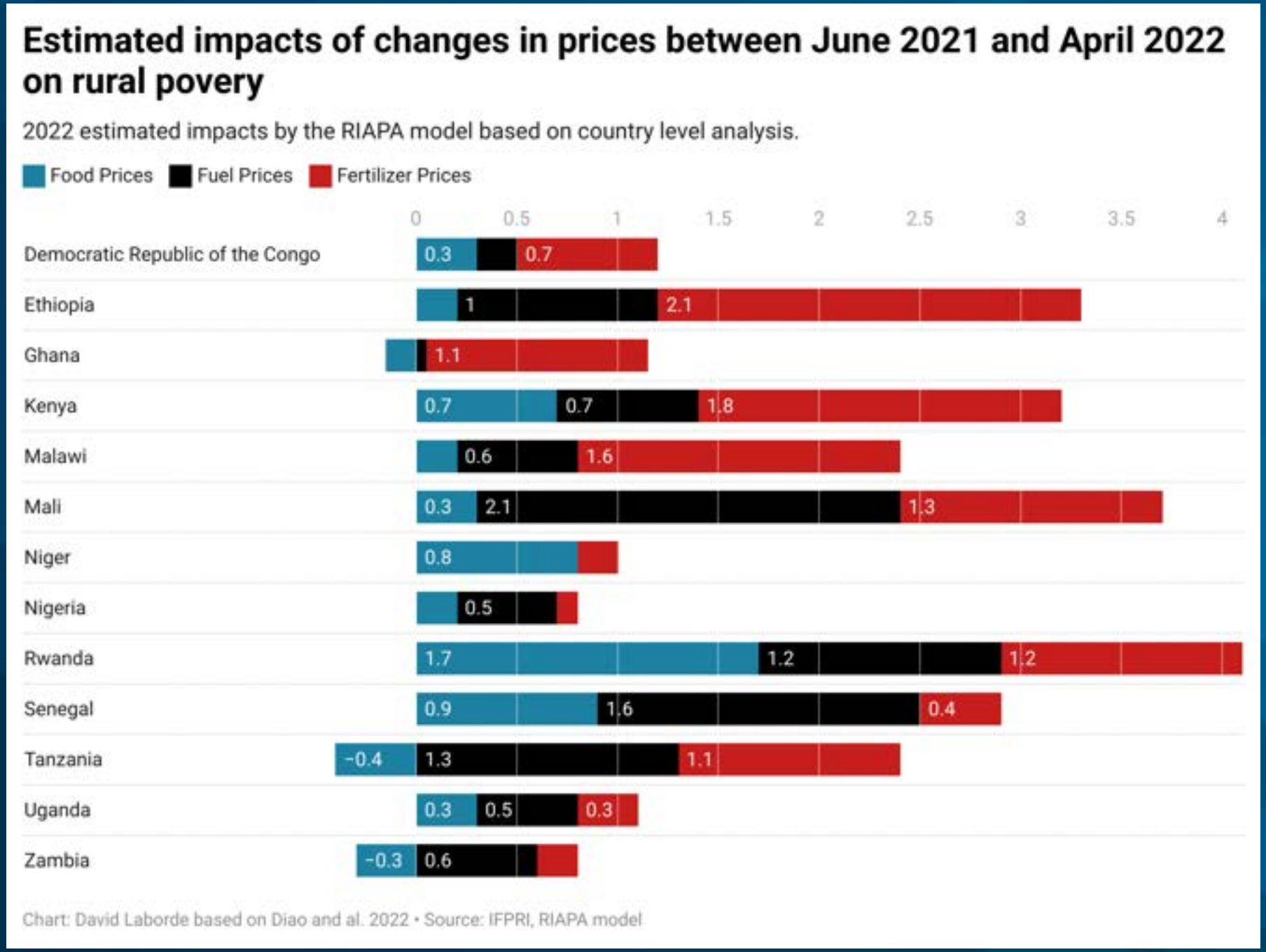
threatening their food security

MOST AFRICAN SMALLHOLDERS REMAIN NET FOOD BUYERS
And are negatively impacted by increase in food prices

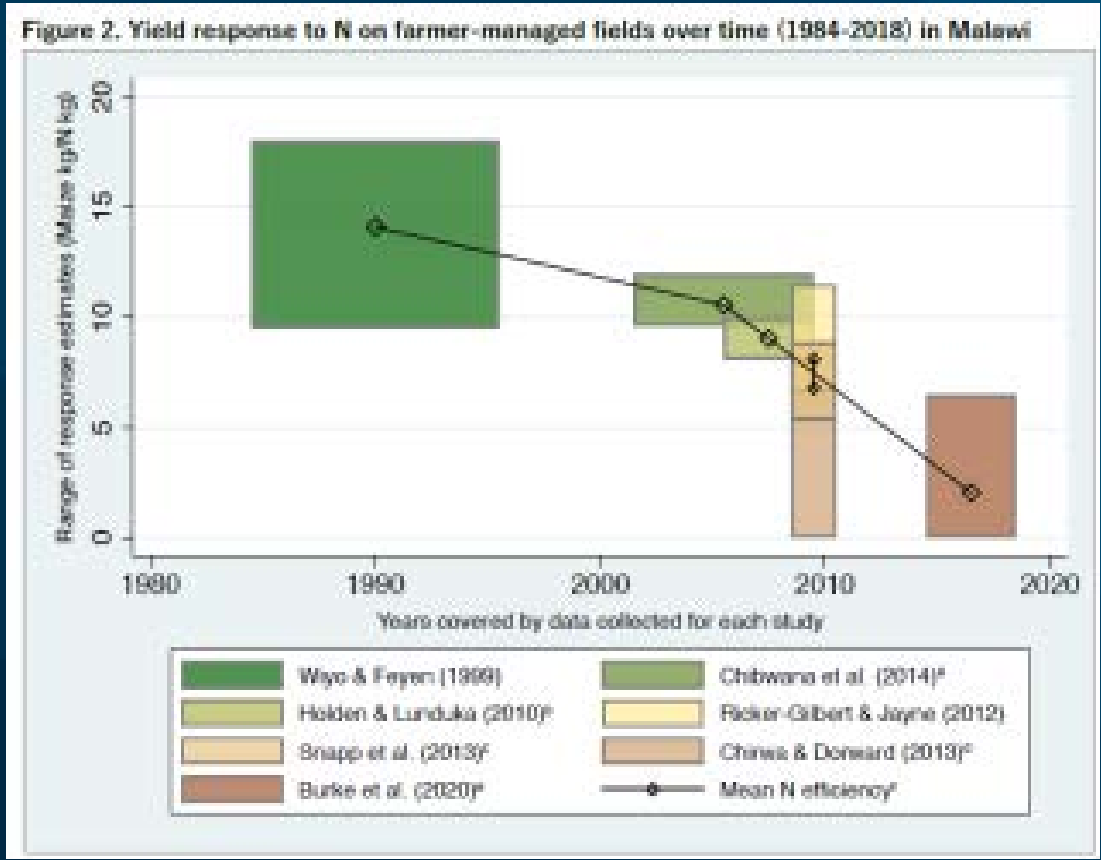
LOWER FERTILIZER ACCESS MEANS THAT SOME NET FOOD SELLERS WILL BECOME NET FOOD BUYERS THIS YEAR
And will become negatively impacted by increase in food prices

INCOME OF NET FOOD SELLERS WILL BE NEGATIVELY IMPACTED by higher input prices, lower productivity level, higher transaction costs and increase food losses.

Potential impacts on rural poverty



But enough fertilizer does not guarantee high yields



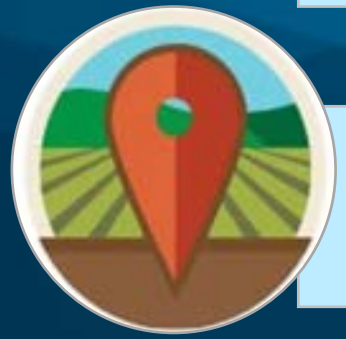
Maize Yield response – Malawi
Burke et al. 2021

The **4Rs**

RIGHT SOURCE
Matches fertilizer type to crop needs.

RIGHT RATE
Matches amount of fertilizer type crop needs.

RIGHT TIME
Makes nutrients available when crops needs them.



RIGHT PLACE
Keep nutrients where crops can use them.

4Rs description from https://nutrientstewardship.org/

Proper policy responses on the short run

- Make economic sanctions harmless for fertilizer trade with “comfort letters” and open port permits.
- Remove export restrictions and taxes on fertilizers.
- Fertilizer subsidies should be temporary, targeted and not compete with private sector distribution.
- Specific financial facilities should be provided to countries that face major macroeconomic or exchange rate crises.
- Public spending in LMICs should focus on reducing trade costs impacting the access and distribution of fertilizers and support access to finance for SMEs.
- Identify smallholder groups that will face fertilizer shortages in 2022 and 2023, and prepare safety nets to compensate for expected production losses.
- Scale up extension service efforts to optimize fertilizer use and support all farmers with improved knowledge.

Why extension services matter?

© Neil Palmer/CIAT

TO DEVELOP MARKET AWARENESS AND INFORM ON PRICE TRENDS TO ALLOW FARMERS TO ANTICIPATE AND ADAPT

TO IMPROVE FERTILIZER USE EFFICIENCY WHEN THEY ARE SCARCE AND EXPENSIVE

TO PROVIDE ALTERNATIVE TO SYNTHETIC FERTILIZER (E.G. CROP ROTATION) WHEN THEY ARE NOT AVAILABLE

TO ADDRESS GENDER INEQUALITIES IN TIME OF HARDSHIP

ˈTHaNGk ˌyo͞o
Asante

አመሰግናለሁ!

THANK YOU !

ありがとうございました!

MERCI !

ASANTE !

OBRIGADO !

DAALU !

شكرًا لك!

O SEUN !

Read more at

- https://www.ifpri.org/blog/high-fertilizer-prices-contribute-rising-global-food-security-concerns
- https://www.ifpri.org/blog/short-term-policy-considerations-respond-russia-ukraine-crisis-disruptions-fertilizer

Promoting multidimensional and digital agricultural extension in Africa

Dr. Kristin Davis
Development Strategies and Governance Division
International Food Policy Research Institute

SAA-IFPRI-AFAAS Side Event | TICAD8

Key Messages

- African producers face many challenges today
- Extension services are critical to supporting producers
- Extension services are multidimensional
- Digitalized extension holds promise
- Roles for extension in Africa going forward imply need for more capacity, investment, innovation

Extension Characteristics

Governance structures and funding

Organizational and management capacities and cultures

Methods

Clientele engagement

Extension Performance

Timeliness

Access

Quality

Effectiveness

Relevance

Outcomes and Impacts

Change of:

Knowledge

Attitudes

Behavior

Productivity

Empowerment

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Source: Davis et al. 2021

Multidimensional Services – a Snapshot

- Institutional options for structuring, organizing, financing
- Increasing pluralism
  - Private sector
  - Village agents
  - Farmer extensionists
  - Public services
- Increasing methods of outreach

Davis et al. 2021; Davis et al. 2020; Kiptot and Franzel 2015; Kiptot et al. 2016; Zhou and Babu 2015

Digital Approaches – A Snapshot

Photo: B. Van Campenhout/IFPRI

- Wider reach, greater knowledge
- Fit for purpose
- Some groups may not access
- Skills are lacking for extension to effectively use digital tools

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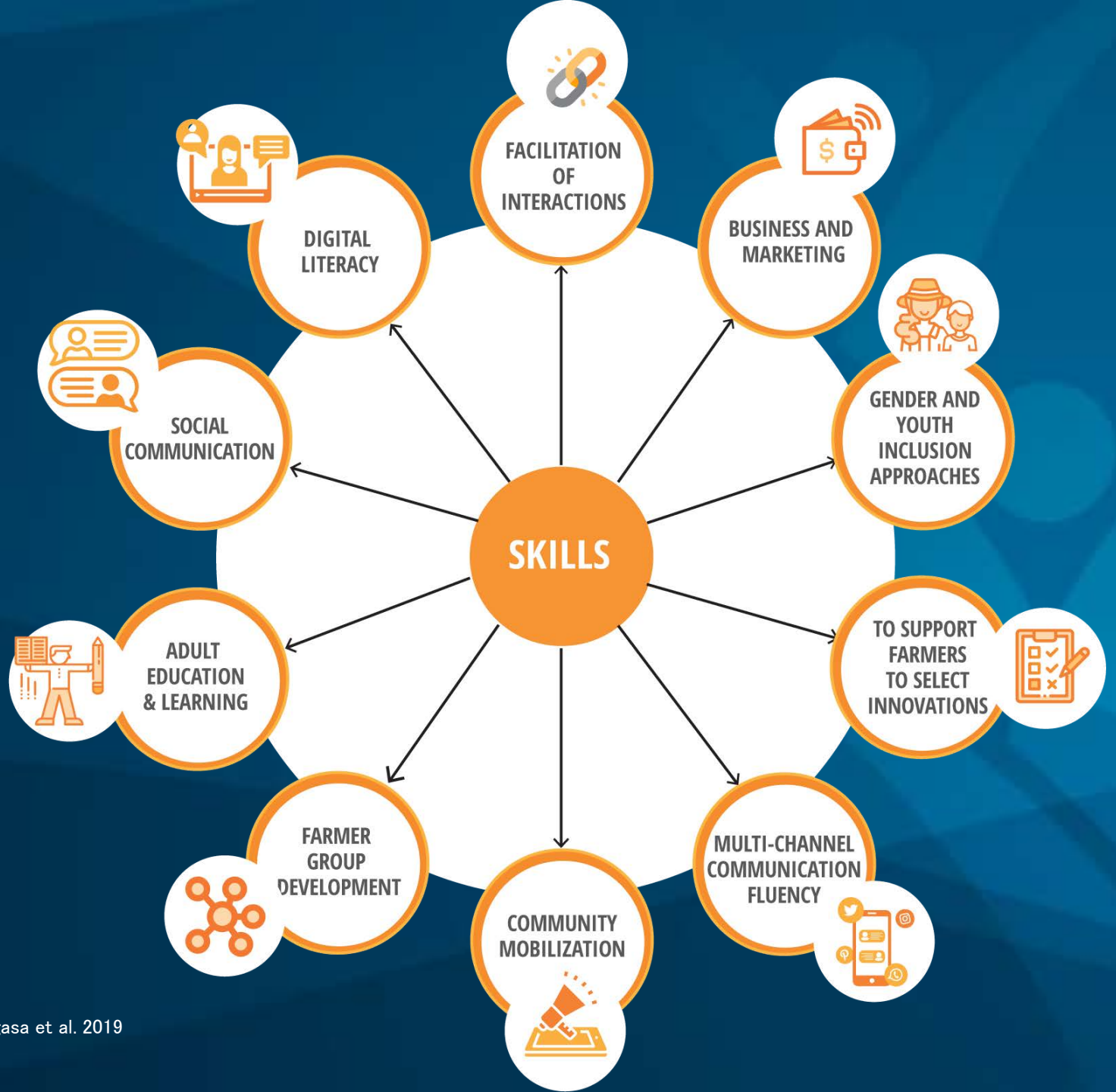
Davis et al. 2020; Davis et al. 2021; Van Campenhout et al. 2021



