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# **QUARTERLY REPORT**

## **JANUARY 1, 2006 – MARCH 31, 2006**

**“Strengthened Networks of Regional Market Information Systems and Traders’ Organizations in West Africa (MISTOWA)”**

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## List of Abbreviations and Acronyms

ABIP	Agribusiness Information Point
ADP	Agricultural Development Project
APLS	Association des Acheteurs de Produits Locaux
CTA	Technical Center for Agricultural and Rural Cooperation
DMDA	Dawanau Market Development Association
ECOWAS	Economic Community of West African States
EU	European Union
FACIA	Federation of African Agricultural Input Trade Associations
FECAIDA	Federal Capital Agricultural Inputs Dealers' Association
FEWSNET	Famine Early Warning Systems Network
GAPTO	Ghana Agricultural Products and Traders Organization
GIS	Geographic Information System
GSB	Ghana Standards Board
GSM	Global System for Mobile Communications
ICT	Information and Communications Technology
IDRC	International Development Research Center
IFDC	International Fertilizer Development Center
IITA	International Institute for Tropical Agriculture
ISCOS	Institut Syndical pour la Coopération au Développement
MIR	Marketing Inputs Regionally
MIS	Market Information Systems
MISTOWA	Strengthened Networks of Market Information Systems and Traders' Organizations in West Africa
MOFA	Ministry for Food and Agriculture
NAMIS	Nigeria Agri Marketing Information Service
OMA	Observatoire des Marchés Agricoles (Observatory of Agriculture Markets)
OPAM	Office des Produits Agricoles du Mali
PCU	Project Coordinating Unit
PIR	Project Intermediate Result
PO	Producer Organization
RATES	Regional Trade Expansion Support Program
RECAO	Réseau des Chambres d'Agriculture de l'Afrique de l'Ouest (Network of Chambers of Agriculture of West Africa)
RESIMAO	Réseau des Systèmes d'Information de Marché d'Afrique de l'Ouest (Network of Market Information Systems of West Africa)
ROESAO	Réseau des Opérateurs Economiques du Secteur Agro-Alimentaire (Network of Economic Operators in the Food Industry)
ROPFA	Réseau des Organisations Paysannes et des Producteurs Agricoles de l'Afrique de l'Ouest (Network of Farmers' Organizations and Agricultural Producers of West Africa)

SMS	Short Messaging System
SOCAMAD	Société des Coopératives Agricoles et des Produits de Débe
TA	Traders' Association
TO	Trade Organization
URCEP	Union Régionale des Commerçants Exportateurs de Pommes de Terre
USAID	United States Agency for International Development
USDA	United States Department of Agriculture
WABNET	West African Businesswomen Network
WAEMU	West African Economic and Monetary Union
WAG	The West African Agricultural Trade portal (Short name for the MISTOWA Resource Center)
WARP	West African Regional Program
WATH	West African Trade Hub
ZADI	German Center for Documentation and Information in Agriculture

# **Strengthened Networks of Regional Market Information Systems and Traders' Organizations in West Africa (MISTOWA) Second Quarterly Report (January – March 2006)**

## **Executive Summary**

USAID/WARP awarded IFDC a \$14.4 million cooperative agreement in August 2004 to implement a 4-year "Regional Market Information Systems and Traders' Organizations in West Africa (MISTOWA)" project. MISTOWA aims to increase regional agricultural trade and food security by improving and linking the existing regional efforts to generate, disseminate, and make commercial use of market information. The project focuses on removing key obstacles to trade in West Africa including: i) lack of access to timely information on prices and market opportunities ii) inadequate business skills of producers and traders to respond to production and market opportunities and iii) unfavorable trading environment including tariff and non-tariff barriers (e.g., harassments at the trading borders). This report covers the period from January to March 2006, and is the second formal quarterly project report of FY 2006.

