

# Fact Sheet • MALI MARKET INFORMATION PROJECT (PASIDMA)

PROJET D'APPUI AU SYSTEME DECENTRALISE DU MARCHE AGRICOLE (PASIDMA)

► MALI MARKET INFORMATION PROJECT (PASIDMA)◄  
between  
◄U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT and MICHIGAN STATE UNIVERSITY◄  
► IN-COUNTRY TIME PERIOD: May 1998 - September 2003<sup>1</sup> ◄  
Web site: [http://www.aec.msu.edu/agecon/fs2/mali\\_pasidma/index.htm](http://www.aec.msu.edu/agecon/fs2/mali_pasidma/index.htm)

## 1. Cooperating Institutions

Assemblée Permanente des Chambres d'Agriculture du Mali (APCAM), Bamako, Mali  
Agency for International Development, Mali Mission (USAID/Mali)  
Agency for International Development, Bureau for Economic Growth, Agriculture, and Trade, Office of Agriculture (EGAT/AG)  
Department of Agricultural Economics, Michigan State University (MSU)

## 2. Researchers Involved

**APCAM:** Coordinator: Bouba Tangara  
**PASIDMA/MSU In-Country Coordinator:** Niama Nango Dembélé  
**PASIDMA-Based Researcher:** Abdramane Traoré  
**MSU Campus Backstop:** John Staatz, Michael Weber, Valerie Kelly, Youssouf Camara, Jean-Charles LeVallée, Oumou Camara, and Kadidia Konaré  
**USAID/Mali:** Dennis McCarthy and Amadou Camara  
**USAID/Washington:** George Gardner (EGAT/AG)

## 3. Objectives of the Research and Policy Outreach Activities

### Project Goals and Objectives

The overall goal of this project is to foster an efficient, timely, reliable, and donor-independent agricultural and food marketing information system in Mali and strengthen the capacity of the private and public sectors to use the resulting market information effectively to promote agribusiness growth and food security.<sup>2</sup>

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<sup>1</sup> Note: These Fact Sheets were used to record project activities from 2002-2004. Starting in 2004, on-line reporting of activities was initiated using the FS-III Web site. Obtaining a complete picture of project activities therefore requires taking into consideration both the Fact Sheets and the on-line reporting system. See [http://www.aec.msu.edu/fs2/mali\\_pasidma/index.htm](http://www.aec.msu.edu/fs2/mali_pasidma/index.htm)

<sup>2</sup> The term "market information services" is also used here to stress the need for the organizations that provide market information to have a strong customer-service orientation. See Shepherd, Andrew W. 1997. *Market Information Services: Theory and Practice*. Rome: FAO.  
[<http://fao.org/waicent/faoinfo/agricult/ags/agism/mis.htm>]

**The project has four specific objectives:**

1. Over three years, substitute local funding for donor financial support of market information services in Mali so that the system becomes more sustainable over time. The challenge involves increasing the cost-effectiveness of the Agricultural Market Information System (SIM) and other information services while at the same time creating the political support both within the government and in the private sector to support the services financially from domestic resources.
2. Broaden the range of information products available to the private sector (including farmers, herders and their organizations) and improve the private sector's capacity to use such information. Broadening the range can involve increasing the number of products covered to include, for example, key horticultural products in demand in regional export markets. Broadening can also involve developing information products for specific audiences about how to use market information more effectively in their decision-making (e.g., a set of training materials for farmer groups about how to use short-term market outlook material in deciding when to sell their surpluses). Building partnerships between the private sector (including farmer organizations and affiliated NGOs) and public entities to provide such products and training is key to building the political and financial support to sustain market information services in Mali.
3. Improve the timely diffusion of information about domestic, regional, and international market opportunities to a broad array of Malians by capitalizing on the country's network of over 60 private radio stations, numerous newspapers, television, and the country's emerging access to the Internet.
4. Reinforce the analytic capacity of the Malian government to design policies conducive to broad-based growth in the agro-food system and to measure progress in achieving this goal through the development and monitoring of specific impact indicators.

#### **4. Approach**

The decentralized market information system (DMIS) was developed in two distinct phases: a design phase and an implementation phase.

##### **4.1. Design Phase**

In order to better identify the most effective way of designing the activities, the project began with a four-month initial phase covering the period January - December 1998.<sup>3</sup> The objectives of the design phase were to (a) identify the information needs of key groups within the public and private sectors, and (b) identify the most cost-effective ways of meeting those needs on a self-sustaining basis. The output of this phase was a design and implementation strategy for the decentralized market information services.

