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## 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



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## 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

Types of players/information	Daily wholesale market prices	Weekly producers' prices	Market news	Weekly market reports	Stats	Offers & bids	Info from other countries	Total
Small farmers	4	2	5	3	1	5	0	20
Mid-size farmers	5	3	5	4	3	5	1	26
Large growers	5	5	5	5	4	5	4	33
Input suppliers	1	2	4	3	4	4	1	19
Wholesalers, exporters & importers	5	5	5	5	5	5	5	35
Retail chain produce managers	5	4	4	4	3	4	3	27
Processors	3	4	4	4	5	4	3	27
<b>Total</b>	<b>28</b>	<b>25</b>	<b>32</b>	<b>28</b>	<b>25</b>	<b>32</b>	<b>17</b>	

## 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);

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## 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;

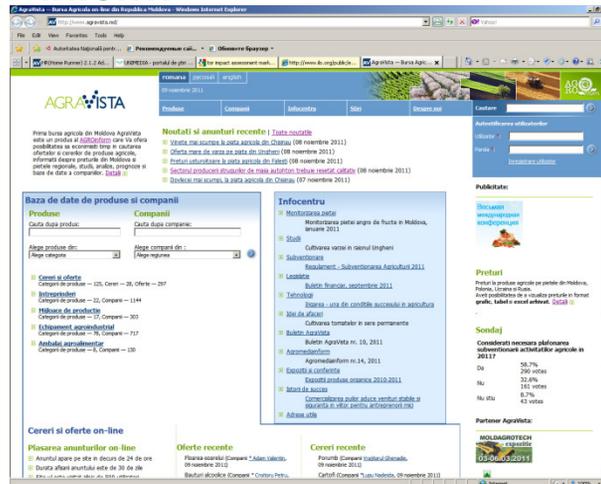
## MIS structure (3)

- 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.

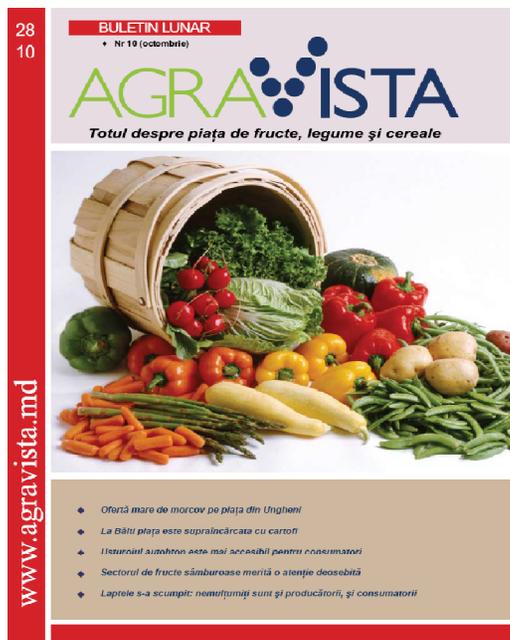
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# MI distribution channels



- 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

## Noutati / Новости

### Ultimele aparitii / Последние обновления

- Subventii din partea statului pentru producatorii agricoli (11 aprilie 2012)

## Preturi angro fructe si legume /

### Preturi angro pietele internationale / Оптовые цены на внешние рынки

- Preturi\_fructe\_legume\_piete\_internationale\_11.04.2012.xls
- Цены\_внешний\_рынок\_фрукты\_овощи\_11.04.2012.xls
- Prices\_fruits\_vegetables\_external\_markets\_11.04.2012.xls

## Cereri si oferte / Спрос и предложения

### Ultimele aparitii / Последние обновления

### -- Oferte / Предложения --

Companie/ Компания	Produs/ Продукт	Cantitate/ Количество	Pret unitar au detail/ Цена розничная	Pret unitar en gros/ Цена оптовая	Data expirarii/ Дата истечения
Palii Gheorghie	Produce animaliere	200 bucata	negociabil	negociabil	2012-05-11
*Nord- Lupacescu	Rasad	360000 bucata	negociabil	negociabil	2012-05-11
*Nord- Lupacescu	Rasad	100 bucata	negociabil	negociabil	2012-05-11
*Nord- Lupacescu	Rasad	6000 bucata	negociabil	negociabil	2012-05-11
*Nord- Lupacescu	Rasad	50000 bucata	negociabil	negociabil	2012-05-11

- 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.

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# MI distribution channels

**AGRO**  
**MEDIA**  
 Inform  
 Publicație periodică a Federației Naționale  
 a Agricultorilor din Moldova "AGROinform"  
 nr. 5 (112), 20 martie 2012

**Asociația Producătorilor de Fructe  
 din Moldova**  
 (și) Asociația Producătorilor de Agri în zona Gălbăniș.  
 Evenimentul va avea loc în data  
 de 24 martie, cașeră, cu începerea la ora 10:00,  
 în strada satului Vărbuț (J. Vărbuț), Căminul  
 nr. 118/121.  
 Detalii în art. de la p. 06/09/04/24

## IFAD este mulțumit de realizarea programelor în Moldova

**CEȘTI ÎN ANUNȘUL CRIZANT**  
 Cum arată în câmpurile noastre  
 câștigul tehnologic

**Cultivarea și producția pe teren  
 în proiectul de**

**Pisica nu și câștigă pe teren**

**Proiectul Proiect de dezvoltare  
 în sectorul agricol**

**CERERILE OFERTE -  
 pentru 2012-2013**

**www.agrista.md**  
**CEL MAI COMPLET  
 PORTAL AGRICOL  
 DIN MOLDOVA**

**Federația Națională a Agricultorilor  
 din Moldova AGROinform**  
 Str. Ștefan cel Mare 12/2  
 MD-2004 Chișinău, Moldova  
 Tel: +373 22 22 11 81, fax: +373 22 22 74 30

**Organizații regionale de Federația AGROinform**

- 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

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# MI distribution channels

15 regional NGOs extension providers



# MIS main results

In the period 2010-2011 the following results have been achieved:

- The number of MIS visitors is increasing yearly in average 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.

The logo consists of the word "AGRO" in a bold, green, sans-serif font, with "AG" on the top line and "RO" on the bottom line.

**THANK YOU FOR YOUR ATTENTION !**

**Aurelia Bondari**

**Executive Director**

**Federation of Agricultural Producers AGROinform**

**[www.agroinform.md](http://www.agroinform.md)**