The major events of the quarter were:

- Advocacy training for 120 leaders of producer and trader organizations (including 35 women), from Benin, Burkina Faso, Ghana, Guinea, Ivory Coast, Mali, Niger, Nigeria, Togo, and Senegal.
- 2006 Annual Crop Outlook conference organized in Burkina Faso and attended by 114 producers, traders and other stakeholders from 14 West African countries.
- Regional Advocacy Strategy Workshop in Abuja, Nigeria with the participation of 66, including producers, traders and other stakeholders from Benin, Burkina Faso, Ghana, Guinea, Guinea Bissau, Ivory Coast, Mali, Niger, Nigeria, Senegal, Sierra Leone, The Gambia, and Togo.
- Organizational management training for 25 leaders of APFOG (Apex Farmers' Organization of Ghana) to improve their management and business skills, including the provision of basic ICT skills training and using the Internet and SMS to access market information.
- A review and award of competitive grants. Of the 22 competitive grant applications reviewed (valued at \$440,000), 5 associations were awarded grants valued at \$78,000.
- Completion of a three-module training manual for Agribusiness Information Points (ABIPs) information managers.

Successes from the intervention include:

- The Regional Advocacy Strategy Workshop held in Abuja, Nigeria culminated with an invitation by ECOWAS to MISTOWA to engage in further discussions on how best to table the issues delineated in the action plan concerning road harassment, elimination of fake products and private-public sector partnership to generate and disseminate agricultural market information at the Council of ECOWAS ministers meeting prior to submission to the Summit of Heads of State.
- Members of ROESAO coordinated the supply of sheep and cattle from Burkina Faso, Mali, Niger and Mauritania for terminal markets in Abidjan, Ivory Coast and Dakar, Senegal for the Eid-al-Kabir (Tabaski) celebration. Over 140,000 sheep and 4100 cattle worth over \$17 million were traded.
- Two associations from Niger supported by MISTOWA to participate in the International Agricultural Trade Fair in Dakar, Senegal sold a total of 513 cattle, sheep and goats for a total of approximately \$76,000.
- GAPTO, Ghana signed a trade agreement with ISCOS and MALIYIRIDEN from Mali for the supply of Irish potatoes from Mali. In compliance with the agreement, 2,400-25 kg bags worth US\$30,363 were supplied in March, 2006. GAPTO also signed a trade agreement with SOCAMED in Burkina Faso for the supply of onion, tomatoes, cattle and cowpeas. Under this agreement, 455-120 kg bags of onion worth US\$8,766 were supplied in February 2006.

- APLS, Mali purchased 600 tons of millet and sorghum from traders in Burkina Faso and supplied OPAM, Mali for \$101,000 in early January.
- Two trader associations in Nigeria invested approximately \$35,000 for the purchase of their own computers and other materials to protect their equipment. APLS in Mali invested approximately \$1800 to purchase a split air conditioner for their association office.

## Manager's Report

Major activities accomplished in the second quarter of FY 06 included the following:

### ***PIR 1: Improved market Information Generation and Dissemination***

- MISTOWA finalized the implementation plan of the Agribusiness Information Points (ABIPs) and identified 188 potential ABIPs throughout the 15 ECOWAS countries. The ABIPs will be centers where information will be made available to assist members in making commercial decisions and in improving business. Training for selected ABIP personnel in charge of information management and communication planned for April includes basic computer skills, market information management and agribusiness modules as follows:
  1. Computer Basics
    - Office data processing: PC Basics and Windows, Ms Office (Word, Excel, PowerPoint),
    - Internet & communication: browsing, electronic mail, SMS and web technology
    - Website management: updates, browsing
  2. Market Information Management
    - Data collection, processing and analysis
    - Packaging contents and generating information for radio programs, newspapers, newsletters, market reports/news
    - Introduction to [www.tradenet.biz](http://www.tradenet.biz); WAG ([www.wa-agritrade.net](http://www.wa-agritrade.net)) content management and administration
    - Partners website (group) content management and administration
  3. Business Management
    - Setting up and running the ABIP as a business
    - Developing and providing services to members on pay per service basis
    - Sustainable ABIP management (financial and institutional sustainability, accounting procedures, book keeping, promotion and service provision)
- During the quarter, the portal ([www.wa-agritrade.net](http://www.wa-agritrade.net)) registered 59,755 "hits", representing a 7% decrease over the 64,262 recorded in the previous quarter.