During this period, the following activities were carried out by the lead Malian researcher provided by MSU (Dembélé), MSU campus-based personnel on TDY, and local consultants, in close collaboration with the SIM.

1. **Information Users' Needs Surveys.** The surveys, which covered the private sector (including farmers/herders, traders, food processors, and consumers), NGOs, government and donor organizations, identified the types of information products needed/desired by each as well as complementary outreach/training activities the various users desire. The surveys identified new types of analytic products

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<sup>3</sup>The initial phase is similar to the initial studies that preceded the creation of the SIM itself in 1989. Those initial studies also addressed user needs and the appropriate institutional setting for the SIM.

desired concerning the cereals and livestock markets and basic information on commodities not currently covered by the SIM and the Malian Office of Livestock and Meat (Office Malien du Bétail et de la Viande systems (e.g., cowpeas, peanuts, and horticultural products). The results of the users' surveys were used in helping set priorities for future DMIS activities.

2. ***Institutional Analysis for Placement of Analytic Unit and the Local Information Collection and Diffusion Units (ULCDs in French)***. This analysis examined the pros and cons of placing the analytic unit in various institutional settings (e.g., Economie des Filières unit of the Institut d'Economie Rurale; the Planning and Analysis Unit of the Ministry of Rural Development) and analyzed the various organizations that could participate in the ULCDs. For the Analytic Unit, three key concerns were examined:
  - a. Ability to maintain the objectivity of the analysis (protection from political pressure);
  - b. Access of the results to policy makers; and
  - c. Ability to easily coordinate data needs for the analysis with the data collection activities of the decentralized market information system.<sup>4</sup>

For the ULCDs, the surveys focused on which organizations were active in related activities at the local levels, their willingness to participate in the DMIS, the availability of local staff and their training needs.

3. ***National Workshop on the Design of Decentralized Market Information Services***. Following completion of the users' needs survey and institutional analyses, the project organized a national workshop, similar to that used in the original design of the SIM in 1988. The workshop involved all the major stakeholders, reviewed the results of the surveys, and produced two outputs: (a) recommendations for the design of a decentralized market information services delivery system, renamed the *Observatoire du Marché Agricole* (OMA) and having a mandate to cover a broader range of products; and (b) the creation of a task force for implementing the recommendations. The result was a strategy for the production of more appropriate and self-sustaining market information services, which will be implemented in the second phase of the project.

## **4.2. Full Implementation Phase**

The full implementation began at the end of the initial phase, in January 1999, and ran through September 2003. The output from this phase was the solid, cost-effective, self-sustaining decentralized system of market information services.

The implementation phase involved nine main sets of activities.

**1. *Improving the rapidity of data collection and analysis*** through establishment of electronic links between the ULCDs and the OMA headquarters in Bamako (which allowed electronic transmission of data and analyses) and development of SPSS and other software routines to automatically generate standard features of market information reports. These subroutines sped the creation and diffusion of the reports and allowed the OMA staff to spend more time on analysis (e.g., explaining why the market is behaving as it is) rather than just routine generation of tables and graphs.

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<sup>4</sup>See *Lignes directrices pour l'analyse de la structure et de l'évolution du système d'information du marché des céréales au Mali*. 1993. MSU Department of Agricultural Economics Staff Paper No. 93-55F. East Lansing: Michigan State University.

**2. Strategic problem-solving research/studies** on evolving market opportunities for agribusiness. Illustrative activities included developing improved market outlook techniques for use by both the private and public sectors.

**3. Strengthening the policy analysis unit** within the Malian government unit identified in the design phase. PASIDMA identified the *Centre d'Analyse et de Formation des Politiques de Développement (CAFPD)*, located in the Prime Minister's office, as the most appropriate location for these activities. CAFPD has the mandate to call upon analysts and analytic units from throughout the Malian government to help in formulating medium- to long-term development strategies and to analyze key policy issues. PASIDMA signed a memorandum of understanding with CAFPD in 1999 and carried out several activities with the center, including a joint study (along with the national statistics agency, DNSI) on the impact of the volatility of cereals prices on urban consumers' food consumption in Bamako.

**4. Developing improved outreach/extension materials and improved information diffusion.** These activities focused on developing marketing extension materials that respond to the needs identified in the users' needs survey. Particularly noteworthy are a set of training materials, developed jointly with FAO, that are aimed at training trainers in improved agricultural marketing techniques. These materials were used to carry out training sessions with 107 trainers, drawn from the staff of the market information system (OMA), the private radio stations that broadcast OMA market reports, NGOs, extension agents, and representatives of local chambers of agriculture. These agents in turn used the materials to hold training sessions directly with farmers. PASIDMA also supported the development of audiovisual materials (videotaped sketches by Malian actors) to transmit marketing extension messages.

