The urgent need for information technology in agriculture!

- The access to market information is one of the major necessity of Moldovan farmers, processors and exporters.
- Compiling and analyzing market information is a key requirement for identifying market opportunities and formulating strategies to successfully compete in both domestic and export markets.
- Importantly, the continued use of market information is critical to maintaining and growing these markets.
- Furthermore, the market information should be accessible, well managed provided in a timely manner and permanently updated.
The urgent need for information technology in agriculture!

- How all these preconditions for an efficient marketing information system can be meet?
- Obviously, by applying the best practices of ICTs
- One of these practices can be presented based on our experience in creating and continuous developing of the online Marketing Information System AgraVista
MIS objectives and target

Objectives:

• To integrate all relevant agricultural-related information in on-line data base by structuring and displaying it in the most user-friendly way;

• To facilitate the access of farmers to markets by increased access to marketing information and making use of practical match making tools.

Target groups:

• The system provide timely information to all participants operating in the market chain: farmers, wholesalers, exporters, retailers, input suppliers, processors, extension service providers, local governments, mass-media
Different needs of the MIS clients

<table>
<thead>
<tr>
<th>Types of players/information</th>
<th>Daily wholesale market prices</th>
<th>Weekly producers’ prices</th>
<th>Market news</th>
<th>Weekly market reports</th>
<th>Stats</th>
<th>Offers &amp; bids</th>
<th>Info from other countries</th>
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MIS structure (1)

- Database of products and companies: input supply, agricultural machinery, trading, packaging, etc.

- Daily Market news – created on the basis of information received from clients, regional marketing advisors, information agencies, statistical information, client interviews, price monitoring;

- Weekly price information generated by the price collectors from 5 internal markets for 57 products (fruits and vegetables);
MIS structure (2)

- Weekly price information from 3 external markets: Ukraine, Russia, Romania, Poland;

- Weekly market reports for key products – developed by price collectors;

- Bimonthly information on internal farmers’ prices for 57 products;

- Monthly price information from international commodity exchanges on cereals: wheat, barley, maize, sunflower, etc.;

- Quarterly analyses of statistic data related to exports of fruits, vegetables and cereals;
• Market studies per request – carried out by the AGROinform team;

• Periodical multi-client market studies and market studies on hot issues also with multi-client orientation;

• Analytical articles on hot issues, production and price forecasts – created by leading analyses from AGROinform or other organization;

• Offers & bids – generated by clients directly via the database and regional marketing advisors.
MI distribution channels

- Web-portal with market news, prices, offers and bids, database with companies and marketing analytical information: reports on weekly marketing trends; market studies; analysis of statistical data, articles, etc.

- Monthly newsletter available electronically and printed version send to all interested clients via e-mail or mail.
MI distribution channels

- Daily newsletter sent electronically to all subscribers via email, which includes: market news, price information and the offers and bids placed on the web-portal in the previous day.
MI distribution channels

• Weekly market reports for key products and weekly prices published in the Agromediainform newspaper

• Selectively the market news, offers and bids are published in the Agromediainform newspaper, which is a bimonthly publication
MI distribution channels

15 regional NGOs extension providers
In the period 2010-2011 the following results have been achieved:

• The number of MIS visitors is increasing yearly in overage with 15% (in 2011 online MIS had 117 350 unique visitors)

• 7382 commercial offers have been placed on the MIS portal

• 1582 contacts and contracts have been established through the system

• 716 transactions have been made in the value of 4,8 bln. EUR by the system users.
Conclusions

In order to make the MIS functional is necessary-

- **Human and technical resources:**
  - A Marketing Unit at national level
  - A Network of local and external price collectors
  - A National wide network of marketing advisors, so linking extension to the system

- **Promotion of the system:**
  - Initial promotion campaign and on daily basis
  - Periodical promotion campaigns

- **Trade facilitation mechanisms:**
  - Combining information from the system with math making activities
  - Applying have pro-active approach by National Marketing Unit in external contacts
Conclusions

In order to make the MIS sustainable is necessary:

- Connecting and making information exchange with similar systems from countries that are the export markets for our agricultural products
- Integrating the National MIS into the regional information systems (Black Sea Basin)
- Periodically assessing the MIS together with its clients and revising the concept and information products
- Ensuring the financial resources for MIS by making these resources sustainable: commercial services, government, donors.
THANK YOU FOR YOUR ATTENTION!

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Federation of Agricultural Producers AGROinform

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