



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



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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

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National Federation of Agricultural Producers from Moldova AGROinform



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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

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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

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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 agri-business development and other topics

Farmers' cooperation development

Marketing cooperatives performing at the national exhibition and in the field



- 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

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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.