**5. Initiating Agricultural Outlook Conference.** Starting in 1999, PASIDMA initiated the annual West African Agricultural Outlook Conference that brought together key market participants and information participants from throughout West Africa at the beginning of the marketing season, to share information useful in developing improved forecasts of how the marketing season is likely to evolve. The Outlook Conferences also served as an important venue for private-sector actors from throughout West Africa to meet, become acquainted, exchange commercial information, and transact business. As background for the conferences, the project worked with the OMA to prepare outlook reports on key commodities.

**6. Creation of a network linking the various market information systems in the subregion and creation of a network of private-sector actors (farmers, traders, processors) in West Africa.** A very important by-product of the Outlook Conferences was the decision of the participants to create two linked regional networks: the West African Network of Agricultural Market Information Systems (RESIMAO - Réseau des Systèmes d'Information du Marché Agricole de l'Afrique de l'Ouest) and the West African Agri-Food Business Network (ROESAO - Réseau des Opérateurs Economiques du Secteur Agro-alimentaire de l'Afrique de l'Ouest). The network linking the market information systems facilitates information flow across countries and develops and shares improved methods for data collection, analysis, and dissemination. The private-sector network promotes regional trade by facilitating commercial contacts among actors within the region, working to build support for national market information systems, and lobbying for the removal of non-tariff trade barriers. These two networks are playing a key role in expanding Mali's agricultural exports.

**7. Training OMA participants and the private sector** in more effective use of market information in business decision-making; in improved skills in data collection, management, and analysis; in use of the Internet; and in policy analysis. The project provided the logistical support (e.g., computer equipment and documentation) to the ULCDs and to APCAM to help achieve these training objectives.

**8. Facilitating coordination among the different components of the DMIS and between the OMA and information services in other countries.** Illustrative activities include providing logistical assistance to the OMA support to help train the other participants in the DMIS in data collection methods; developing electronic

links among the various DMIS components in Mali and between the Malian OMA and SIMs in neighboring countries; and facilitating access of the DMIS participants to information on market information and technologies available on the world market. The regional network of agricultural information systems, mentioned above, played a key role in helping assure this improved integration of regional information.

**9. Promoting examination by Malian farm leaders of alternative ways of involving farmer organizations in the provision of market information services.** A study tour to the U.S. by selected leaders of the Malian Assemblée Permanante des Chambres d'Agriculture du Mali (APCAM) put them in contact with U.S. farm organizations, land grant universities, and USDA officials. The aim was to expose the Malians to alternative models of how farmer organizations can work collaboratively with other government and non-government organizations to improve market information services to their members.

## **5. Outputs to Date**

### **5.1. PASIDMA-Sponsored Workshops and Conferences**

- March 2003. Fourth Annual West African Market Outlook Conference. Bamako, Mali.
- September 2002. Short-course introduction to computer use for OMA agents who recently received a laptop computer as part of the new ULCD network. Ségou, Mali.
- September 2002. Intermediate training in computer training use in computer use for those OMA enumerators who received computers in 2000.
- September 2002. Fourth meeting of Malian traders' network (CONESAM – the national component of ROESAO). Gao, Mali.
- June 2002. Special meeting of Malian traders' network (CONESAM – the national component of ROESAO). Segou, Mali.
- December 2001. Training in Excel and data base management of OMA's enumerators. Ségou, Mali.
- August 2001. Second meeting of the Executive Committee of ROESAO. Ouagadougou, Burkina Faso.
- October 2001. Training in cereals marketing techniques of OMA/ULCD agents, private radio station announcers, staff from the local chambers of agricultures, NGO agents, and staff of other rural development organizations in the region of Kayes. Kita, Mali.
- September 2001. Training in cereals marketing techniques of OMA/ULCD agents, private radio station announcers, staff from the local chambers of agricultures, NGO agents, and staff of other rural development organizations in the regions of Mopti, Tombouctou, Gao, and Kidal. Mopti, Mali.
- June 2001. Training in cereals marketing techniques of OMA/ULCD agents, private radio station announcers, staff from the local chambers of agricultures, NGO agents, and staff of other rural development organizations in the regions of Segou, Sikasso, Koulikoro, and Bamako. Segou, Mali.
- May 2001. Third meeting of Malian traders' network (CONESAM – the national component of ROESAO). Mopti, Mali.

