

#### **ICT**

# as efficient tool in agricultural marketing

Case study: Republic of Moldova

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#### **Map of Moldova**





## Background information about Moldova

- INDEPENDENT SINCE August 27, 1991
- LANGUAGES -Romanian, Russian, Ukrainian
- AREA -33,8 thousand sq, km
- 74,7% agricultural land
- POPULATION—3,56 mln. Inhabitants
- GDP 2011 5.8 billions USD, per capita 1,631 USD
- Commercial Balance 2011 3.26 bln. USD deficit
- PRIVATIZATION: 1996-2001, 1 million people became private land owners





### Cackground information about Moldova

- The contribution of agricultural sectors to the economy is about 12% of GDP
- Agriculture involves 28% of labor force
- Agricultural area is about 2.5 million hectares (out of a total land area of 3.38 million hectares)
- 52% of exports in 2011
- Main exports products: fresh fruits and grapes, wine, walnuts and cereals



#### National Federation of Agricultural Producers from Moldova AGROinform

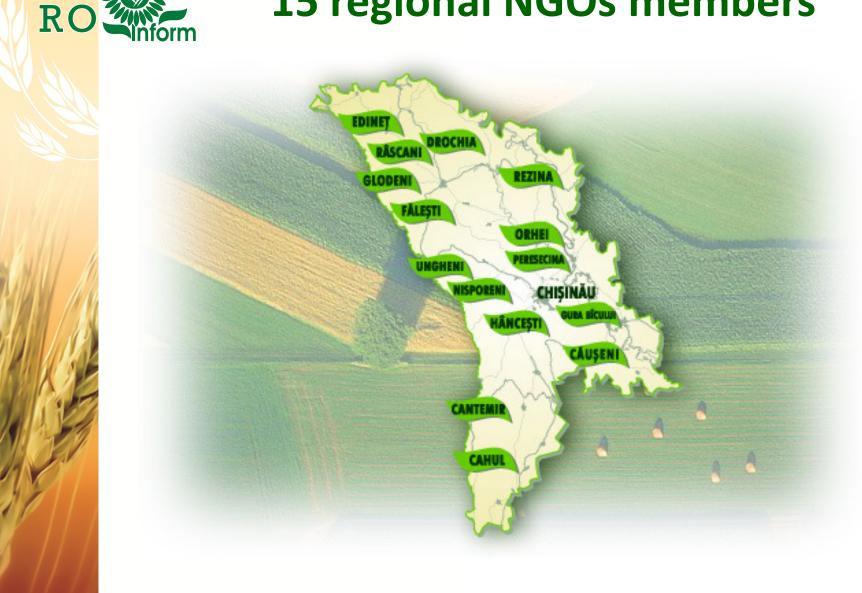


#### Mission

The National Federation of Agricultural producers from Moldova "AGROinform" – is a network of 15 regional NGOs aiming to rural economic development trough lobbying farmers' interest and offering complex assistance in farmer cooperation, business development, marketing and applying advanced technologies



#### 15 regional NGOs members





#### **AGROinform network structure**

#### **Internal organisation:**

- 15 regional NGOs members
- The network involves in total 75 staff and more than 4200 members
- National level office includes 14 staff members organised in four departments:
  - Farmers Cooperation
  - Agro-business and Marketing
  - Lobby and Network development
  - Financial Department



# What AGROinform is offering to its members



# Services for lobby & network development





- Designing and conducting lobby/advocacy campaigns
- Developing analytical studies for policy and legal framework for rural development
- Facilitating networking of regional NGOs for ensuring knowledge and information transfer



#### Agri-business development

**Cold storage September 2011** 



**Cherry orchard June 2011** 



- Assistance on processing and storage technologies, legal aspects, quality standards
- Facilitating access to credits and subsidies
- Training on agribusiness development and other topics









- Assistance in creating new marketing cooperatives
- Assistance on institutional and business development of the coops
- Offering support in creating and further progress of the commodity associations
- Providing extension services towards informal farmers' groups: Sales Groups, Study Circles for farmers, Community Study Circles



# ICT as efficient tool in agricultural marketing:

Online Marketing Information System

www.agravista.md





## Is there real hunger for information technology in agriculture?

- Farmers do not prefer to talk about the information needs and they are not very explicit when the discussions come to this subject;
- However, they are very willing to discuss their problems;
- Farmers always expect that professionals have to come with adequate solutions to their problems, especially when these are related to other domains than production; But if the proposed solutions are good they are very eager to use it;
- Mostly, this is proved in agricultural marketing, since the market globalization put a big pressure on farming community from Moldova.