### ***PIR 2: Improved trader and producer skills***

- One hundred and sixty-four members of the Apex Farmers' Organization of Ghana (APFOG) and Ghana Agricultural Input Dealers Association (GAIDA) received four days of training in January. Topics covered included managerial skills development, financial sustainability, record keeping and ICT use for business development. The occasion was used by the two associations to hold their Annual General Meetings.
- In January and February 2006, MISTOWA provided advocacy training for 120 leaders of trader, producer and transportation organizations. The four-day workshops took place in Benin, Burkina Faso, Senegal, Mali, Ghana and Nigeria, with additional representatives from Guinea, Ivory Coast, Niger and Togo. BBO, an international, non-profit making organization based in the

Netherlands facilitated the trainings. The workshop explained the advocacy concepts and helped participants to develop strategies for change according to the needs of each country. Resource persons from partners such as ECOWAS, WAEMU and WATH were invited to help guide the development of advocacy plans. At the end of the training, participants identified three top advocacy issues that affect all of the participating countries including (i) non-tariff barriers to trade, such as formal and informal road harassment along the major trade corridors (ii) proliferation of fake agro-inputs and (iii) lack of access to timely price information and market opportunities.

### ***PIR 3: Improved West African Trade Environment***

- A Regional Advocacy Workshop was organized in Abuja from March 27- 31, 2006 to formulate an advocacy strategy and implementation plan to address the existing constraints to regional trade. The workshop aimed to consolidate issues discussed at national level advocacy workshops into a coherent regional-level advocacy action plan. The workshop assembled previously trained representatives of the organizations and experts from WAEMU, ECOWAS, USAID, WATH, MISTOWA, TIPCEE, TradeMali, AGRITERRA, BBO and other partners. The highlights of the national-level advocacy plans include:
  - Convening a meeting for Trader and Producer Organizations (TOs and POs), Transporters and Agricultural Input Dealers to explain the advocacy workshop and present conclusions, recommendations and country-specific advocacy action plans.
  - Identifying and contacting the national ECOWAS parliament representatives as well as representatives of UEMOA, NEPAD and other major policy organizations to present and discuss the proposal presented to ECOWAS parliamentary advisors in Abuja. Country teams will explain the need for country-level support, discuss country-specific concerns, and define how they will collaborate with these organizations to further their efforts to advocate for specific concerns.
  - Facilitating the formation of in-country “agricultural advocacy groups” made up of the Abuja workshop participants and others who received the basic advocacy training. The objective is to increase the size of the group addressing agricultural advocacy issues and provide leadership for the activities under the Abuja plan.
  - Identifying and contacting the in-country focal point person for the West African Civil Society Forum (WACSOF) to explain the content of the advocacy workshop in Abuja and present conclusions and recommendations. The advocacy group will become involved in WACSOF’s agricultural thematic group and they will be invited to annual forums and national consultations that precede the Council on Ministers’ meeting. This will ensure that producers, traders and transporters’ concerns are tabled, and national and regional issues are addressed and receive political support.
  - Assisting the national advocacy group in drawing up a National Advocacy Action Plan targeting PO/TO/Transporter’s specific issues and concerns.
- MISTOWA organized the 2006 Annual Crop Outlook conference in Burkina Faso. It was attended by 114 producers, traders and other stakeholders from 14 West African countries. Highlights of the conference included a commodity exchange session “Bourse Agricole” organized by Afrique Verte on behalf of MISTOWA. Eighty-five stakeholders participated and 335 offers/bids involving 170,000 tons of food and cash crops and 90,000 heads of large and small ruminants were made. Afrique Verte will follow through with the deals and submit a report to MISTOWA.
- Over \$20.847 m worth of trade deals involving a variety of commodities were reported to us during the quarter. They resulted from face-to-face events, internet searches, SMS enquiries and trade fair attendance facilitated by MISTOWA. About \$18.829 m worth of deals were reported during the quarter. Table 1: shows the value of deals made between countries. The largest deals were made between the Sahelian countries (Mali, Burkina Faso, Mauritania and Niger) and coastal countries (Ivory Coast and Senegal) and involved the trade in small ruminants for the Tabaski.
- Partner associations in Benin, Mali and Nigeria reported that as a consequence of ICT knowledge acquired through MISTOWA training, they have invested over \$38,000 in personal computers, cellular

phones, other equipment and office space (Table 2). About \$22,000 of the investments were made during the quarter.