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Source: Jiménez et al. 2021; Ragasa et al. 2019

Extension's Role Going Forward

- Provide smart information using smart tools
- Be aware of different social groups and their needs
- Help farmers diversify
- Go beyond information and education to empowerment

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What Can We Do to Make Extension More Effective?

- Increase investment and support to agriculture and to extension
- Support implementation of policies and strategies that support and capacitate extension
- Innovate
- This must happen at national, regional, and global level

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Balana et al. 2022; Breisinger et al. 2022; de Weerdt and Duchoslav 2022

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Effectiveness of a Multidimensional Agricultural Extension System

Max Olupot, Director Programmes & EA Field Schools Hub Coordinator

AFAAS Secretariat

TICAD8: Side event on: Multidimensional digitally-enabled agricultural extension in Africa: Accelerating agricultural transformation in the face of global crises

August 26, 2022

Presentation Outline

1. AFAAS Strategic Orientation
2. Multidimensional Agricultural Extension System-**Pluralism**
3. Lessons and Conclusion

AFAAS Strategic Orientation

GOAL

Enhanced **utilization of improved knowledge and innovations by agricultural value chain actors** for improving productivity oriented towards their individual and national development objectives.

MISSION

- Promote lesson **learning** and **professionalism**, and **add value** to national agricultural extension and advisory service systems.

VISION

Agricultural Advisory Services that effectively and efficiently contribute to sustained productivity, profitability and growth of African agriculture for poverty reduction.

CAADP XP4P PROGRAMME
Funded by IFAD

Strategic Orientation … Contd

STRATEGIC PILLARS

- Strengthening and expanding network and knowledge management capacities
- Developing capacities for scaling up & out technologies, Innovations and Practices
- Facilitating advancement of AEAS- Policy and Thought Leadership

Funded by IFAD

AFAAS Thrusts …

1. Scaling up and out Technologies, Innovation Management practices
2. Strengthen Country For a and National AEAS systems
3. Knowledge Management for Development
4. Partnerships for Innovations
5. Capacity building and professionalisation
6. Proving Thought Leadership in AEAS - Policy
7. Support Monitoring Evaluation and Learning – Biennially Reviews
8. Climate Smart Agriculture; Gender and youth in Agriculture.

Multidimensional Agricultural Extension System

- The next generation of rural women and men need **capacities and skills**, very different from those of their parents (IFAD, 2021);
- Food systems are shaping progress in three fundamental areas: **People Planet** and **Prosperity;**

- **AEAS play a crucial role** in boosting agricultural productivity, increasing food security, improving rural livelihoods, and promoting agriculture as an ***engine of pro-poor economic growth***;
- Extension brings and fosters growth and rural incomes; by Accelerating the **diffusion process of improved knowledge, technologies, innovations and practices.**

Multidimensional Agricultural Extension System

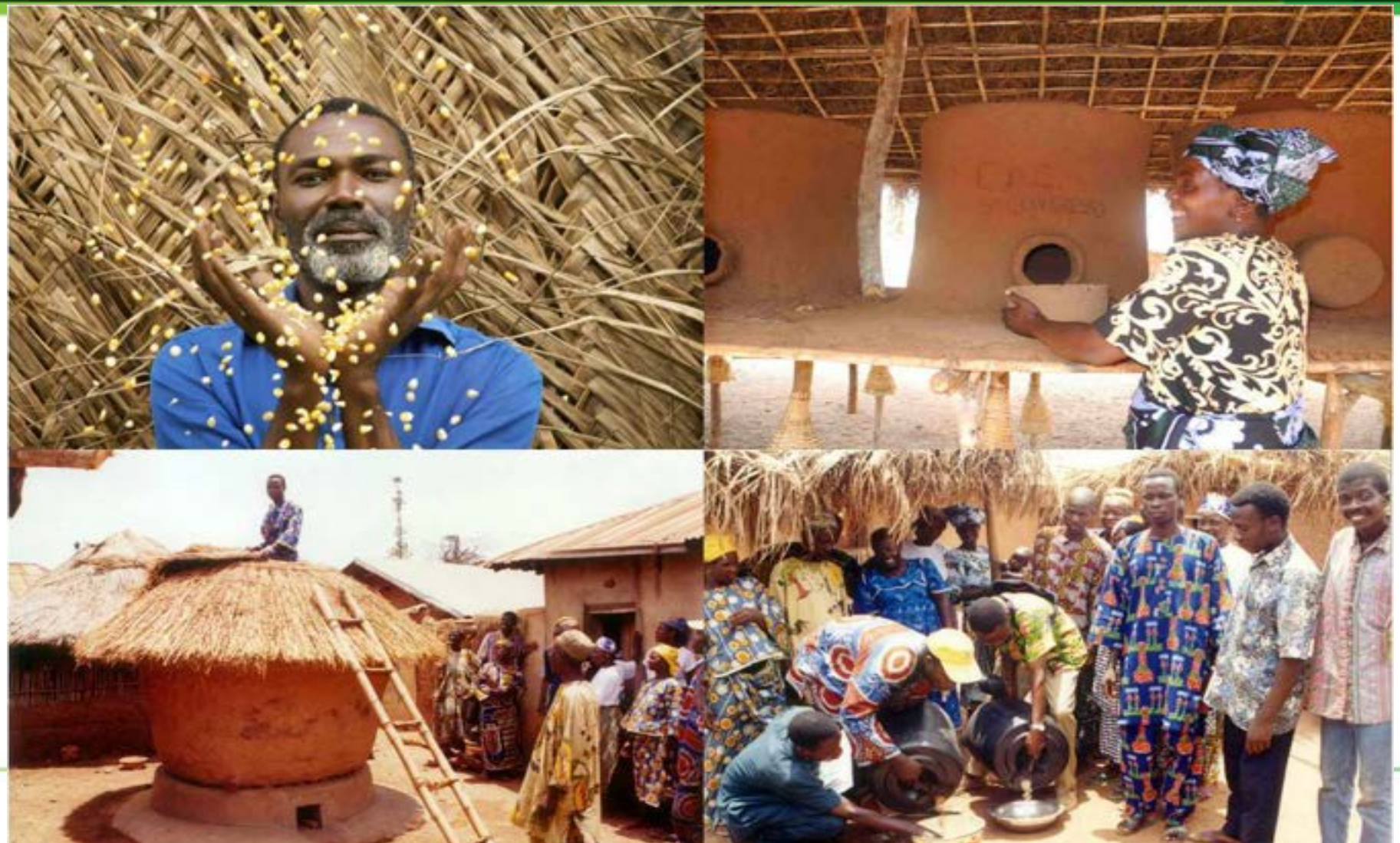
- **Pluralistic extension** recognizes the inherent differences that exist between farmers and farming systems and the need to address challenges in agriculture development with different approaches.

- Thus, provide governments and other stakeholders to find new ways to **work together**, breathing new momentum into the diverse and rich ecosystem within the multilateral arena in **Agri-food systems**.

Multidimensional Agricultural Extension System

Examples of Extension Approaches from Multi Dimensional Lens

Examples …PHM in SSA (Benin and Mozambique)



Examples…

Sustainable Digital Advisory Platforms
(Farm Radio International)

Examples…Sustainable Digital Advisory Platform

- Enhancing harmonized pluralistic Advisory Services- '**Sustainable Digital Advisory Services Platforms** '
- Platform brings together different digital tools and approaches in an Integrated fashion to meet information needs of smallholder farmers;
- Piloting of this continental wide approach, has started in Ghana & Uganda with support from the Global Affairs Canada and IKEA Foundation respectively;
- **Approach allows multiple actors** in the Digital Advisory space to work together by ensuring harmonized content and feedback mechanisms

Examples ….Village Agent Model: MAAIF, Uganda

Also known as

- Producer
- Producer organization
- Farmer groups
- Rural producer organization
- Area Cooperative Enterprise

Also Known as

- Village service agents
- Buying agents
- Rural aggregators
- Village procurement officers
- Village brokers
- Village loan sharks

Also known as

- Trader
- Farmer organizations
- Cooperatives
- Processor

Also known as

- End buyer
- Big buyer
- Processor

Examples.. AGRA Extension Approach VBA – Private sector led, and public sector enabled approach

To address key challenges

- **Low numbers of Extension Agents**
  - ✓Extension agent: farmer ratio in most countries 1:+3000 – gets to 10000 in some places
  - **Inadequate training** of Extension Agents with limited opportunities to access new technologies
  - **Lack of content and systems for effective use of ICT** in extension to reach large numbers of farmers
  - **Inadequate extension infrastructure** that enables information and skills flow to smallholder farmers
    - Lack of awareness of improved technologies that can increase cereal farmer yields from only 2 MT/ha.
    - Lack of access to improved technologies
    - Current Extension Methodology does not address farmers' needs

Strategy

- Increase awareness among farmers and catalyze the adoption of improved varieties and other yield-enhancing technologies.
- Reduce **extension: farmer** numbers to 1 to less than 500 farmers

Approach

- is relevant to the way smallholder farmers' process information on new crop varieties and improved agronomic practices,
- Breaks down barriers between public and private sector actors and
- Allows hundreds of thousands of farmers in remote villages to learn by doing
- Ensures "last mile" access to inputs and markets

Reminder: AEW2021 Call in context of Pluralism …

1. Innovative approaches for resilient and practical actions by all AEAS actors;

2. **Professionalization** of AEAS systems in Africa;

3. Role of AEAS in Agro-industrialization and trade regimes- Agri-food Systems;

4. Harnessing **Agripreneurship opportunities** for youth and women;- **Private Sector**

5. AEAS Resilience to Pandemics and Emergencies

6. **Regulation and Coordination** of multiple stakeholders

Lessons in context

- **Building on existing Systems;**
- **Pluralistic Extension** - mixed/ blended approaches and tools;
- **Coordination and Harmonization** at national level hence **role of CFs**
- **Capacity and policy** are key for Agricultural transformation;
- **Institutionalisation** of different approaches;
- **Partnerships and collaborations- Synergy;**
- **Policy** and **Capacity;**
- **Digitalisation** with **realistic technologies;**
- **Accountability.**

Conclusion

Multi Dimensional Extension Effectiveness:

- Content
- Communication
- Capacity
- Coordination- **Country Fora**
- Collaboration

THANK YOU

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African Forum
for Agricultural
Advisory Services

～Digitalization of agricultural extension in Africa, Sasakawa Africa Association Experience～

Mel Oluoch

TICAD 8 Side Event on

Multidimensional digitally-enabled agricultural extension in Africa: Accelerating agricultural transformation in the face of global crises

August 26, 2022

SAA Strategy (2021-2025)

- To support Africa to fulfil its aspirations in building resilient and sustainable food systems

- Catalyzing knowledge sharing with African farmers and enabling food, nutrition, and income security in their communities

- Sustainable, Resilient and Regenerative Agriculture in response to Soil Degradation and Climate Change
- Nutrition-Sensitive Agriculture for Children and Adults Health
- Market-Oriented Agriculture for securing Farming as a business