- April 2001. Third meeting of Malian traders' network (CONESAM – the national component of ROESAO). Koutiala, Mali
- April 2001. Training in Microsoft Word 2000 of OMA's enumerators. Ségou, Mali.
- March 2001. Third Annual West African Market Outlook Conference. Bamako, Mali.
- January 2001. Second meeting of Malian traders' network. Koutiala, Mali.
- November 2000. First meeting of Malian traders' network. Ségou, Mali.
- August 2000. First meeting of the Executive Committee of West African Traders' Network. Niamey, Niger.
- April 2000. First annual meeting of West African Network of Market Information Systems. Conakry, Guinea.
- April 2000. Training in communication techniques of OMA's enumerators. Kayes, Mopti, and Ségou, Mali.
- February 2000. Second Annual West African Market Outlook Conference. Bamako, Mali.
- November 1999. National workshop of all Malian government agencies producing economic and agricultural data in the country. The workshop recommended that the OMA take the lead in coordinating the production of all data related to the agricultural and food sectors in Mali.
- April 1999. First Annual West African Market Outlook Conference. Bamako, Mali.
- December 1998. Conceptualization and Strategy for Building Decentralized Market Information Services (DMIS). Bamako, Mali.
- October 1998. Definition and adoption of a legal status for the DMIS by the council of the presidents of the regional chambers of agriculture. Bamako, Mali.

## **5.2. Oral Presentations by APCAM/PASIDMA Affiliated Researchers**

- April 2004. Mali's Experience in Restructuring its Agricultural Market Information Systems. Presentation by Dembélé at the Rockefeller Foundation's International Conference on Making Markets Work for the Poor. Nairobi, Kenya.
- February 2004. Market and Institutional Reforms to Enhance Technological Change in Agriculture: The Malian Experience. Presentation by Dembélé to the USDA 2004 Agricultural Outlook Forum. Washington, D.C.
- February 2004. Mali's Experience in Restructuring its Agricultural Market Information Systems. Presentation by Diarra and Dembélé at USDA-sponsored roundtable on Developing Agricultural Market Information Systems in Africa, held as part of USDA's 2004 Agricultural Outlook Forum. Washington D.C.
- March 2003. La rôle de la femme dans la sécurité alimentaire au Mali. Presentation by Dembélé and Traoré. Malian celebration of International Women's Day, Palais des Congrès. Bamako, Mali.

- January 2003. Role des ONG dans la reduction de la pauvreté au Mali. Presentation by Dembélé to World Vision. Bamako, Mali.
- April 2002. Developing Sustainable Agricultural Information Services: Lessons from Mali. Presentation by Salifou Diarra, Abdramane Traoré, and John Staatz. IFPRI. Washington, D.C.
- February 2002. The Impact on Farmers of Cereals Market Reform in Mali. Presentation by Dembélé, at the request of USAID/Mali, in a special session chaired by USAID Administrator Andrew Natsios at the UN Conference on Financing Development. Monterrey, Mexico.
- March 2001. Sécurité alimentaire en Afrique sub-saharienne: Quelle stratégie de réalisation? Presentation by Niama Nango Dembélé to the European Seminar on how to Implement the Cotonou New Convention Accords. Paris: Seminar organized by GEMDEV and sponsored by the European Union.
- March 2001. Evolution du Marché Mondial. Presentation by Staatz to West African Regional Agricultural Outlook Conference. Bamako, Mali.
- March 2000. What Have We Learned From 18 Years of Cereals Policy Reform in Mali? Presentation by Staatz to African Studies Center. Michigan State University.
- September 1999. Libéralisation des filières céréalières au Mali: Quel bilan? Presentation by Dembélé to the CIRAD Workshop on La Libéralisation et la Privatisation des Filières Agricoles en Afrique Sub-Saharienne. Montpellier, France.
- June 1999. Impact micro-économique de la libéralisation sur les acteurs de la filière et sur le fonctionnement du marché. Presentation by Dembélé to the PRMC workshop on Impact de la Libéralisation sur les Filières Céréalières au Mali. Bamako, Mali.
- November 1998. Caractéristiques du Marché Céréalière: Les grandes questions. Presentation by Dembélé to the PRMC meeting on the planning of the study on L'impact de la libéralisation sur les filières céréalières. Montpellier, France.
- May 1998. Plan de restructuration du SIM dans le cadre du système d'information décentralisé des marchés. Presentation by Dembélé to the PRMC workshop on La restructuration du Système d'Information du Maché (SIM). Mali.

