



Guidelines for Building Sustainable Country-Level Market Information Systems in Africa with Strong Public- Private Partnerships

by

Michael T. Weber, Cynthia Donovan, John M. Staatz
and Niama Nango Dembélé

Michigan State University ([MSU](#))

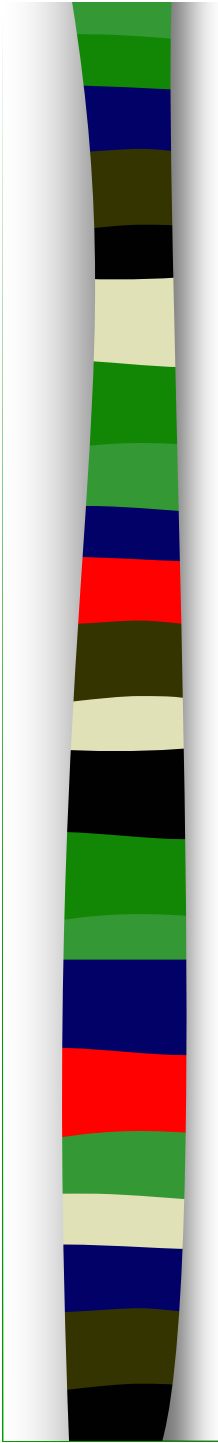
Based on insights from working with:

Salifou Diarra and Abdramane Traoré ([Mali](#)); Pedro Arlindo,
Anabela Mabote, Danilo Abdula, ([Mozambique](#)) James
Mwandwe, Lemmy Sikombe ([Zambia](#)), & David
Tschirley ([MSU](#)).



Overview of Presentation

- Review Key Questions MIS & Mkt. Institution/Organization. (With My Answers)
- Spotlight Highlights of Cross-Country Findings from Work in Mali, Mozambique & Zambia
 - Details in 4 page paper & website
- Outline Ideas for Thinking About Country-Level & Regional MIS Sustainability in Africa
- Complement Insights from Africa-Mention Briefly 2 Success Stories from Costa Rica

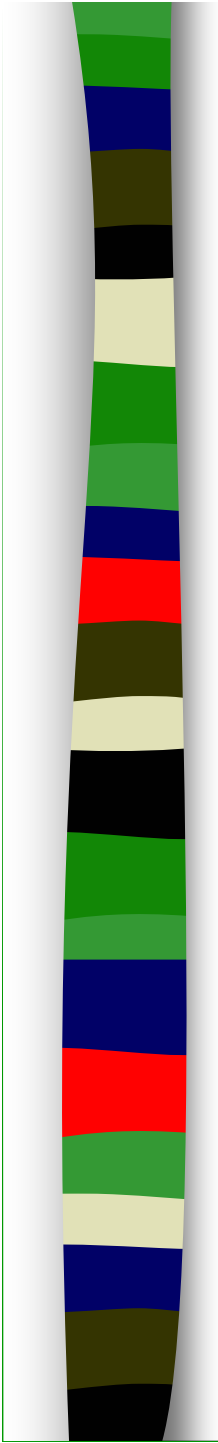


Key Questions—My Answers

- Is MIS mostly a public good world wide? **Yes!**
- Does it make sense to invest public resources in MIS? **Yes!**
- Can MIS work with private funds only? **No!**
- Can we assure sustainability of an MIS with a combination of public & private \$\$? **Yes!**
- Can we create incentives within publicly funded MIS to be responsive to clients & their evolving demands for information services? **Yes-but it is not easy-persistence is golden!**
- Can regional MIS substitute for national MIS **No!**

Insights 1: Learning from Country MIS Results in Mali, Mozambique and Zambia





Insights 2: Six MIS System Development Essentials

1. A minimum initial political commitment of county-level policy makers & some private clients;
2. Persistent financial commitment over the medium term – time to demonstrate the payoff (Govt & Donor need to be in for the long-run);
3. Constant targeting & reassessment of the information needs of the users. Essential to building long-term political/financial support of the system (private pays a little, but if happy, mostly pressures public);
4. Local capacity for marketing within the MIS;
5. Human capital for managing the system;
6. Choice of the appropriate institutional “home” for managing the system.



Insights 3: Progressive Steps MIS Design & Implementation

I. Strategies and Actions for Customer-Service

- Spirit of serving private & public clients

II. Options to Promote Outreach/Dissemination

- Constant targeting & reassessing needs

III. Steps to Capacity Building/Quality Upgrade

- Build staff skills to better understand markets

IV. Guidelines for Effective Administration

- Progress comes over the longer-run.

- Look at North/South American experiences.

Searching for MIS Engines – “Hardware” Projects To Pull The MIS & Marketing System Improvement “Train”



- Wholesale market infrastructure
- Rural assembly market infrastructure
- Warehouses/farm storage & receipts
- Rural radio equipment & programming
- Grade/standard set up & facilities
- ICT mkt extension (web sites, cell phones)
- Food processing equip/export programs
- Commodity exchanges –auction mkts.