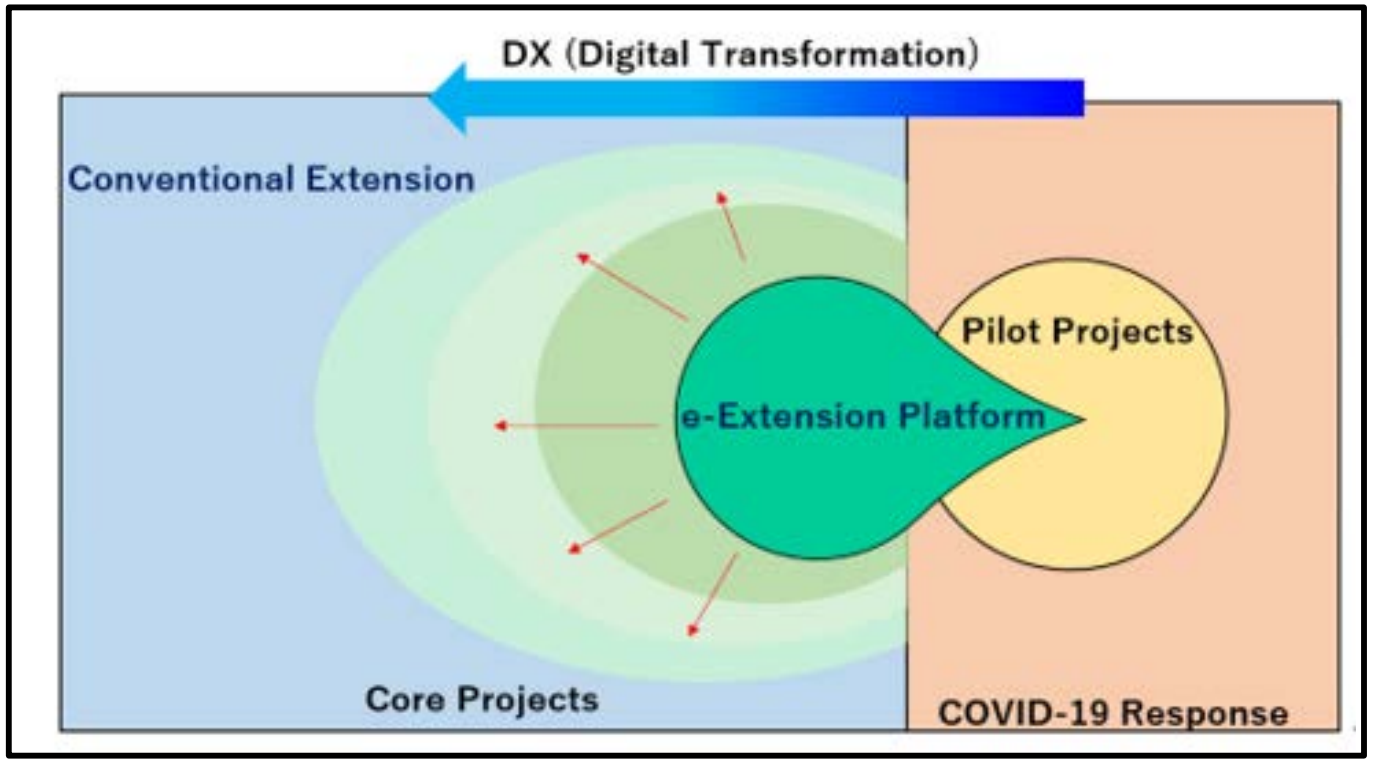
- Knowledge Generation
- Knowledge Packaging
- Knowledge Transfer and Adoption

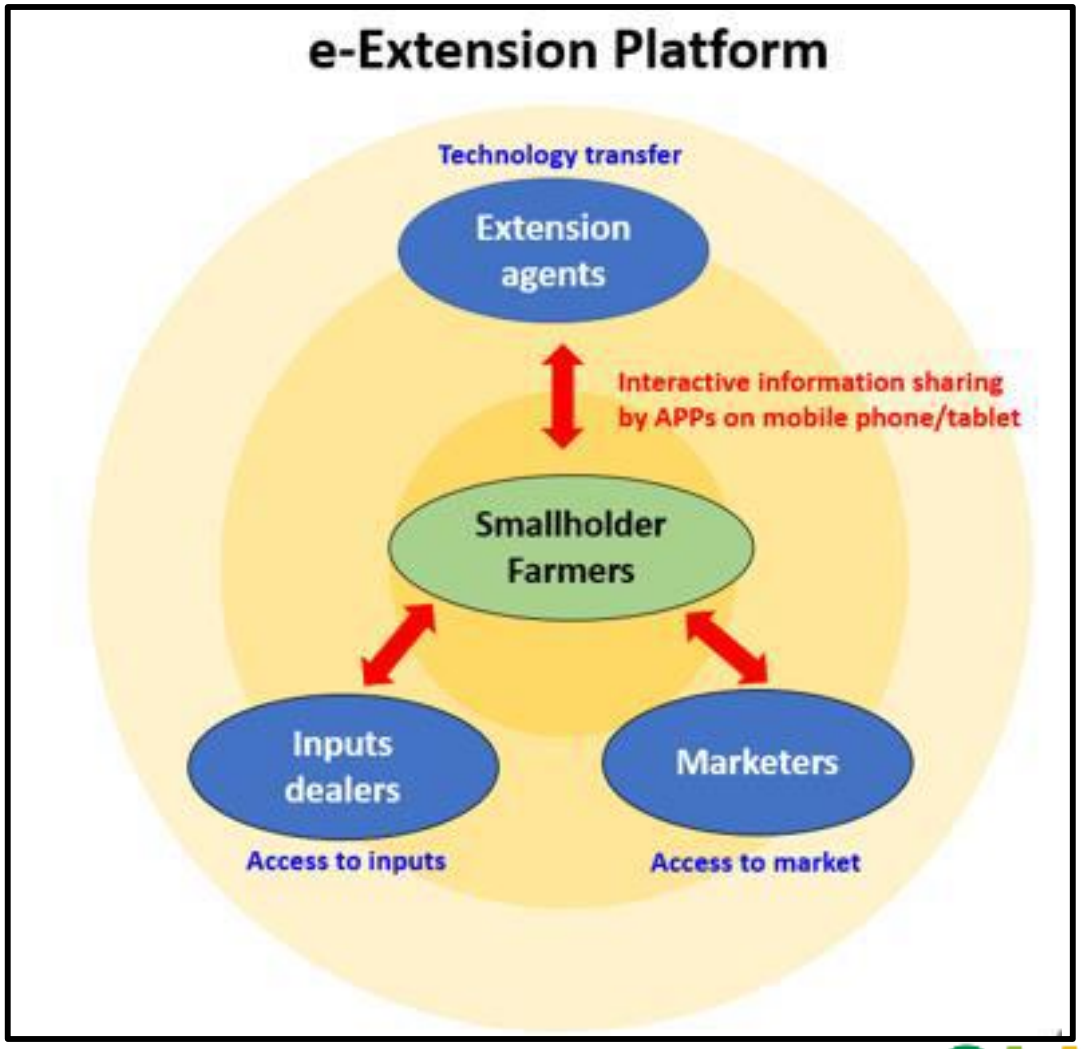
Cross-cutting Issues

- Development of business capacity and entrepreneurship of Youth/Women/PwDs
- Strengthening of partnerships with governments, research institutions and private sector

Mainstreaming of e-Extension Platform in Agriculture Operations

Assessment of the impact of COVID-19 on extension delivery





Scaling up technologies through Digital Transformation to bridge the Extension worker to Farmer ratio

Scaling up technologies through Digital Transformation

Short, medium and long-term solutions

- **Facilitate technology transfer mechanisms for farmers by using ICT**
- **Strengthening the supply chain by using ICT to improve farmers' access to services**
- **Integrate Youth into Agriculture – Innovation**
- **Establish E-Learning Platforms in Agriculture Universities**

Digitalization of Extension Services in Ethiopia

Establishment of Extension Resource Centers

- Provided digital tools and internet access to Local Government agricultural extension services and Agriculture Technical Vocational Education and Training (ATVETs) Centers

Video-mediated extension Learning

- PICO Pocket Projector, and Digital Classroom System (DCS) - portable LED projector used to train farmers and accelerate extension services by screening practice videos

Digitalization of Extension Services in Ethiopia

Customer Relationship Management (CRM) platform- (BITRIX 24)

- a bidirectional platform that allows information to be transferred remotely between program staff and extension experts

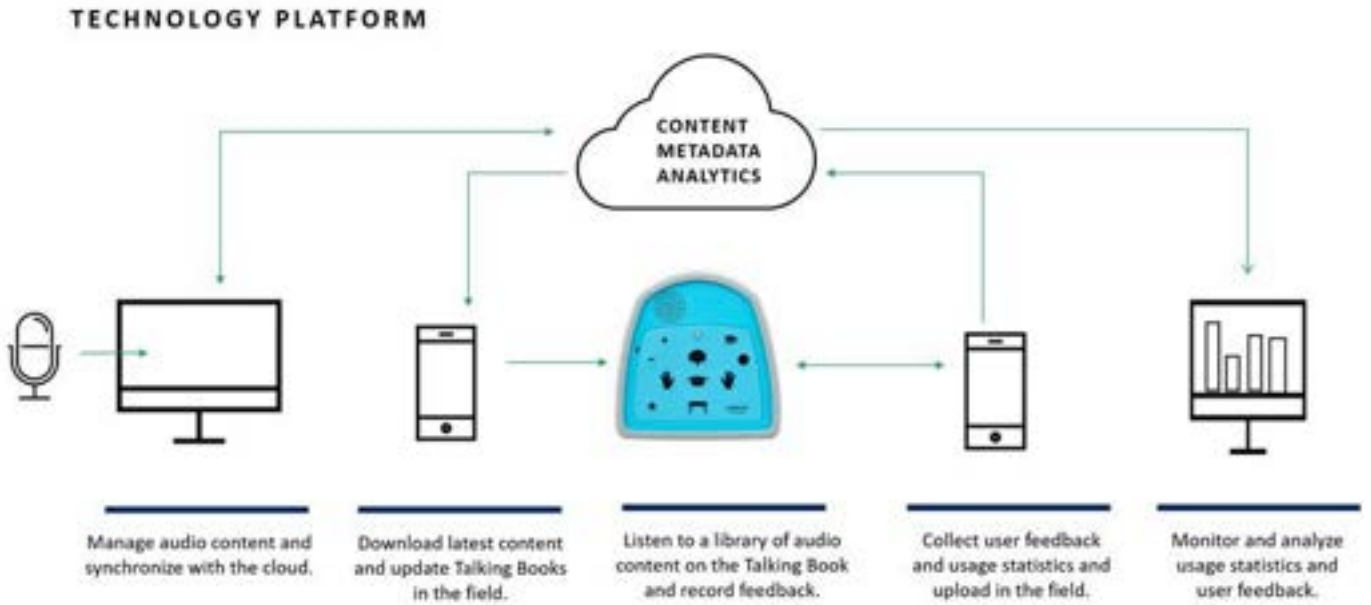
Crop-based Extension and Advisory Services Mobile App (Maed)

- used to digitalize training materials, provide weather information and market/mechanization advisory services, registration of farm operation and farmer profiles

Digitalization of Extension Services in Ethiopia

Talking Book (TB)

- audio-enabled device that can work as a standalone radio. Used to directly reach out to low-literate farmers using local languages



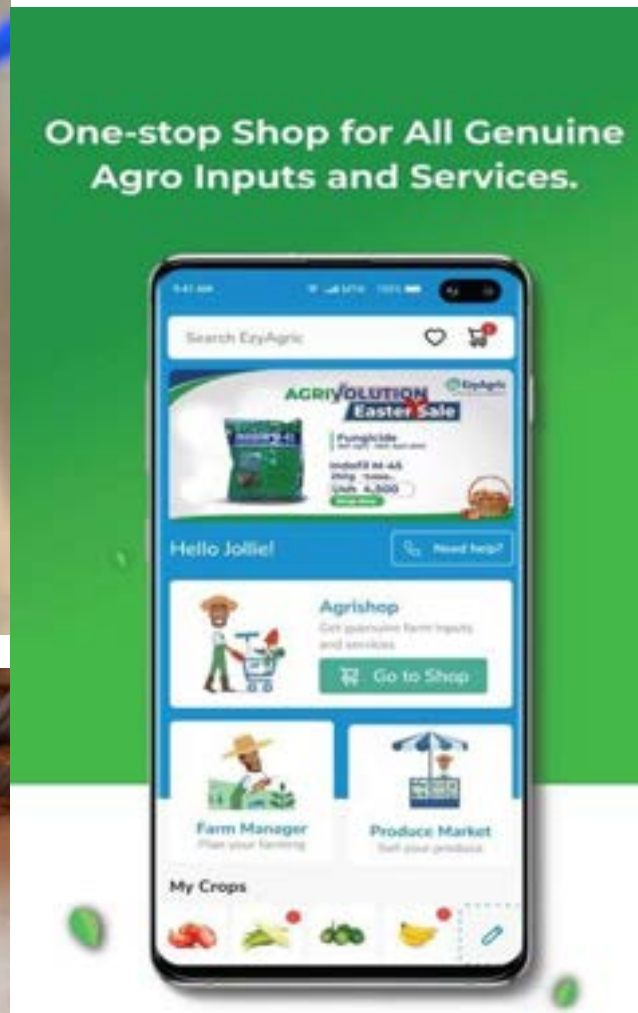
Radio and TV key spot messaging

- provide farmers and the wider community with basic agricultural innovation information

Digitalization of Extension Services in Uganda

M-Omulimisa

- Mobile and web based platform that enables farmer and extension worker engagement to obtain agronomic and market information



Ezy-Agric

- mobile based app that enables farmers to access inputs, advisory services, loans, farm management, and markets; and analyze profitability
- Provides linkage services