### **5.3. Collaborative Research, Short-term Training and Outreach Activities**

- November 2002 . Trip by Dramé, Samassekou, Nimaga, Tangara, Diarra, and Traoré to Dioulafondo, Mali to participate in the opening of the Dioulafondo's livestock market.
- October 2002 . Trip by Dramé, Samassekou, Nimaga, Tangara, Diarra, and Traore to Dioulafondo and Kangaba, Mali to define the practical details of the opening of the Dioulafondo's livestock market.
- September 2002 . Trip by Traore and Tembeli to Gao to participate in the fourth meeting of Malian traders' network (CONESAM – the national component of ROESAO). Gao, Mali.
- June 2002. Trip by Diarra, Traoré, and Tangara to Segou, Mali to participate in a special meeting of CONOESAM.

- March 2002. Trip by Traoré and Diarra to Lomé and Ouagadougou to set up Togo SIM and to promote support for market information systems by WAEMU and CILSS.
- February 2002. Trip by Nimaga, Diarra, and Traore to Kangaba and Dioulafondo, Mali for preparation of the agreements allowing the exportation of Malian cattle to Guinea.
- February 2002. Trip by Nimaga, Diarra, and Traore to Conkary, Guinea for preparation of the agreements allowing the exportation of Malian cattle to Guinea.
- January 2002. Trip by Traoré to Niamey, Niger to participate in the meeting setting up the executive board of the Niger national network of ROESAO.
- January 2002. Trip by Traoré, Dembele, Tangara, and Diarra to Cotonou, Benin to participate in the second meeting of the West African network of agricultural market information systems.
- September 2001. Trip by Traoré and Diarra to Lome, Togo to participate in the meeting setting up the executive board of the Togolais national network of ROESAO.
- July 2001. Trip by Diarra, Traoré, and Mitchell to Ouagadougou, Burkina Faso to participate in the second meeting of the executive committee of ROESAO.
- May 2001. Trip by Traoré and Tangara to Cotonou, Benin to participate in the meeting setting up the executive board of the Beninean national network of the ROESAO.
- April 2001. Trip by Nimaga, Tangara, and Traoré to Conakry, Guinea for the monitoring of the protocol of understanding between the Guineans and the Malians on trade issues and the promotion of the regional trade network, ROESAO.
- January and February 2001. Trip by Traoré, Tangara, and F. Keita to Ghana, Togo, and Benin to explain the objectives and content of the upcoming West African Agriculture Outlook Conference to be held in March 2001.
- December 2000. Trip by Diarra, Samassekou, Ag Touta, and Traoré, to Conkry, Guinea to evaluate the Guinean livestock market.
- November 2000. Trip by Traoré and Salif B. Diarra to Conakry and Labbé, Guinea to participate in the meeting setting up the executive board of the Guinean national network of ROESAO (West African Agro-food Business Network). They also participated in a meeting of the various organizations involved in producing information on the agricultural sector of Guinea.
- August 2000. Trip to Niamey, Niger by Traoré, S. Diarra, O. Camara, and Tangara to participate in a meeting to discuss and amend the constitution and bylaws of ROESAO (West African Agro-food Business Network).
- April 2000. Trip to Conakry, Guinea by Traoré, S. Diarra, Tangara, and Dembélé to participate in a meeting setting up the West African network of agricultural market information systems.
- December 1999. Trip by Dembélé, Tangara, and Keita to Ghana to explain the objectives and content of the upcoming West African Agriculture Outlook Conference to be held in February 2000.

- August-December 1999. Trip by Moulaye Ely Diarra, data management of the OMA, to Michigan State University, to develop windows-based automatic data processing procedures and to study computer networking.
- October-December 1999. Trips to Senegal, Mauritania, Burkina Faso, Guinea, Cote d'Ivoire, and Niger by Tangara, Traoré, S. Diarra, Camara, and Daouda Diarra to explain the objectives and content of the upcoming West African Agriculture Outlook Conference to be held in February 2000.
- 1999. Trips inside Mali by Dembéle, Tangara, A. Camara, S. Diarra, and Traoré to present OMA to farmers' and traders' organizations and local leaders and the support provided by PASIDMA in constructing a sustainable market information system in Mali.
- November 1998. Egyptian study tour by Tangara, S. Diarra, and Traoré which covered the domestic horticultural market, the cotton market and the export market for horticultural products (to Europe and the Gulf).
- May 1998. Study tour to the U.S. by the president of Malian Chamber of Agriculture, his two technical advisors, and the president of the regional chamber of Kayes. During the study tour, the president and his delegation met with people from Michigan State University, American Farm Bureau, Farmers' Union, USDA, World Bank, and USAID/Washington.