**Table 1: Trade deals reported by partners as a result of from face-to-face events, internet searches, SMS messaging and trade fair attendances facilitated by the MISTOWA project (June 05 to March 06)**

	Destination									
Value of trade (\$)	Value of trade (\$)									
Origin	Benin	Ghana	Ivory Coast	Mali	Niger	Nigeria	Senegal	Togo	Togo & Ghana	Grand Total
Burkina		24387		101289			12385		6384	144445
India						22727				22727
Ivory Coast						300000				300000
Mali		29724								29724
Mali/Burkina/Mauritania			10283669							10283669
Mali/Mauritania							7137101			7137101
Niger	1272773						76839			1349612
Nigeria					1330256	239153		6630		1576039
Togo		3850								3850
<b>Grand Total</b>	<b>1272773</b>	<b>57961</b>	<b>10283669</b>	<b>101289</b>	<b>1330256</b>	<b>561880</b>	<b>7226325</b>	<b>6630</b>	<b>6384</b>	<b>20847167</b>

**Table 2: Investments made by partner associations from Benin, Niger and Nigeria, Nov 05 to March 06**

Investment type	Partners from			Grand Total
	Benin	Mali	Nigeria	
GSM phones	1320			1320
new office			6130	6130
office upgrade			734	734
personal computers			24091	24091
protective structure			4498	4498
Split air conditioner		1834		1834
<b>Grand Total</b>	<b>1320</b>	<b>1834</b>	<b>35453</b>	<b>38607</b>

## ***Project Management: Grants, M & E and Public Relations Activities***

- **Grant administration:** Twenty-two applications for competitive grants from regional and national partners were reviewed. Four were rejected for various reasons, five were returned for additional information, five were approved and eight were deferred to the next round of review (Table 3). The total amount approved was approximately \$78,000 out of the \$440,000 requested.
- **M & E:** Chris Amedo and Kofi Debrah continue to collect M & E data from the trade associations selected for reporting imports and exports of selected commodities in collaboration with country coordinators. Baseline data and targets for the highest level impact indicator (annual value of trade of selected products) were disaggregated and reported separately as trade value reported by the 20 trader associations from six countries and as trade value of business deals made by project beneficiaries within the sub-region as a whole.
- **Staffing:** Claudia Lalumia, the newly recruited Business and Trade Advisor will be reporting to the office by middle of April 2006.
- **Visitors:** Visitors during the quarter included Govert van Oord, BBO, The Netherlands, Jean-Luc Aldorf, Fund Manager, the BUSAC Fund, Ibrahim Kouyate, Geekcorps, Mali and Abdou Fall, Coordinator of AGOA Services, WATH. Mr Macky Sall, Prime Minister of Senegal visited the "MISTOWA Village" at the FIARA (Foire International de L'Agriculture et des Ressources Animales) fair in Dakar, Senegal. Mr Sall, accompanied by the Minister of Agriculture and Animal Resources learned more on how MISTOWA's efforts to bring market information to producers and traders using technology is generating more business.
- **Newsletters:** English and French versions of the MISTOWA Newsletter were published in January, February and March and distributed through the mailing list as well as through the MISTOWA website.
- **Public Relations and Promotional Activities:** Regine Dupuy, was contracted in January and continues to work on the project's success stories, newsletters and project brochures, gender issues in addition to representational activities.
- **Reports:** Reports of the quarter include:
  - January to March activity reports by MISTOWA coordinators from Benin, Burkina Faso, Ghana, Mali, Nigeria, Senegal and Togo.
  - Proceedings of the Crop Outlook Conference held in Ouagadougou and the Regional
  - Advocacy Training Report by BBO, The Netherlands

**Table 3: Summary of Competitive Grants Applications reviewed during the quarter**

Applicant	City/Country	Principal activity of grant application	Applicati on ID	Status	Amount requested (\$)	Amount approved (\$)	Amount disbursed (\$)
Kano State Agric Inputs Dealers Association (KASAIIDA)	Abuja / Nigeria	Disseminating information on agricultural inputs	MCG # 10	Deferred to next round	22,159		
ROESAO/Senegal	Dakar / Senegal	Participating in the FIARA trade fair	MCG # 11	Rejected (too late to participate in fair)	6,826	0	0
Plate Forme Paysanne du Niger (PFP/N) – Coordination Nationale ROPPA	Niamey / Niger	Participating in the FIARA trade fair	MCG # 12	Approved at a reduced budget	43,202	16,818	16,818
ROESAO/Niger	Niamey / Niger	Participating in the FIARA trade fair	MCG # 13	Fully approved	5,578	8,592	8,592
Miyetti Allah Cattle Breeders Association of Nigeria (MACBAN)	Kano / Nigeria	Organizing workshops on modern techniques of milk production storage and trade in Nigeria	MCG # 14	Rejected	18,761	0	0
Centre Multimedia Communautaire de Banikoara	Banikoara / Benin	Establishing a community platform for exchange of agri-business and market information	MCG # 15	Deferred to next round	24,807		
Centre for Agriculture and Rural Development (CARD)	Tamale / Ghana	Developing rural product market information system in North Ghana	MCG # 16	Deferred to next round	25,004		
Recherche, Appui et Formation aux Initiatives d'Autodéveloppement (RAFIA)	Dapaong / Togo	Establishing and strengthening the business capacity of a network of vegetable producers in the Savane Region	MCG # 17	Deferred to next round	29,084		
Observatoire Régional de la Filière Oignon (ORO)	Niamey / Niger	Publishing promotional materials and a quarterly newsletter	MCG # 18	Returned for further clarification	7,156		
Information Aid Network (IFAnet)	Ibadan / Nigeria	Enhancing the capacity of IFAnet to generate agro-market information	MCG # 19	Deferred to next round	24,087		