Digitalization of Extension Services in Uganda

Akaboxi

- App that enables farmers to digitally conduct financial transactions (saving and borrowing)

E-Extension Activities

- Extension agents and farmers trained on the use of the apps
- Farmer groups registered on the digital platforms
- Smart phones distributed to extension workers to ease use of the technologies
- Farmers linked to the markets

Digitalization of Extension Services in Nigeria

Excellence in Agronomy (EiA) 2030 Use Case

(in partnership with IITA, AfricaRice, CIMMYT)

- Decision based app/tool to integrate fertilizer recommendations with relevant agronomic advisories
- Site-specific nutrient management primarily intended for extension agents
- Validated for maize (Nutrient Expert), cassava (AKILIMO), and rice (RiceAdvice)
- provides tailored agronomic recommendations and advice on investment prioritization between the three crops

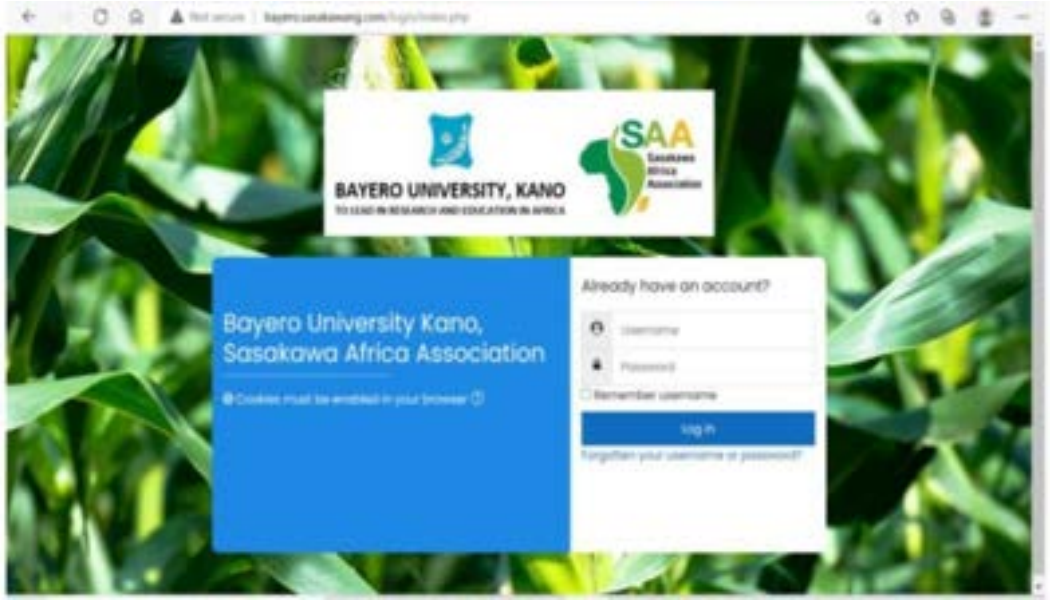
Rural Farmers Hub D4Ag platform

- enable networking to deliver crop health advice, soil quality, weather information, crop suitability, fertilization map, mechanization and digital financial services to local farmers

Digitalization of Extension Services in Nigeria

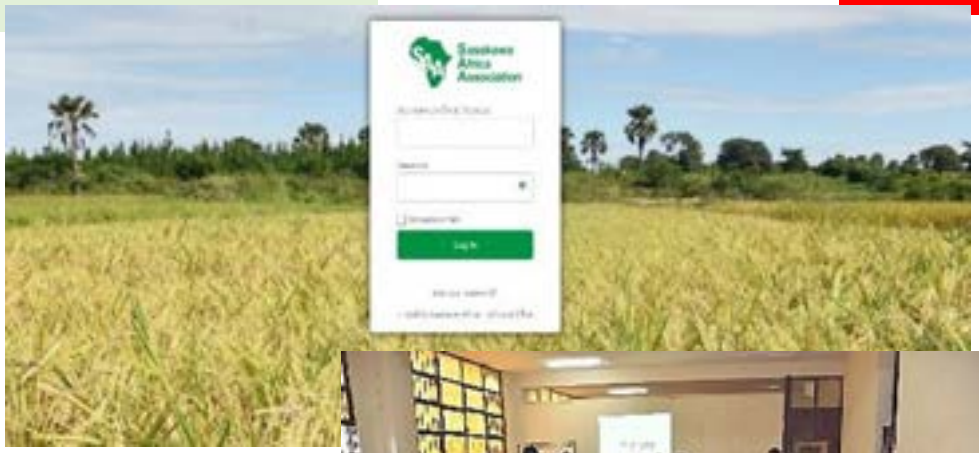
E-Extension activities

- Development of on-line training videos
- WhatsApp groups and Facebook Platforms
- DevPro Data-base Management System – e-base solution to extension service delivery
- The use of bulk SMS and radio programs
- National farmer help-line (in collaboration with NAERLS) - solutions to farmer questions
- Linkage to Financial Institutions using SABEX - to promote warrantage system
- Radio Programs - promoting technologies, extension models and approaches
- Training of extension agents, CATs, CBFs and farms on the use of e-extension platforms



Development of E-learning platforms in Universities

- Establishment of Pilot E-learning Centers and web-based platforms at Bahir Dar University in Ethiopia, and University of Segou in Mali
- Development of e-learning programs and modular videos for course delivery
- Training and experience sharing on application of E-learning and production of e-modules
- Expansion of the E-learning platforms to Universities in Ethiopia, Nigeria, and Uganda



Development of E-learning platforms in Universities

- Learning Management Systems deployed for e-learning and distance learning in Nigeria and Sierra-Leone

- Extension training modules available online on curriculum related to Extension Services in 9 universities in Nigeria , Njala University in Sierra Leone and University of Segou, Mali

- Moodle Mobile apps deployed to disseminate information to value chain actors

Challenges

- Poor network coverage and slow internet connectivity
- Capacity development requirement for farmers and extension agents
- Limited number of e-extension apps and tools

Lessons learned

- Digital platforms can help reduce the cost of extension delivery at farm level and Universities
- Strengthening E-extension and e-learning has promoted access to more agricultural extension officers and reduced extension-farmer ratio for effective service delivery

“Walking with the Farmer”

AKILIMO

An example of innovative digital technology on cassava production in Nigeria

Keynote at the side-event of TICAD8 – 26 August 2022

Locally-relevant agronomy at scale

IITA Transforming African Agriculture

CGIAR RESEARCH PROGRAM ON Roots, Tubers and Bananas

ACAI

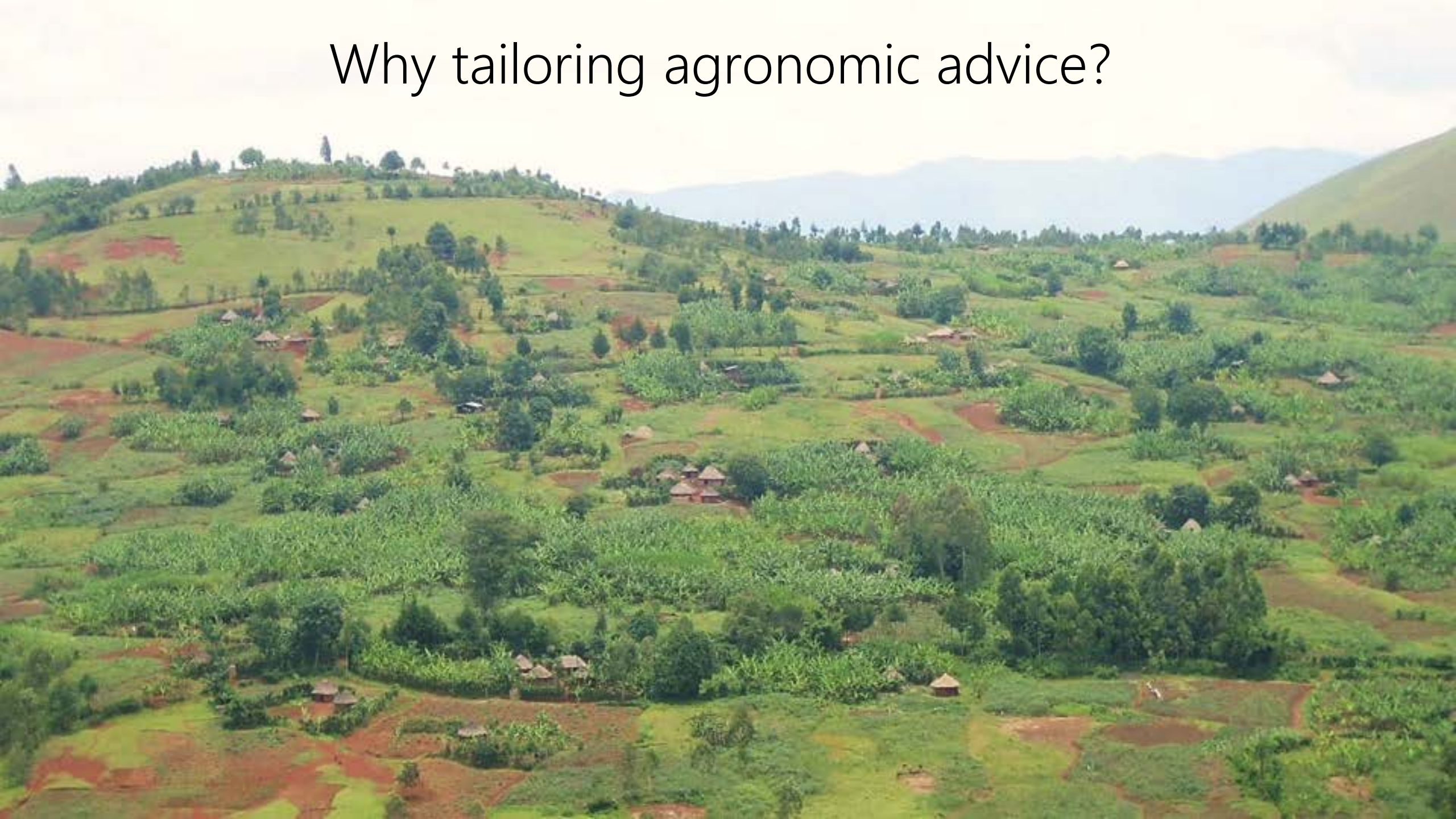
EiA EXCELLENCE IN AGRONOMY 2030

How can we advise farmers?

"Blanket recommendations have failed..."
"Soil fertility can vary as much within a single farm, as across the entire continent..."
"There is need for "Integrated Soil Fertility Management" and local adaptation of agronomic interventions..."

There is no "one size fits all"...

Why tailoring agronomic advice?

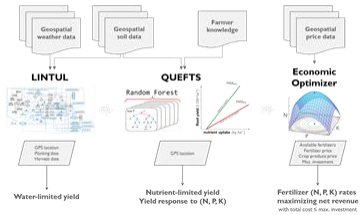


AKILIMO: a digital service to provide tailored agronomic advice

Field trials to test and develop best agronomic interventions

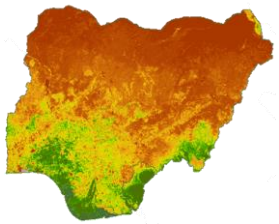
Understand Agronomy × Environment

Crop modelling



Predict response to intervention

Spatial modelling / GIS



Extrapolate recommendations

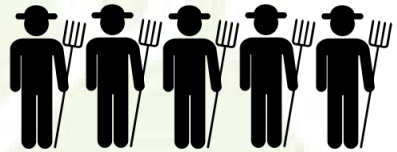
Cloud-based prediction engine

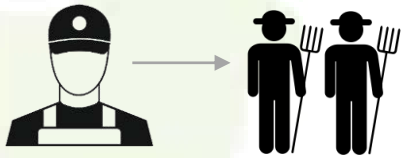
DB logging requests

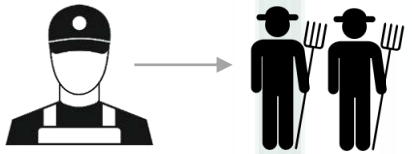
IVR, SMS, USSD, chat

Smartphone app

Printable guides / maps







Extension worker

Cassava growers

Agronomic advice from 6 use cases

ACAI works on priority use cases identified by development partners

Fertilizer blends for cassava

Intercropping practices

Scheduled planting and harvest

Tailored fertilizer recommendations

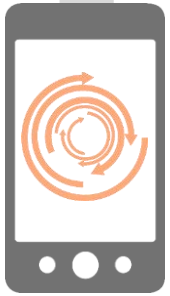
Planting practices incl. tillage and weed control

