ICT as efficient tool in agricultural marketing

Case study: Republic of Moldova

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

Mission
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

- Assistance on processing and storage technologies, legal aspects, quality standards
- Facilitating access to credits and subsidies
- Training on agri-business development and other topics
Farmers’ cooperation development

• 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.