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

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Based on insights from working with:
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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 marketing: 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)

Ample Truck & Merchant Operating Space/Facilities

Wholesale Fresh Fish Market Building

Greatly Improved Sanitation
COMERCIALIZACIÓN HORTIFRUTÍCOLA EN CENADA

HORTALIZAS

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

APIO VERDE
LECHUGA AMERICANA
REMOLacha
ZANAHORIA
CHILE DULCE
PAPA
REPOLLO

CILANTRO CASTILLA
PEPIÑO
TOMATE
CEBolla
COLEFLOr
PLATANO VERDE
YUCA PARAFINADA
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.

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

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.

Seasonal Indexes

<table>
<thead>
<tr>
<th>Month</th>
<th>Supply</th>
<th>Price</th>
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<tbody>
<tr>
<td>JAN</td>
<td>0.8854</td>
<td>0.9995</td>
</tr>
<tr>
<td>FEB</td>
<td>0.931</td>
<td>0.8159</td>
</tr>
<tr>
<td>MAR</td>
<td>1.0409</td>
<td>0.7331</td>
</tr>
<tr>
<td>APR</td>
<td>0.9208</td>
<td>0.9305</td>
</tr>
<tr>
<td>MAY</td>
<td>0.9804</td>
<td>0.9037</td>
</tr>
<tr>
<td>JUN</td>
<td>0.9556</td>
<td>0.8309</td>
</tr>
<tr>
<td>JUL</td>
<td>1.0825</td>
<td>1.2088</td>
</tr>
<tr>
<td>AUG</td>
<td>1.1404</td>
<td>0.9892</td>
</tr>
<tr>
<td>SEP</td>
<td>1.164</td>
<td>0.7576</td>
</tr>
<tr>
<td>OCT</td>
<td>1.0455</td>
<td>0.9255</td>
</tr>
<tr>
<td>NOV</td>
<td>0.9462</td>
<td>1.3643</td>
</tr>
<tr>
<td>DEC</td>
<td>0.9072</td>
<td>1.5409</td>
</tr>
</tbody>
</table>

Classification according to weight:

First fruits: 180 to 265 g.
Second fruits: 10 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.

Chemical composition per 100 g of edible portion:

<table>
<thead>
<tr>
<th>Producto</th>
<th>Valor Energetico calorias</th>
<th>Humedad %</th>
<th>Proteína g</th>
<th>Grasa g</th>
<th>Carbohidratos totales g</th>
<th>Fibra g</th>
<th>Ceniza g</th>
<th>Ca mg</th>
<th>P mg</th>
<th>Fe mg</th>
<th>Vit A act. mcg</th>
<th>Riboflavina mg</th>
<th>Niacina mg</th>
<th>Acido Ascorbico mg</th>
<th>Porción no comestible %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tomate</td>
<td>21</td>
<td>93.8</td>
<td>0.8</td>
<td>0.3</td>
<td>4.6</td>
<td>0.6</td>
<td>0.5</td>
<td>7</td>
<td>24</td>
<td>0.6</td>
<td>180</td>
<td>0.06</td>
<td>0.05</td>
<td>0.7</td>
<td>23</td>
</tr>
</tbody>
</table>

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

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