High root starch content

Stepwise co-creation process

V0 (concept)
Literature-based

V1 (prototype)
Experimental data



V2 (pilot tool)
Validated

VF (ready tool)
N x validated

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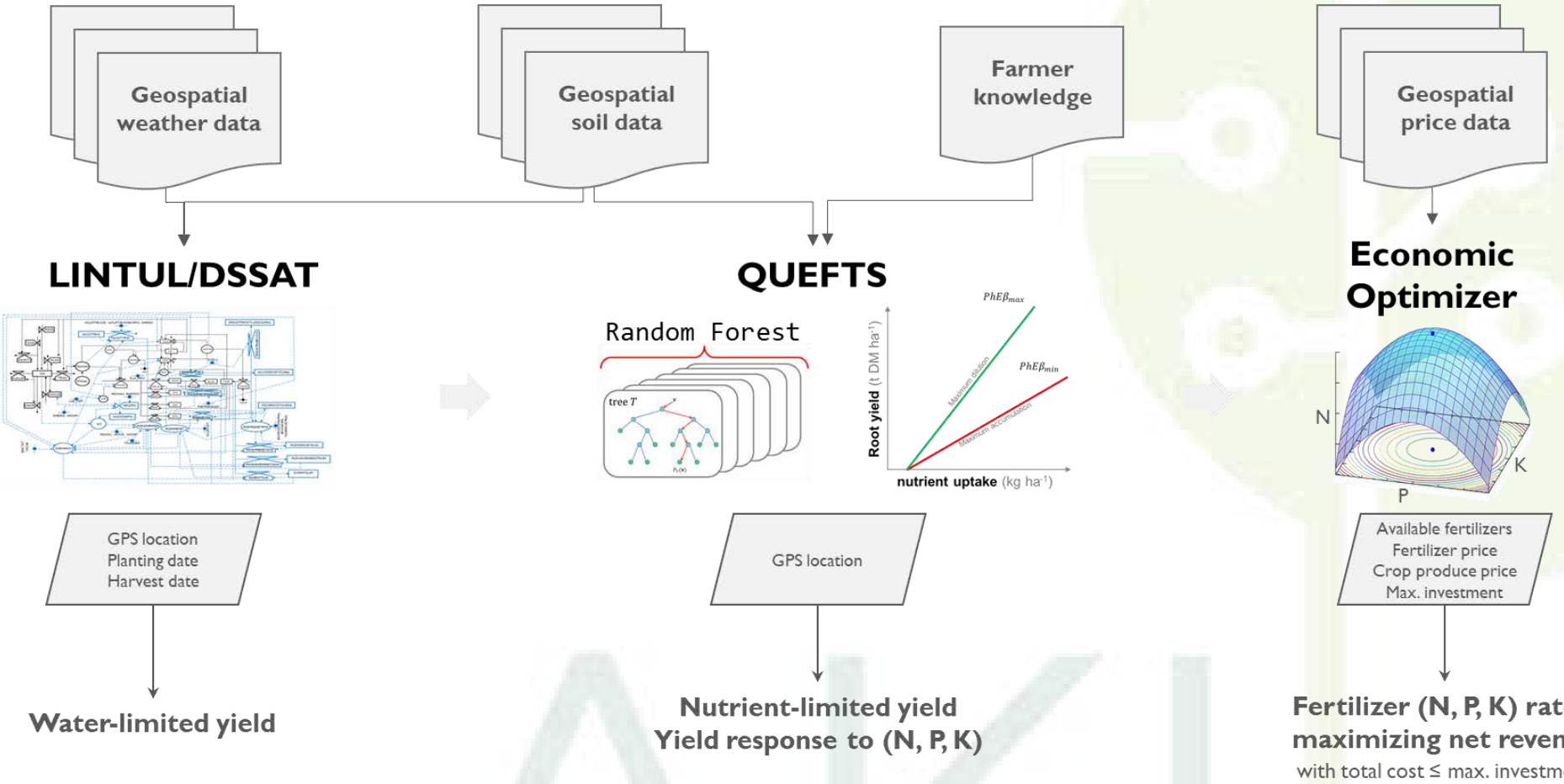
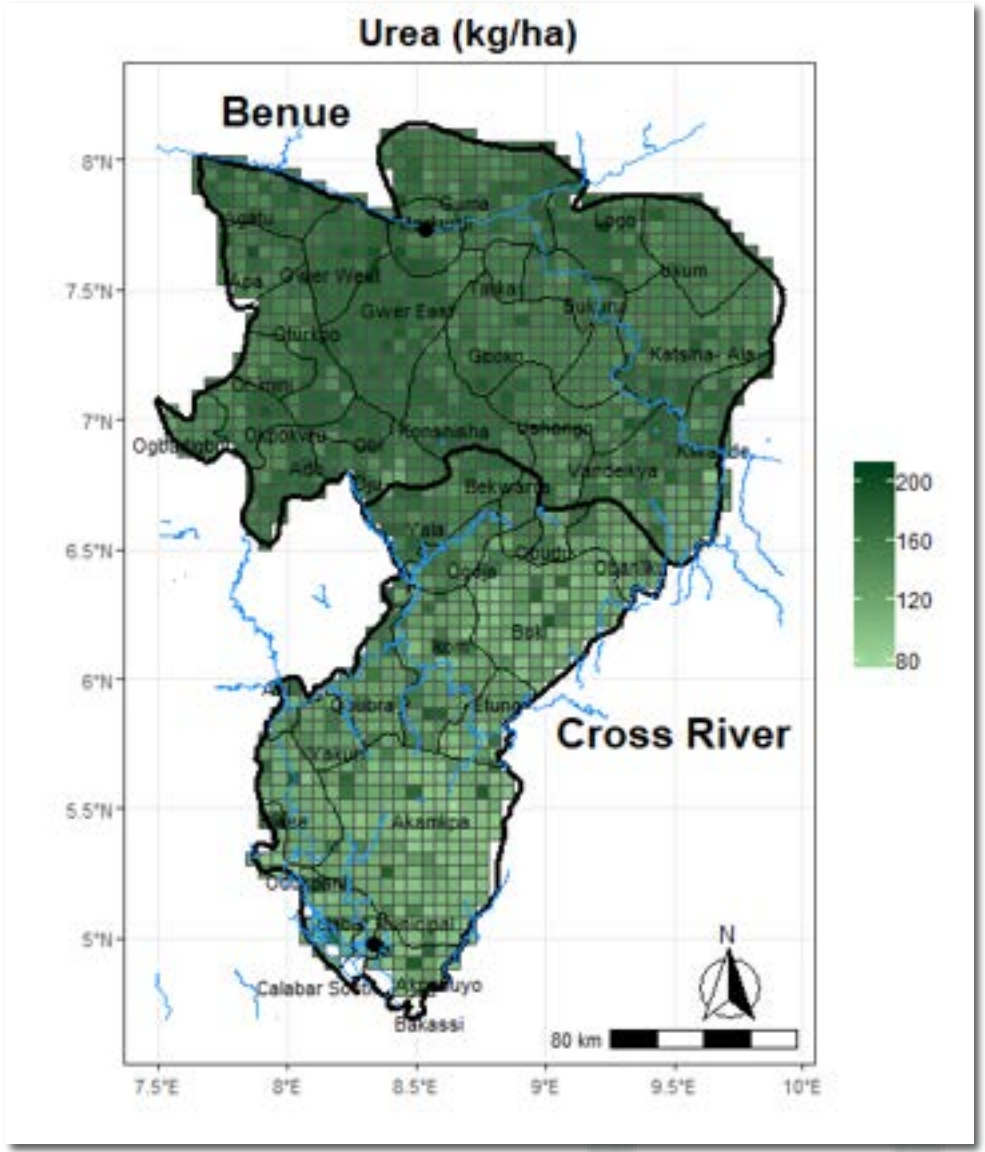
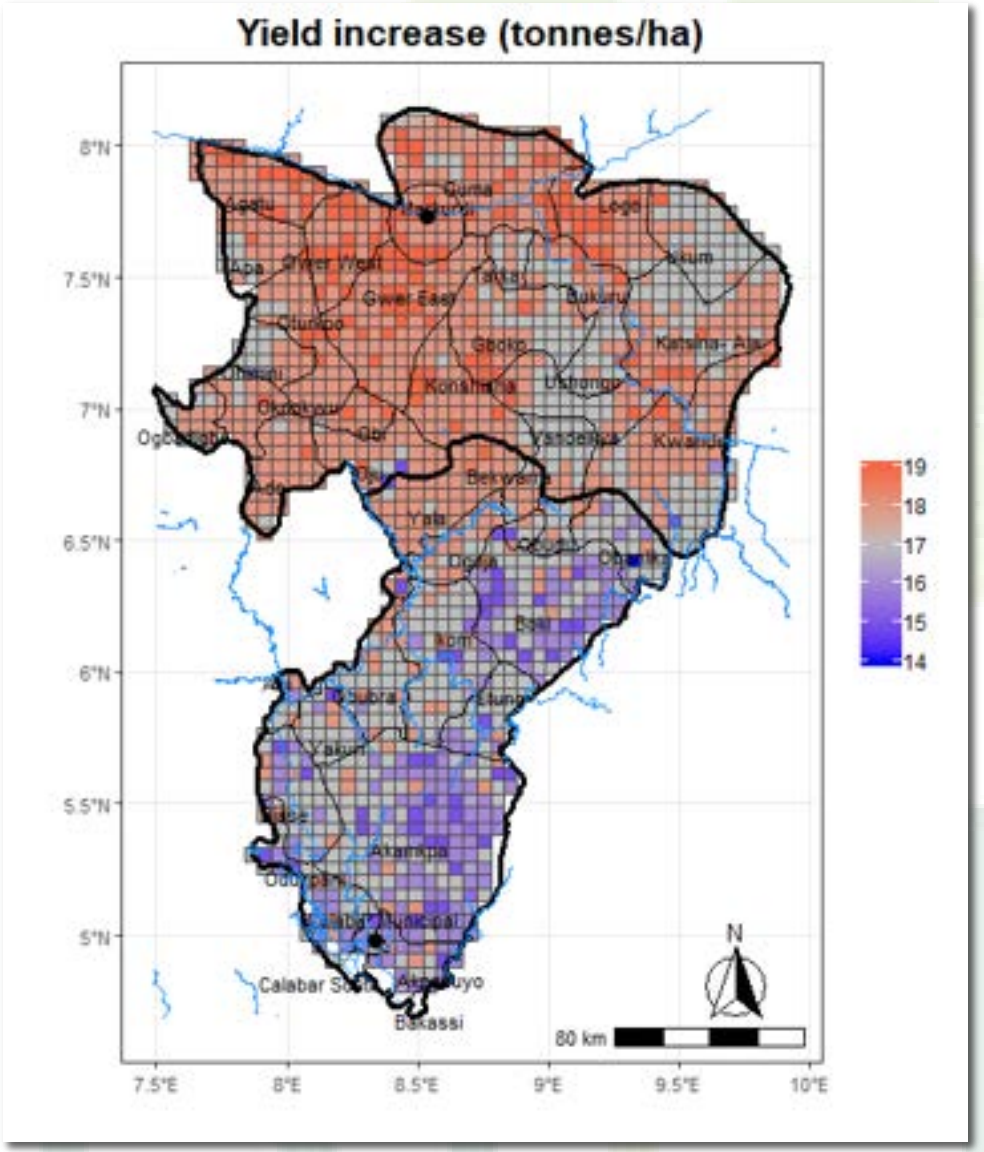
Improved VF
(mainly on UX)

An example: tailored fertilizer advice



An example: tailored fertilizer advice





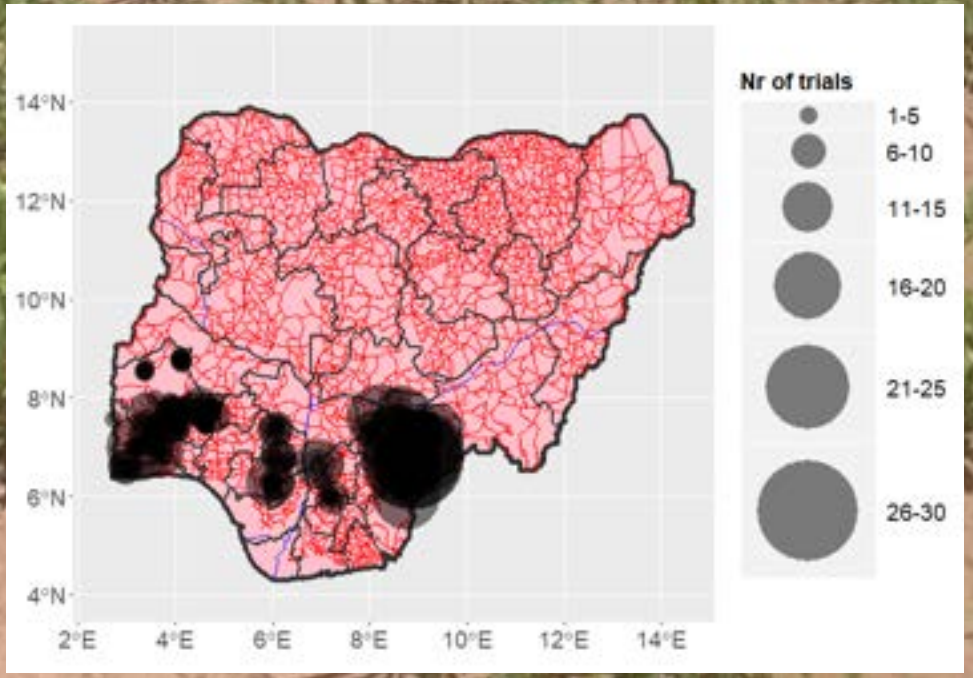
On-farm validation of recommendations

Technical validation of AKILIMO

Over 5,000 farmers tested against current practice.

Over 75% recorded increases in yield and profit.