Beware of MIS "Trains" With Only "Hardware" Engines and No Cars



- Pull Along Marketing "software cars" completes the marketing system development circle
- Broad definition of mkting: mkt physical + exchange + facilitating functions)
- Practical country-level progress needed on a balanced front (priority on domestic, regional, and then international trade)

Key Issues in MIS Development – Which Complementary MIS Service “Cars” are Pulled Along By Hardware” Engines?



- Market facilitating & exchange services (including information) most helpful to farmers & private firms
- Rules/sop's that help define the mkt.
- Analysis/services to convince Govt. that mkts. can work & that Govt. plays a strategic role
- National/regional markets & food aid

Sustainability-Derives Primarily From Gradual Public & Private Mutual Reinforcement “Heavy Lifting Requires a Slow Train”

- Govt can come to trust mkts
- Private actors can pay partly but help the most in pressuring govt. to invest in needed hardware & software
- Strategic public goods are needed to help institute effective private markets
- National & regional markets dominate





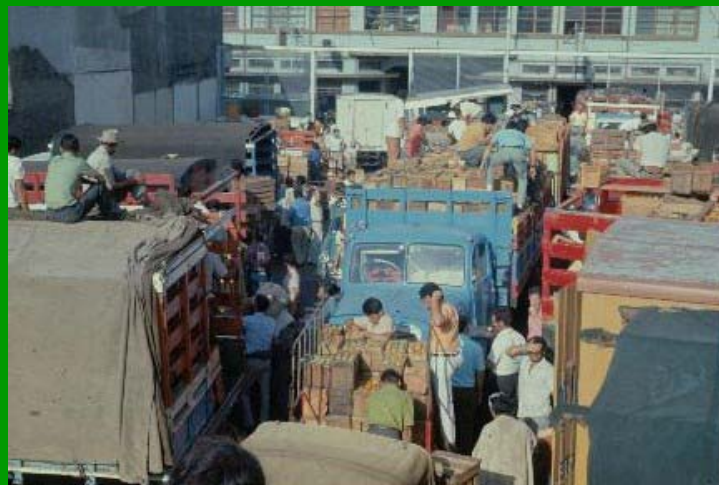
Costa Rica-Wholesale Market Reform & Related Market Development Services

PIMA-- Key Services [CENADA-PIMA](#)

- New Wholesale Market Facilities (Cereals & FFV)
- Market Price and Supply Information-Collect and Diffuse Strategic Information
- Marketing Extension to Improve Production Quality and Production Coordination
- Foment Farmer Market Organization
- Improve Cold Storage and Ripening Services

Major Urban Infrastructure Needs

Downtown San Jose-Wholesale
Market & Surrounding
Street/Warehouse Congestion –
New Wholesale Mkt Opened 1981



CENADA Wholesale Market Facilities (March 2002)



Wholesale Fresh Fish Market Building

Ample Truck & Merchant Operating Space/Facilities



Greatly Improved Sanitation



Using Effectively Market Price, Volume and Product Information

Pagina nueva 3 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History Print Mail

Address <http://www.pima.go.cr/mhortalizas.htm> Go Links

Google Search Web Search Site PageRank Options



COMERCIALIZACION HORTIFRUTICOLA EN CENADA

HORTALIZAS



Al abrir cualquiera de los productos tendrá la opción con click derecho a ver en pantalla completa la información referente al producto seleccionado o a abrirlo directamente en PowerPoint.

APIO VERDE	CULANTRO CASTILLA
LECHUGA AMERICANA	PEPINO
REMOLACHA	TOMATE
ZANAHORIA	CEBOLLA
CHILE DULCE	COLIFLOR
PAPA	PLATANO VERDE
REPOLLO	YUCA PARAFINADA

Internet

Very Effective Marketing Extension

TOMATO

Origin of products arriving at the CENADA wholesale market:

Tomato comes mostly from the counties (cantones) of Alajuela, San Ramón, Naranjo, Grecia, Valverde Vega, Santa Barbara, Tilarán, Paraíso and Palmares.

Basics specifications for marketing tomatoes in the CENADA market

Minimum Characteristics

Tomatoes must be fresh, consistent, clean, whole, free of external humidity, free of insect damages, no severe deformations, free of foreign matters and free of rotting due to fungi and bacteria.

Grades:

First: The tomatoes must be of good quality, free of open cracks. Acceptable are slight defects of form and development, discoloration, slight skin defects, and light bruises. Maturity level between green and ripe.

Second: This category includes those that cannot be classified in the first category, but display the minimum characteristics. They must be firm and have no unhealed cracks. The following defects are admitted if the product maintains its essential characteristics of quality and presentation: defects of form, development and skin discoloration, defects or bruises, whenever they do not damage the fruit seriously, healed cracks of 3 cm maxima in length.