Amicale Socio Economique Sportive et Culturelle des Agriculteurs du Walo (ASESCAW)	Saint Louis / Senegal	Strengthening the capacities of ASESCAW in disseminating agri-business information to its members	MCG # 20	Fully approved	24,916	24,916	2,348
Ghana Agricultural Producers and Traders Organization (GAPTO)	Accra / Ghana	Establishing trade links with partners in Burkina Faso, Mali and Togo and supporting GAPTO trade data collection efforts	MCG # 21	Fully approved	24,273	24,273	5,000
ROESAO/Benin	Cotonou / Benin	Conducting a grain market mission to Niger	MCG # 22	Fully approved	2,981	2,981	0
<b>TOTAL</b>					<b>440,863</b>	<b>77,580</b>	<b>32,758</b>

## Annex 1: Performance Indicator Table

Indicator	Weight	Baseline Year	Baseline Year Data	Progress Direction + or -	FY 2006 Target	FY 2006 Qtr 1 Actual	FY 2006 Qtr 2 Actual	FY 2006 Qtr 3 Actual	FY 2006 Qtr 4 Actual
<i>a) Annual value of trade of selected products from 20 trade associations supported by MISTOWA increased (\$)</i>	5	2005	120,000,000	+	144,000,000	31,323,540	41,377,333		
<i>b) Annual value of trade of selected products reported as deals by project beneficiaries increased (\$)</i>	5	2005	185,221,152	+	214,807,734	2,018,000	18,829,167		
Total annual value (a + b) of selected products increased (\$)	5	2005	305,221,152	+	358,807,734	33,341,540	60,206,500		
Number of countries having compatible MIS	2	2004	0	+	15	10	10		
Number of users of MIS	3	2005	103,303	+	206,606	29,622	33,318		
Number of hits on partner websites	3	2005	117,085	+	128,794	30,490	59,755		
Number of individuals trained	4	2004	46	+	2,010	693	734		
Analyses produced for regional organizations	1	2005	0	+	1	0	0		

## Annex 2: Country Summary Table

FY 2006	Country	Qtr	Training (Men, Women)		Event Participation (Men, Women)		Fund Expenditure	Other
			Men	Women	Men	Women		
1	Benin	1	39	32	63	12	72,120	
		2	10	6	7	4	13,338	
		3						
		4						
2	Burkina Faso	1	3	0	4	5	29,820	
		2	10	4	41	22	191,345	
		3						
		4						
8	Gambia	1	0	0	0	0	0	
		2	0	0	3	1	2,400	
		3						
		4						
9	Ghana	1	8	46	87	49	88,410	
		2	25	19	10	7	28,365	
		3						
		4						
10	Guinea	1	2	0	2	1	4,000	
		2	3	3	4	3	10,400	
		3						
		4						
12	Ivory Coast	1	18	6	1	2	15,000	
		2	2	4	6	3	8,325	
		3						
		4						
13	Liberia	1	0	0	0	0	0	
		2	0	0	0	0	0	
		3						
		4						
14	Mali	1	24	7	5	2	25,800	
		2	7	6	4	5	14,938	
		3						
		4						
16	Niger	1	1	0	4	3	4,000	
		2	3	3	5	4	7,500	
		3						
		4						
17	Nigeria	1	190	89	7	2	96,180	
		2	15	5	16	12	16,032	
		3						