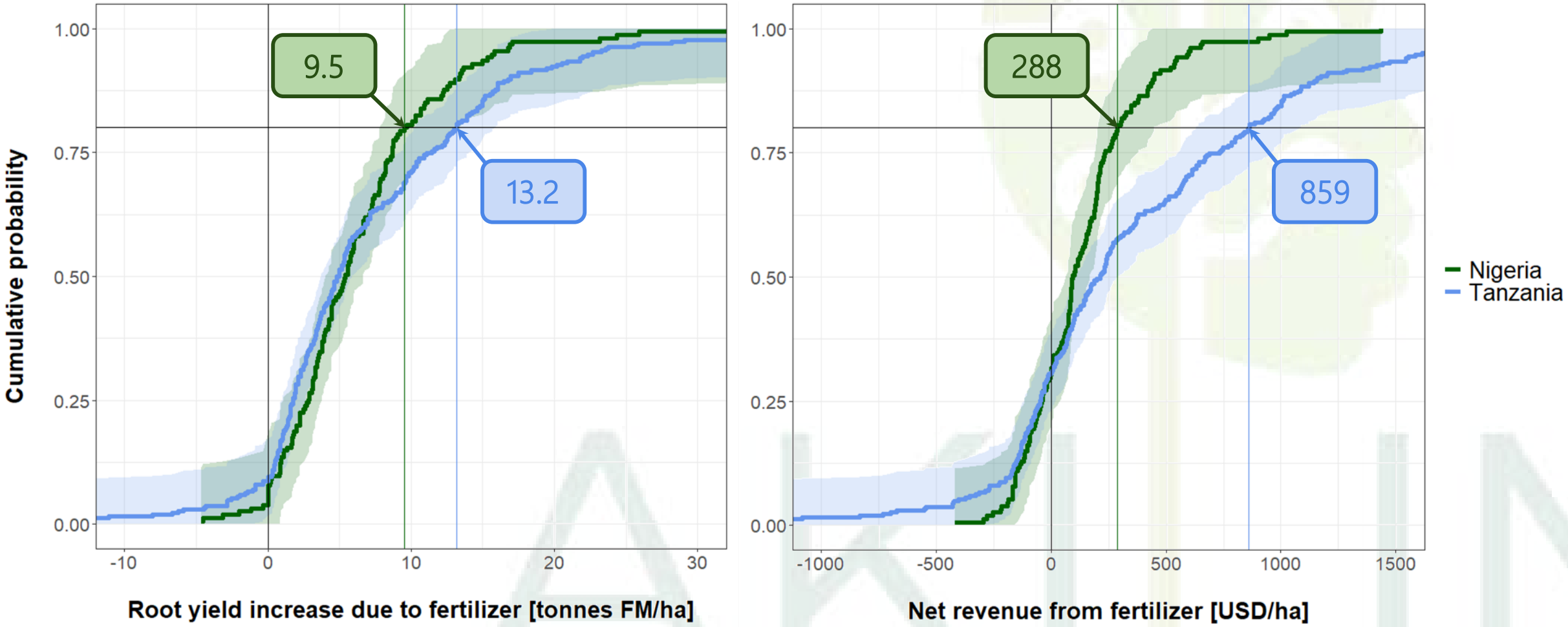
Only 2% recorded negative impact.



Calculation of benefits

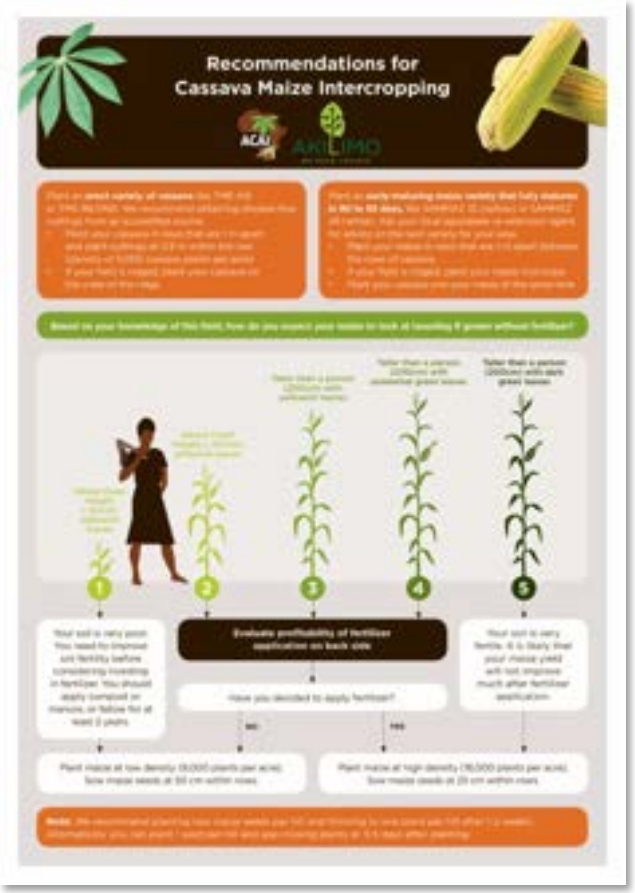
Example: Observed yield and revenue increases in validation exercises for FR use case (season 2)

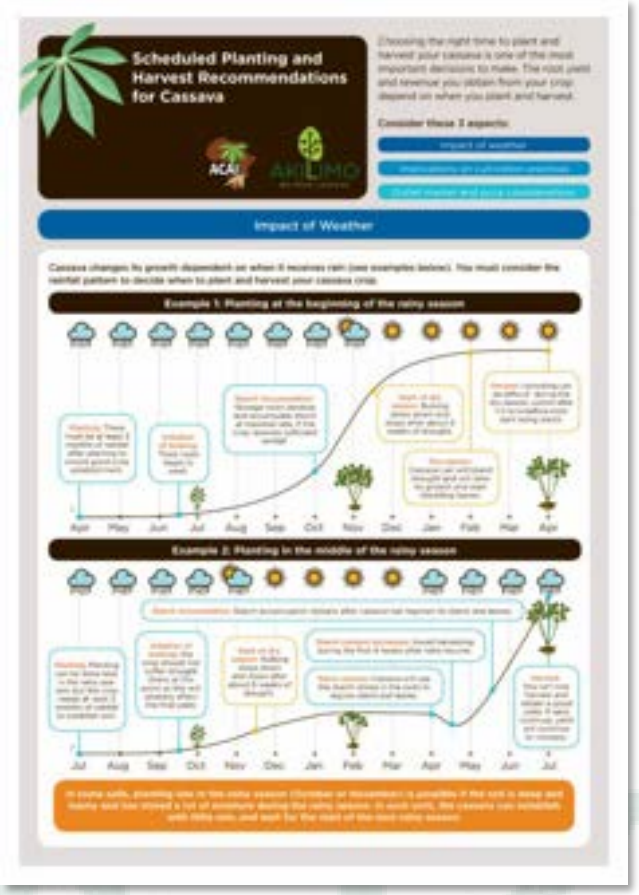
80th percentile is assumed to represent the attainable yield increase (ΔRY_{P80}) or revenue gain (ΔNR_{P80}) if the DST is fully and correctly implemented.

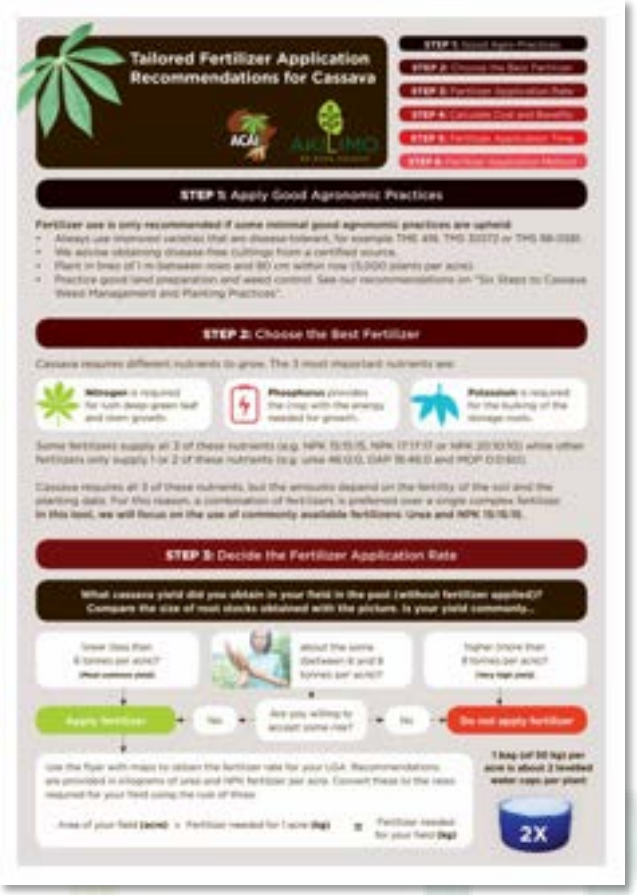


So how do we put all this knowledge to use in the hands of farmers?

Printable guides to deliver recommendations

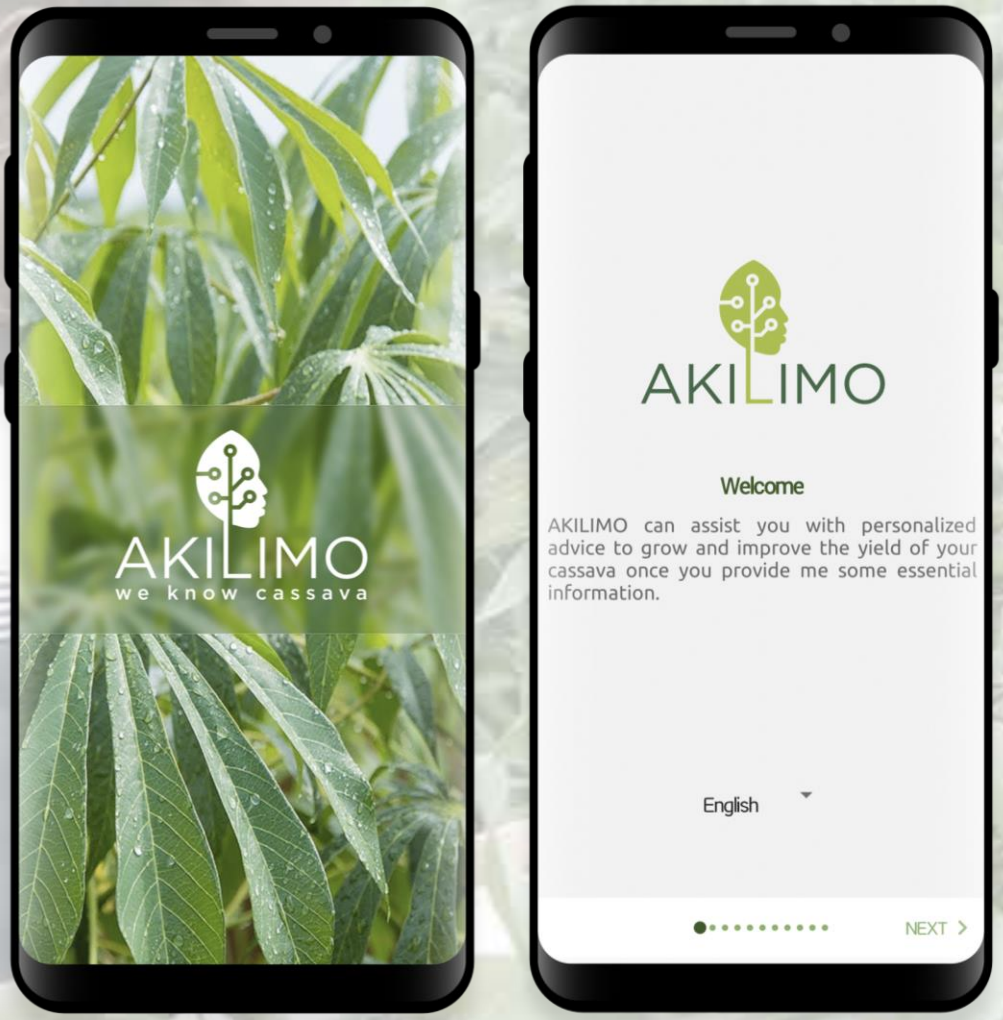






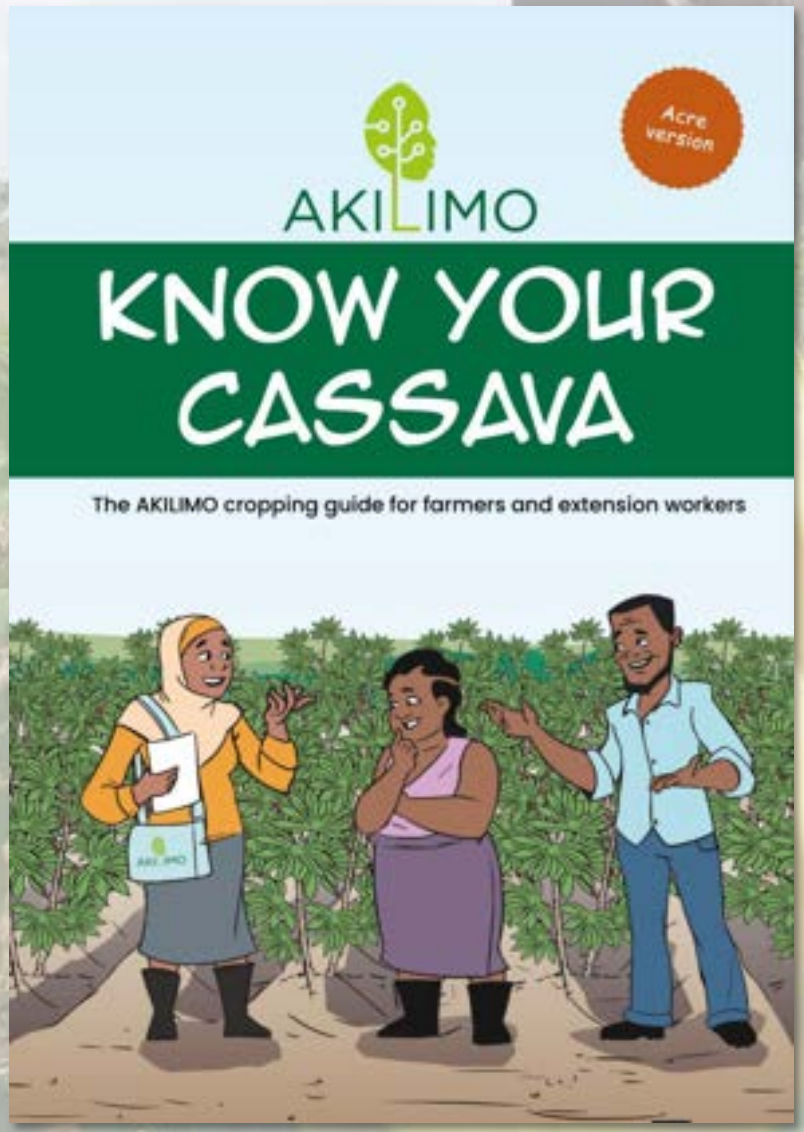
Available in English, Swahili, Yoruba, Ibo, Hausa and Pidgin