#### **5.4. Long-Term Training**

- 2001. Project helped support an internship of Marian Mitchell, an MSU Ph.D. student in Geography. Her work focused on modeling regional integration of cereals markets in West Africa.
- 2000-2001. Project supported Marthe Diallo Goita from CIRES (University of Abidjan) to collect and analyze data for her masters degree. The research, conducted jointly with the national statistical agency (DNSI), focuses on urban food consumption patterns.
- 2000-2001. Project supported Kadiatou Deme from CIRES (University of Abidjan) to collect and analyze data for her masters degree. Her research, conducted jointly with the PRMC, focused on developing grades and standards for cereals exported from Mali.
- 2000-2001. Project supported the research of O. Camara, a Malian Ph.D. student at MSU. Her research, conducted jointly with the national statistical agency (DNSI), focuses on how urban consumers adapt to highly volatile prices of basic staples.
- 2000. Project supported the field research of K. Konaré, a Malian master's student at MSU. This led to the 2001 completion of a master's thesis, Challenges to Agricultural Financing in Mali.
- 1998-99. Project employment supported training program of Youssouf Cissé in internet/web technologies, Lansing Community College. As part of that program, he developed the OMA web site.

#### **5.5. MSU Backstop Trips to In-Country Teams**

Most backstopping trips for PASIDMA were combined with backstopping for other Mali-based FS II/III projects.

- April 2004. Trip by Staatz. Finalization of arrangements for MSU to provide technical support to the National Committee for the Coordination of Food Security Policies. Signature of Memorandum of Understanding among MSU, the Ministry, and APCAM on collaboration. Preparation of PASIDMA final report.
- January 2004. Trip by Staatz. Discussions with Ministry of Food Security and USAID on possible technical assistance from MSU to the Ministry.
- October 2003. Trip by Staatz. Work with PASIDMA and staff of Associate Ministry of Food Security on future links between MSU and the Ministry.
- May 2003. Trip by Staatz and Longabaugh. Longabaugh worked with PASIDMA administrative assistant on implementing a new computerized expense-tracking system. Staatz worked with PASIDMA staff on links between PASIDMA and Mali's new national food security strategy. Also met with President Touré and U.S. Embassy and USAID officials to brief the President on the latest developments in the Partnership to Cut Hunger in Africa (which he co-chairs) and to help plan for his June 2003 visit to Washington.
- March 2003. Trip by Staatz and Y.Camara. Helped prepare and participate in 2003 West Africa Regional Outlook Conference. Worked with the Institut Polytechnique Rurale de Formation et de Recherche Appliquée (IPR/IFRA) colleagues on building inter-university cooperation. Worked with PASIDMA and OMA staff to refine model developed by Camara and Staatz to forecast import- and export-parity prices of key food commodities in West Africa.
- January 2003. Trip by Staatz. Worked with PASIDMA team to plan the 2003 West Africa Regional Outlook Conference.
- October 2002. Trip by Staatz. Worked with PASIDMA on planning project activities over the next six months, including wrapping up of the training of trainers, future outlook conferences, and work with the Partnership to Cut Hunger and Poverty in Africa national committee. Met with the national committee to brief them on progress in the U.S. on the Partnership and learn about their recent work in Mali.
- December 2001-January 2002. Trip by Staatz to help PASIDMA team prepare and participate in visit of MSU President Peter McPherson to Mali, at the invitation of Malian President Alpha Oumar Konaré. Participated in discussions with President Konaré about the Partnership to Cut Hunger in Africa and how universities can contribute to Mali's development. Discussions of strategies for inter-university collaboration with the University of Mali.
- July 2001. Trip by Kelly. Worked with PASIDMA team on design of survey of fertilizer importers and wholesalers based in Bamako.
- April-May 2001. Trip by Kelly. Developed draft questionnaire to be used in survey of fertilizer importers and wholesalers based in Bamako.
- March 2001. Trip by Staatz and Jean Schueller. Help prepare for and participate in 3<sup>rd</sup> Annual West African Agricultural Outlook Conference. Schueller also worked with PASIDMA administrative staff on streamlining administrative and accounting procedures. Staatz worked with PASIDMA staff on project planning and participated in meetings (including a meeting with President Konaré and the Minister of Rural Development) regarding the Partnership to Cut Hunger in Africa.