Third: This category includes those that cannot be classified in the higher categories, but that correspond to the second category second and they can display healed cracks of more than 3 cm in length.

Tolerances

First: 10% in number or weight of tomatoes that do not correspond to the characteristics of the category, but fit into the second category.

Second: 15% in number or weight of tomatoes that do not correspond to the characteristics of the category, nor to the minimum characteristics. This excludes rotten products or alterations that make them improper for consumption.

Third: 20% in number or weight of tomatoes that do not correspond to the characteristics of the category, nor to the minimum characteristics. This excludes rotten products or alterations that make them improper for consumption.

Defects



Fruit deformed



Mechanical damage



Rotted



Fungis

Volume & Price Guidelines

TOMATO

Classification according to weight:



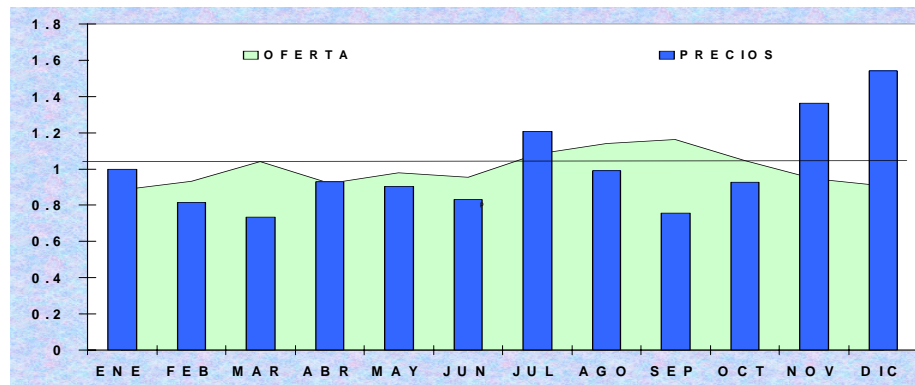
First Fruits 180 to 265 g. Second fruits 10c to 114 g. Third fruits 77 g.

Marketing unit at the wholesale level:



The marketing container is the plastic box. It holds 68 to 100 first class tomatoes, 175 to 198 second class fruits and 265 tomatoes of third class. Presents a gross weight average of 19 kg.

Patterns of behavior of monthly price and quantity supplied : Interpretation.



Seasonal Indexes

MO.	Supply	Price
JAN	0.8854	0.9995
FEB	0.931	0.8159
MAR	1.0409	0.7331
APR	0.9208	0.9305
MAY	0.9804	0.9037
JUN	0.9556	0.8309
JUL	1.0825	1.2088
AUG	1.1404	0.9892
SEP	1.164	0.7576
OCT	1.0455	0.9255
NOV	0.9462	1.3643
DEC	0.9072	1.5409

Through a graph of the annual behavior of prices and quantity supplied it is possible to appreciate in which time of the year prices are normally higher or there is greater or smaller amounts of the product in the market.

CHEMICAL COMPOSITION PER 100 g OF EDIBLE PORTION

Producto	Valor Energetico calorías	Humedad %	Proteína g	Grasa g	Carbohidratos totales g	Fibra g	Ceniza g	Ca mg	P mg	Fe mg	Vit A act. mcg	Tiamina mg	Riboflavina mg	Nadina mg	Acido Ascórbico mg	Porción no comestible %
Tomate	21	93.8	0.8	0.3	4.6	0.6	0.5	7	24	0.6	180	0.06	0.05	0.7	23	2

Fuente: INCAP. 1961. Tabla de composición química de alimentos para uso en América Latina Guatemala.

Innovative Services-Grain Trading Floor & Electronic BOLPRO



Fruit Ripening Rooms with Pallet Access



Costa Rica Converts Public Sector CNP (Public Sector Grain Trading Org. into a Market & Trade Information Provider - MercaNET

MercaNET
Qué es Mercanet

Contáctenos

- Directorio correo electrónico
- Información de Mercados
- Comercialización de Productos
- Desarrollo Agroindustrial
- Calidad Agrícola
- Reconversión Productiva
- Centro de Documentación
- Ley de Bioterrorismo
- Información Regional
- Oficina Agrocomercial de Miami
- Fábrica Nacional de Licores
- Ambientes Protegidos

Noticias de Prensa

Calidad Agrícola
Desarrollo de Productos
Reconversión Productiva
CEDO
Información Regional
Frutas y Vegetales
Estadísticas Pecuarias
Comercialización
Granos Básicos

Oficina de Miami

¿Qué es Mercanet?
Es un sistema integrado de información de mercados, comercialización, agroindustria, calidad agrícola y reconversión productiva orientado al Sector Agropecuario Costarricense

Servicio Información de Mercados **(SIM)**

Mapa del Sitio

Lo Nuevo en Mercanet

<http://www.mercanet.cnp.go.cr/>

Vanica cosecha invernal
Café, un gusto
Papa, Estado vida útil