The AKILIMO app



Available for android on Google Play Store

Training materials to support AKILIMO users



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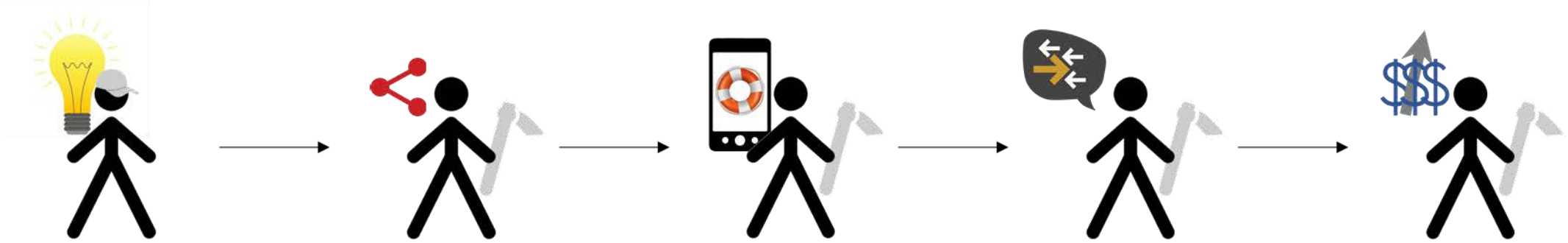
Training and promotion for cassava growers and extension workers

- AKILIMO cropping guide
- Instructional slide decks
- Video series (>80 short videos)
- Farmer-friendly videos
- Hands-on exercises
- Radio guide
- Flyers and banners

Learning mechanisms along the impact pathway

What drives use and uptake?



...gained insights

- Registration of training events
- multiple-choice SMS tests
- Rehearsals and evaluations

...were reached

- Registration of dissemination events
- Subscription for AKILIMO content
- SMS invitation to use digital advisory tools

...continued using the advisory tools

- Structured phone interviews
- Completed learning journeys on logs of digital tools

...changed their farming practices

- Structured phone interviews
- SMS surveys
- In-person interviews by partners

...benefited

- Quantification through validation exercises
- Partner- reported yield benefits
- RCTs

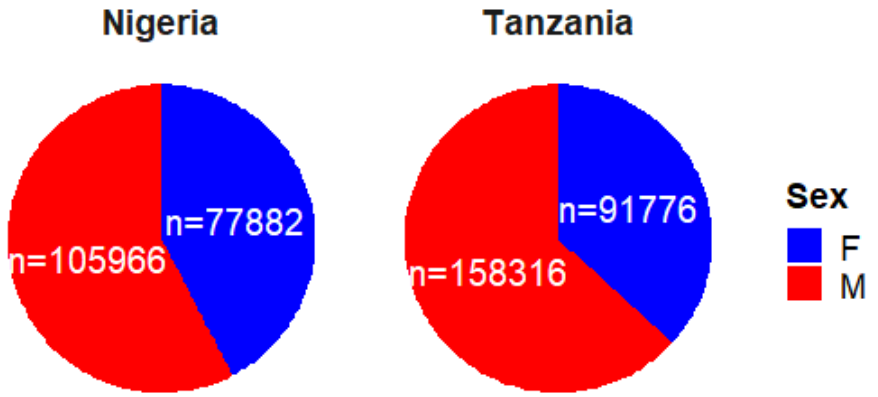
Over 430,000 farmers have been exposed to AKILIMO during partner events.

AKILIMO has over 260,000 registered users today.

Reach through prim & sec partner networks

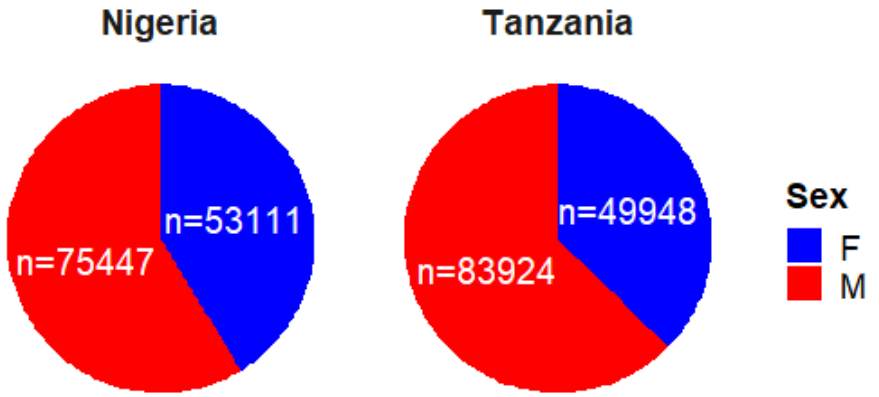
February 2021: overall reach

433,940 farmer attendees at partner dissemination events

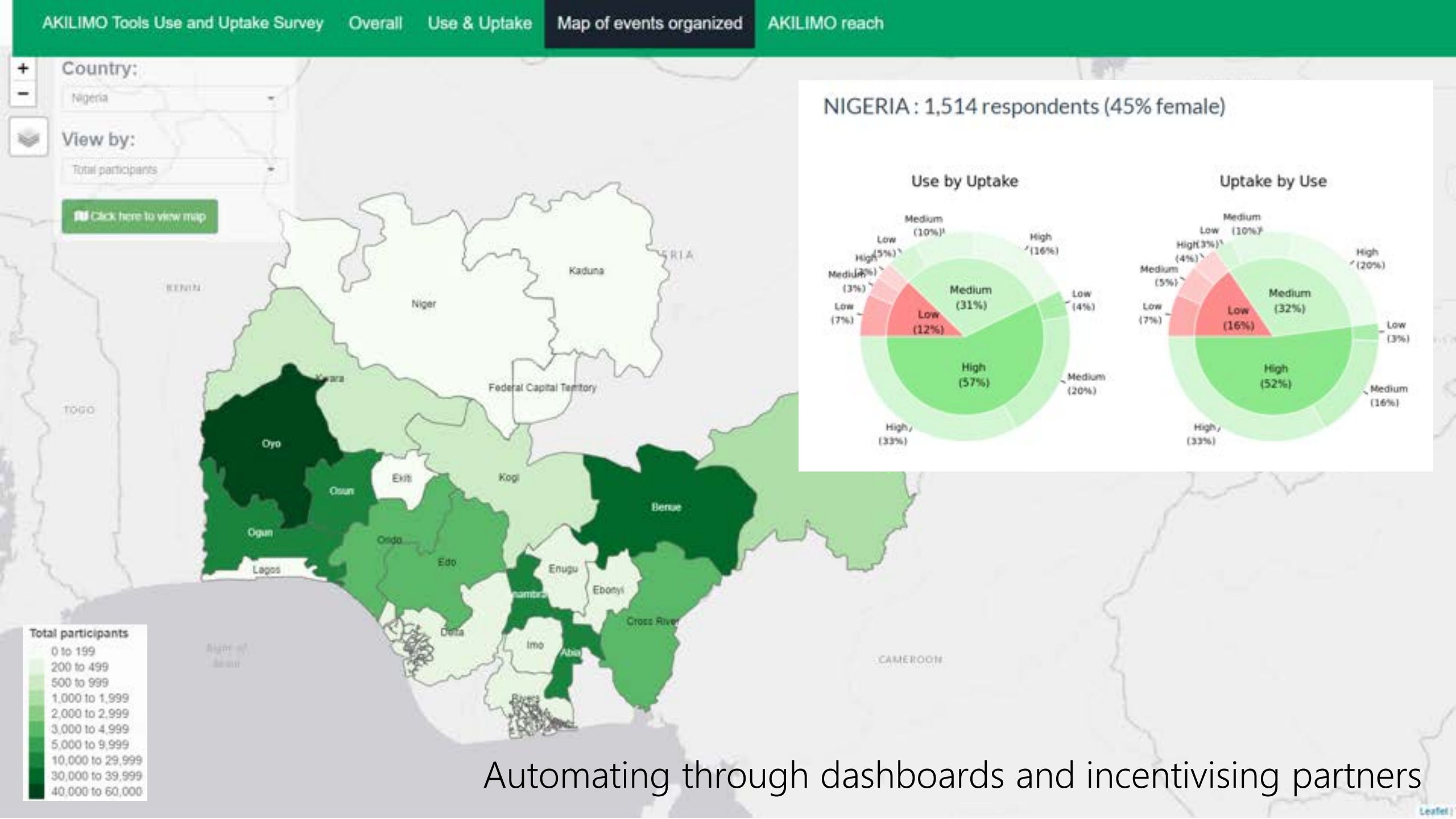


	Nigeria	Tanzania
Nr attendees	183,848	250092
% female	42%	37%

265,834 unique farmers + EAs registered on participant lists

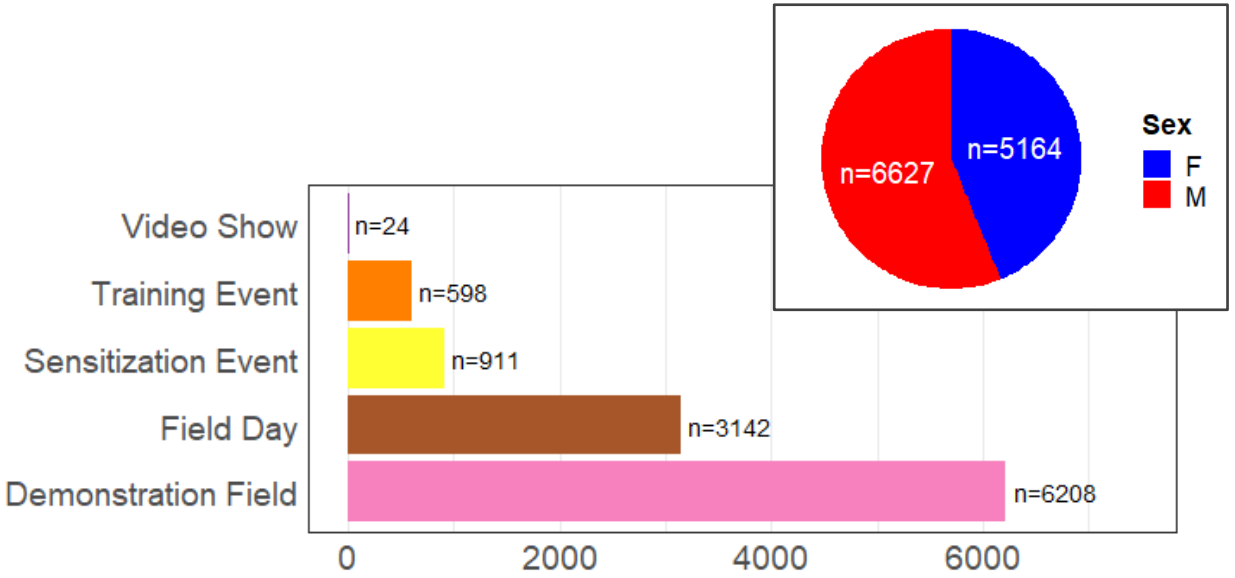


	Nigeria	Tanzania
Nr registered	130,190	135,644
% female	41%	37%
% owning a phone	73%	45%