		4					
		1	66	55	24	62	37,980
		2	8	6	6	4	4,392
		3					
19	Senegal	4					
		1	0	0	0	0	0
		2	0	0	2	2	4,500
		3					
20	Sierra Leone	4					
		1	3	0	46	9	11,100
		2	4	2	6	2	2,674
		3					
21	Togo	4					
	Total		<b>441</b>	<b>293</b>	<b>353</b>	<b>216</b>	<b>688,619</b>

## **Annex 3: Success Stories**



## SUCCESS STORY

# Three USAID projects partner to bring together traders from Ghana and Mali

**Collaborative efforts of USAID funded projects for trade tours continue to make market deals possible.**



Photo: MISTOWA

*Ghanaian producers and traders exchange ideas with their counterparts in Mali. These meetings result in lasting relationships that foster future business deals.*

**MISTOWA intervention is resulting in a market deal for the sale of tons of potatoes and mangoes from Mali to Ghana. Associations recognize that such deals could not have happened without the opportunity to tour and meet other traders.**

“It takes time to develop new trade channels in West Africa, particularly between Anglophone and Francophone countries,” says GAPTO (Ghana Agricultural Products and Traders Organization) Chairman Haruna Agesheka. Business contacts made by GAPTO during a Mali trade tour that occurred in March 2005 are now materializing into major business deals. Daouda Traore and Abdoul Karim Sanogo, both members of *Mali Yiriden*, a commercial fruit and vegetable cooperative, met GAPTO members, Alhajii Adramani Musah and Alhajii Sidik Abubakari during the tour and are now finalizing an agreement for the sale of 30 tons of potatoes and 20 tons of mangoes.

Although several organizations are attempting to develop West African trade, they do not always have the opportunity to merge their efforts. However, last year, MISTOWA and two other USAID funded projects--*TIPCEE* in Ghana and *MaliTrade* in Mali--joined forces to support a five-day trade tour for seven GAPTO members. The purpose of the tour was to provide GAPTO members the opportunity to meet with their ROESAO (Network of Business Operators in the Food Industry) counterparts in Mali. As a result of this effort, trade deals continue to be negotiated. MISTOWA orchestrated the collaboration to allow the greatest number of participants the important opportunity to tour Malian markets.

Trade between Mali and Ghana has traditionally occurred, but few traders have the occasion to visit their counterparts elsewhere and ascertain the possibility of future trade agreements. “It is vital that traders have the chance to discuss crop seasons and availability so that we can begin to forecast when certain commodities will be scarce,” says Elizabeth Coffie, a GAPTO participant. The GAPTO delegates hoped to increase the level of trade between Mali and Ghana for mangoes, potatoes, tomatoes, rice, and cattle and meat. During the Malian tour, the GAPTO representatives were able to make contact with traders and visit market places in cities like Bamako, Segou, Niono, and Sikasso.

The collaborative effort of MISTOWA and the two other USAID-funded projects is proving that connecting people is the first step towards future market deals.



## SUCCESS STORY

# Nigerian Association Helps Ease Food Crisis in Niger

**Dawanau Market Development Association's (DMDA) assistance to Niger during the food crisis are little known throughout the world**



Photo: MISTOWA

*DMDA members load truck with food staples in Kano market for dispatch to Niger during the food crisis.*

***DMDA provided Niger with weekly truck loads of food and opened their warehouses for relief aid.***

Niger experienced a severe food crisis in the summer of 2005 when prices for staples such as millet and sorghum rose by an astronomical 75-80% above normal.

During the crisis, the international community got most of the credit for relief efforts. However, help also came from regional neighbor, Nigeria. The Dawanau Market Development Association (DMDA) of Nigeria played a little recognized role by supplying food staples such as garri, millet and maize at discounted prices. Traders opened their market warehouses for the Government of Nigeria to purchase grain and other food items to be dispatched to Niger.

Before the food crisis reached its peak, MISTOWA brought together traders from Niger and Nigeria for a variety of events, including a 25th anniversary celebration of DMDA, an 'Onion Forum' and other capacity building activities. Traders from neighboring countries often mistrust each other due to language and information barriers. MISTOWA's efforts paved the way for a more congenial and cooperative relationship between each country's traders.