- November 2000. Trip by Staatz. Worked with PASIDMA team on planning future project activities, including marketing extension work, the upcoming Market Outlook Conference, and ongoing studies on urban food consumption and grades and standards for Malian grain markets. Also met with Malian officials (including President Konaré) regarding the Partnership to Cut Hunger in Africa. Also met with University of Mali officials regarding possible collaborative programs of research.
- July 2000. Trip by Staatz. Worked with PASIDMA and OMA staff on strategic plan for OMA, including web site development and staff training. Met and briefed new APCAM leadership on PASIDMA activities. Discussed collaborative research with University of Mali.
- February 2000. Trip by Staatz. Helped prepare and participated in the 2<sup>nd</sup> Annual West African Agricultural Outlook Conference.
- October-November 1999. Trip by Staatz, MSU Vice President Robert Huggett, and Agricultural Economics Department Chairperson Larry Hamm to meet with high-level Malian officials (President Konaré, Ministers of Rural Development and Health, officials of APCAM, and the University of Mali) to discuss project impact and broader MSU-Mali collaboration in the areas of agriculture and food security.
- April 1999. Trip by Staatz to participate in West African Market Outlook Conference, planning equipment needs for DMIS, and finalizing market analysis reports.
- April 1999. Trip by LeVallée to work in Mali with Moulaye Ely Diarra to assess computing needs and a work plan for OMA personnel training in networking and data management.
- November-December 1998. Trip by Staatz to participate in national workshop on market information needs in Mali, work on PASIDMA's contribution to evaluation study of PRMC, and planning for West African Market Outlook Conference.
- September-October 1998. Trip by Staatz to work with Mali team on identification of collaborating analytic unit, transfer of OMA from OPAM to APCAM, planning of study tour to Egypt, planning of national workshop on market information needs in Mali, and administrative issues.
- September-October 1998. Trip by Rosie Kelly to work with PASIDMA team to set up project accounting and administrative procedures.

## **5.6. Written Reports – Decentralized Market Information Systems**

The written reports listed below represent work on the issues of building sustainable market information systems carried out by PASIDMA-affiliated staff. Some of the work was directly funded by PASIDMA. All of the work listed here was carried out in coordination with PASIDMA activities and results were diffused through PASIDMA.

### **Briefing Papers for Policy Makers**

Dembélé, Niama Nango. 2003. Commerce international des céréales et production céréalière au Mali. Briefing paper written for the President of APCAM as background to his presentation to the International Agricultural Producers Organization meeting in Ouagadougou.

Dembélé, Niama Nango, and Abdramane Traoré. 2002. Propositions de mesures à court terme pour réduire le haut niveau des prix de certaines denrées de première nécessité notamment les céréales, le bétail-viande et le ciment. Briefing note prepared at the request of and for the chief of staff (*chef de cabinet*) of the President of Mali.

Dembélé, Niama Nango, and Abdramane Traoré. 2002. Propositions pour l'élaboration d'un programme de Sécurité Alimentaire à moyen terme. Briefing note prepared at the request of and for the chief of staff (*chef de cabinet*) of the President of Mali.

Dembélé, Niama Nango. 1998. Réflexion sur la filière coton. Prepared for the President of the Permanent Assembly of Malian Chambers of Agriculture (APCAM).

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Shields, Will, John Staatz, and Niama Nango Dembélé. 1999. Review of MSU Studies on Cereals Market Reforms in Mali. Contribution to Module 4 of the PRMC Study *Etude sur l'impact de la libéralisation sur le fonctionnement des filières céréalières au Mali*, Bamako. Also available in French under the title Synthèse des études faites par MSU sur les réformes des marchés de céréales au Mali.

## **5.7. Press Stories about the Project's Impact**

July, 2003. Staatz participated in a half hour French-language TV/radio news roundtable Washington Forum on Voice of America (VOA), that discussed President Bush's trip to Africa. Others on panel included Ambassador Herman Cohen, former Undersecretary of State for African Affairs, Amadou Koné, professor of African Studies at Georgetown University, and two VOA journalists.

February 2002. Dembélé featured in two interviews on Malian national radio regarding his views on food security and agricultural development.

2002. Silvia Sansoni article Silicon Mali. *Forbes*, 2 February 2002. Also available on line at <http://forbes.com/global/2002/0204/042.html>

2002. Report on Public Radio International (Mali-Tech): [http://www.aec.msu.edu/agecon/fs2/mali\\_pasidma/malitech.rm](http://www.aec.msu.edu/agecon/fs2/mali_pasidma/malitech.rm)

2002. USAID. Successful Development Models for the 21st Century. [http://www.usaid.gov/pubs/IBI\\_booklet2.pdf](http://www.usaid.gov/pubs/IBI_booklet2.pdf) (see page 10)

## **5.8. Project Impact**

- 2000-2004. Played key role in establishing Mali's national committee of the Partnership to Cut Hunger and Poverty in Africa. The committee played a key role in developing Mali's technical contributions to reports of the Partnership (which is co-chaired by Malian President Touré and former President

Konaré). It also became the core of the new Malian national Technical Committee for the Coordination of Food Security Policy, which is a key advisory board under the National Food Security Strategy.