Automating through dashboards and incentivising partners

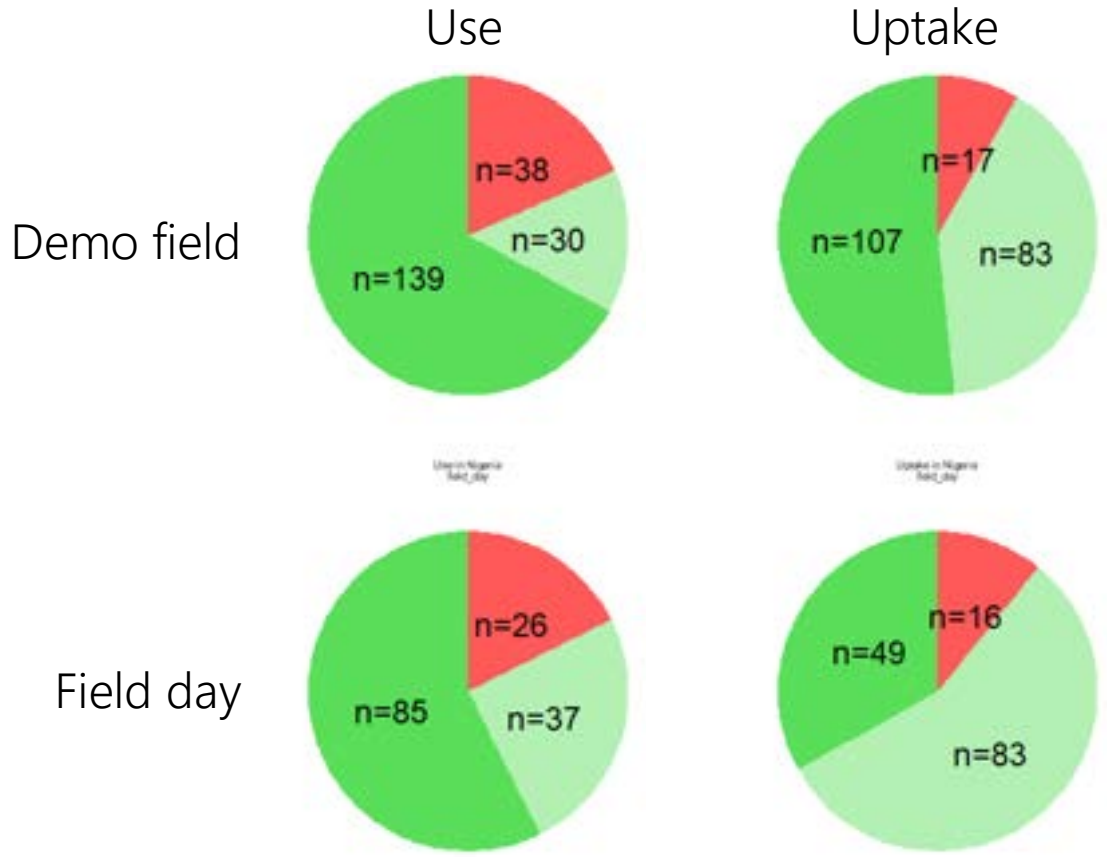
Learnings from SG2000 on AKILIMO use and uptake



10,883 cassava growers of SG2000 have registered with AKILIMO, of which 47% female. Most farmers are reached through field days and demonstration field activities.

Both demo field and field days result in high use: ~75% of users continue to use the AKILIMO tools after exposure during the dissemination event.

Demo fields are more effective in achieving uptake than field days: more than half of users fully apply recommendations in their farm after exposure during demo fields (versus 30% after exposure during field days).



The AKILIMO partnership has >200 active members today

	Integrated AKILIMO advisory support	Complementary services within the network
Development organisation	73	46
Agro-input supplier	8	9
Starch company	13	40
Digital advisory company	8	2
Credit provider	-	6

Thank you for listening!

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A success story of a pluralistic agricultural extension model: The One Stop Center Association model in digitally-enabled private service provision

Bbemba Joseph Paschal - Deputy Country Director

TICAD8 virtual side-event

26th August 2022

SASAKAWA AFRICA ASSOCIATION

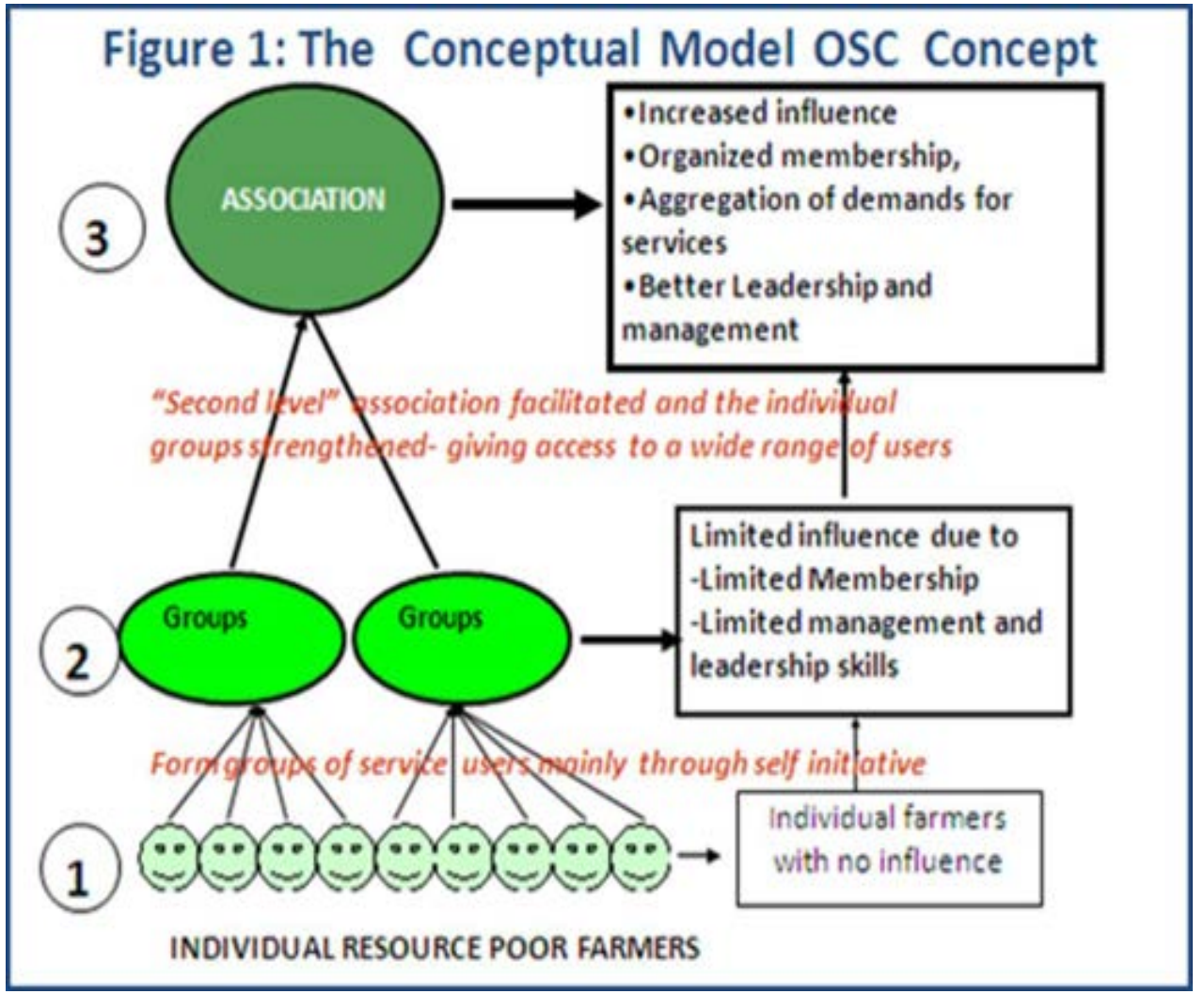
Presentation Outline

- ✓ Background to the OSCA model
- ✓ Objectives of forming the OSCA
- ✓ A case of Zirobwe Agaali Agribusiness Training Association (ZAABTA) OSCA
- ✓ E-extension and digital marketing at ZAABTA
- ✓ Success factors

Background to the OSCA

- The One Stop Centre (OSC) Concept was initiated to respond to a sustainability concern

- The approach aims at giving rural populations access to agricultural services through farmer owned and farmer managed associations



Objectives of forming OSCAs

- Facilitate capacity building of groups/members on leadership, business mgt & entrepreneurship skills
- Enable farmers to access demand-driven agricultural value chain development support services
- Improve the quality of farmers' produce to meet the emerging market demands
- Foster collective action along the value chain (training, credit access, production, bulking & marketing
- Promote the development of income generating activities for the farmers' groups/members

ZAABTA and services offered








- Established in 2004, Luweero District
- 4,922 registered farmers (52% F and 48%men), 45% are youth (96FGs)
- Offers services to over 20,000 farmers engaged in upland rice, soybean, maize, beans, & horticulture in 6 districts
- Employees 32 staff, 42 Village agents
- In 2021; bulked & sold 2,800MTs ($560,000) of maize, 1,200MTs of soybeans ($1,028,571), 640MTs of Beans ($365,714) and 1,600MTs ($1,142,857) of rice
- Soft loans to farmers for production US$90,000

ICT4 Agriculture to enhance e-extension and digital marketing

- SAA has engaged several ICT4 Agriculture companies to enhance e-extension, digital trade and access to financial services
- Several Extension Agents and farmer groups have received smartphones to enable them access extension information, weather updates and market information, garden mapping, profiling….

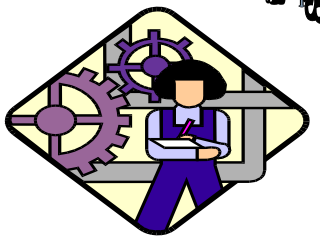
AGRICULTURAL VALUE CHAIN

Youths Agribusiness Support Services along the Agricultural

Input Supply

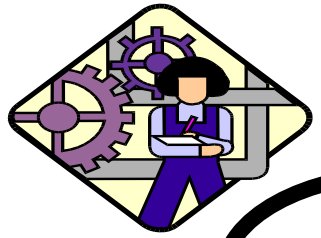
Production

Post-harvest handling



Transport

Trading



Processing

Trading

Retailing

Consumption

Agricultural Extension

Production input supply

Agri-business training & support

Financial services

Market information and intelligence

E-extension and digital marketing at ZAABTA

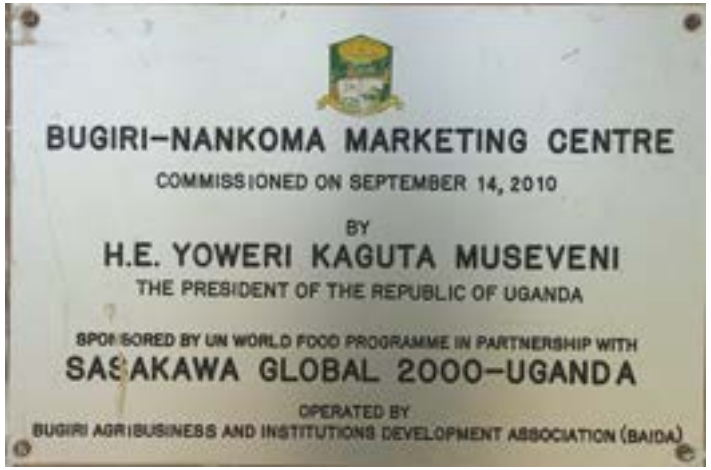
- All members of ZAABTA are digitally profiled using EzyAgric application
- Input stocking and supply are made using the EzyAgric application
- ZAABTA is a member of the Network of producers and exporters of Uganda (NePEU) – 37 registered members (28 cooperatives)
- Deals with 67 off-takers in Kenya under the Agro Processors Association of Kenya (APAK)
- Use WhatsApp to transact (orders are shared among members based on capacity)

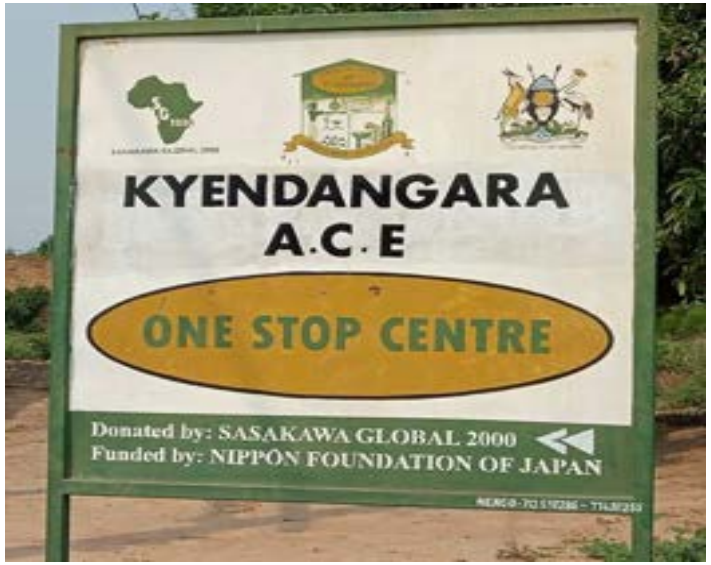
E-extension and digital marketing at ZAABTA cont'd

- Negotiation for the price is made between the buyer and the supplier
- Payment is made to the supplier or through the network's bank account
- NePEU works with a platform of transporters from Kenya
- They update NePEU on available trucks that are electronically tracked and engaged based on route and available orders
- NePEU works with clearing agents to ease movement and ensure timely delivery across borders
- No produce has ever been lost

Success factors for OSCA model

- Leadership
- Partnerships with Government (Central and District Local Government), other development partners and value chain actors for layering of interventions
- Understanding of the business model and value proposition of OSCA
- Membership
- Cooperation among Cooperatives
- Trust among value chain actors





Thank you vey much