- 2000-2001. Increased Malian cereals exports and livestock due to commercial contacts among traders developed during the annual outlook conferences:
  - More than 60,000 tons of cereals were exported through business contacts built during the first two outlook conferences.
  - Guinean and Malian traders in the network signed contract in December 2000 for export of 500 head of Malian cattle to Guinea. First test shipment of 69 head made in February 2001.
- 2000-2001. Establishment of the Réseau des Opérateurs Economiques du Secteur Agro-alimentaire de l’Afrique de l’Ouest (ROESAO) [West African Agro-food Business Network] and seven national networks that are members of ROESAO: Mali, Guinea, Burkina Faso, Niger, Senegal, Benin, and Togo.
- 2000-2001. Conceptualized and launched Mali’s first-ever marketing extension program. Project translated and adapted the FAO marketing guide as extension materials for training OMA staff, farmers’ organizations leaders, and NGO’s in Mali. In 2001, launched first “training of trainers” program in marketing extension ever held in Mali.
- 2000-2001. Strengthened management and accounting procedures of the market information system. Project helped develop an administrative and accounting procedures manual for OMA and supported the training of OMA staff in the use the manual.
- 2000. Establishment of the Network of West African Agricultural Information Systems, which links MISs throughout the region to promote information exchange and improved methods for market monitoring and analysis.
- 1999-2001. Developed and strengthened the OMA’s web site: <http://www.oma.gov.ml>
- 1999. Following the project-organized national workshop on agricultural information needs held in December 1998, the market information system was transferred from the national grain board (OPAM) to the Permanent Assembly of the Chamber of Agriculture of Mali (APCAM), the organization representing the 80% of the Malian population living in rural areas. The market information system, now renamed the Observatoire du Marché Agricole (OMA), is administratively linked to the largest group of stakeholders for market information, the rural population. The mandate of the OMA was broadened to include coverage of livestock, fish, and horticultural products in addition to cereals.
- 1999. The OMA, with project support, established 21 local information collection and diffusion units (ULCDs), with office space provided rent-free in most cases by the local administration and the local chambers of agriculture. These were linked to Bamako by a new project-provided radio-phone system equipped with modems, paving the way for daily market reports to be sent throughout the country. Subsequently, the project strengthened data management capacity and report-writing skills of local UCLD staff through development of a training manual for OMA enumerators on how to use Windows and word processing software and implementation of training programs for local staff throughout Mali.
- 1998. The Malian government begins contributing funds from the national budget to cover the operating costs of the market information system. Since the year 2000, state funds have covered 100% of the operating costs. Prior to PASIDMA, all operating costs of the market information system were donor-financed.

## **5.9. Contributions to Other African Development Initiatives**

- 2004. Dembélé served on the Malian National Committee for the Coordination of Food Security Policy.
- 2002-2004. Dembélé served as member of scientific committee of the Malian national commission on agricultural research.
- February 2004. Dembélé and Staatz played a key role in co-organizing, with USDA, the roundtable on Developing Agricultural Market Information Systems in Africa, held as part of USDA's 2004 Agricultural Outlook Forum in Washington, D.C.
- June 2003. Staatz coordinated visit of Oumar Ibrahima Touré, Associate Minister for Food Security, to Washington, D.C., arranged meetings for the Minister with officials from USAID, USDA, World Bank, and Partnership to Cut Hunger and Poverty in Africa. Also planned for and participated in Partnership meetings with Malian President Amadou Toumani Touré in Washington, D.C.
- May 2002. With USAID/Mali support, PASIDMA arranged visit of director and all department heads of IPR/IFRA de Katibougou, Mali's faculty of agriculture to MSU, Washington, and New York. While at MSU, they met with over 50 faculty members and University officials to discuss joint research, staff and curriculum development, and student exchanges. In Washington and New York they met with officials of USAID, IFPRI, and Rockefeller Foundation. The contacts they made at MSU led to: (a) the development of a joint MSU-IPR/IFRA project to support IPR/IFRA's two-year agricultural technician training program, financed by the Association Liaison Office for University Cooperation in Development; and (b) plans for an MSU study abroad program in Mali, to be launched in 2004.
- 2000-2001. PASIDMA provided technical support to the Malian National Committee of the Partnership to Cut Hunger in Africa, which is co-chaired by Malian President Alpha Oumar Konaré. Dembélé was named a member of the Malian committee where he helped develop background papers for the committee, and participated in the Partnership's conference in Washington in June 2001.
- 2000-2001. Dembélé served as resource person to the West African Economic and Monetary Union (UEMOA) as it developed the Union's new Common Agricultural Policy.