Between June 1 and August 22, 2005, DMDA donated a total of 2,250 tons of foodstuffs valued at close to \$2 million. Government purchases from the market are estimated at about ten times the contribution of the trader associations. At a time when many other traders were taking advantage of higher prices, the DMDA's discounted prices resulted in a savings of more than \$100,000 to the traders in Niger.

The food crisis in Niger demonstrates that MISTOWA's work with traders enhances regional food security. Providing accurate and timely market price information is a critical tool that enables associations to avert future food crises in the region.



## SUCCESS STORY

# Crop Conference Sparks Regional Trade

**Participation in the regional 'Crop Outlook Conference on Agricultural, Food & Trade Opportunities in the Sahel & West Africa' resulted in a significant trade deal.**



*Gertrude Adu-Yebo, GAPTO Chairperson, plans for a site visit to Togo to discuss future trade deals with ROESAO members.*

"If I had not attended the MISTOWA Crop Outlook Conference, last Christmas' festivities would have been impossible for my family," said Gertrude Adu-Yebo, Chairperson of GAPTO (Ghana Agricultural Producers and Traders Organization) and a member of the Grains and Gari Association. Instead, her family had reason to celebrate because in early December, through a contact she made at the September 2005 conference in Accra, she was able to purchase a truckload of *gari* worth \$8,457 and resell it within two weeks, at a profit of \$1,779.

Adu-Yebo was one of 150 delegates who attended the MISTOWA conference that brought together producers, traders, and agricultural experts from all over West Africa. She learned about policies, agreements and seasonal factors affecting agricultural trade in the region. "It amazed me that while Accra markets were overflowing with one crop, it could be so scarce in others parts of West Africa," she commented.

At the conference, Adu-Yebo encountered a fellow ROESAO (Network of Economic Operators in the Food Industry) member, Adzessi Kokou Delali, a trader from Kpalime, Togo. They discussed potential trade commodities and exchanged mobile phone numbers for future contact.

Two months later, *gari* became very scarce in Ghana. "Farmers do not want to harvest cassava during the dry season, because the soil is hard," explained Adu-Yebo. When the Accra price for *gari* skyrocketed to 12,000 cedis a kilo, Adu-Yebo remembered Delali and immediately contacted him. To her surprise, he proposed a deal at 9,000 cedis a kilo, transport included. Adu-Yebo knew that if she could obtain the cassava, the merchandise would sell quickly. Her only concern was that she did not have sufficient cash to buy the commodity outright, so she negotiated a three-week credit agreement. "Giving Gertrude credit was not a problem because she is also a ROESAO member and after spending a week with her at the Conference, I knew she could be trusted," said Delali.

On December 1st, Adu-Yebo received the promised 7.8 tons of *gari*. She sold almost half the bags of *gari* on the first day. "I could have sold everything the first week, but I distributed some of the *gari* to my fellow association members on credit; I wanted to share the same benefit I had received from MISTOWA," Adu-Yebo said.

Adu-Yebo observed that many traders were inspired by her deal. "That month, twenty new members signed up to join GAPTO. My experience showed [other traders] the benefits of organizational membership."



## SUCCESS STORY

# Nigerian Associations Invest Their Own Resources to Protect ICT Assets

### Market associations in Kano and Mile 12 markets build on MISTOWA-funded equipment



Photo: MISTOWA

*The Dawanau Market Development Association (DMDA) built this structure to protect their brand new generator.*

**USAID's MISTOWA project has stimulated the use of modern technology to generate more trade. Producers and traders embrace the new technology and are increasingly using their own resources to purchase equipment that will assure 24-hour access to market information.**

The bustling Nigerian markets of Dawanau and Mile 12 took a leap into the future thanks to their partnership with the USAID-funded MISTOWA (Regional Market Information Systems and Traders' Organizations of West Africa) project. Over the last year, MISTOWA equipped two Nigerian associations with computer equipment and ICT training to access market information. As a result, traders and producers in Lagos Mile 12 Market and Dawanau (Kano) are more competitive in their deals.

To assure the continued availability of their equipment, both the Dawanau Market Development Association (DMDA) and the Lagos Mile 12 Association took steps to safeguard their new high-tech trade tools. Each association planned and built the structures necessary to protect their equipment.

The Lagos Mile 12 Association built a brand new resource center and arranged connection to a power line. They also invested in the fencing of a VSAT (Very Small Aperture Terminal) satellite system. Similarly, DMDA built a structure to house an expensive new generator. DMDA acquired additional equipment for support services to its members, including mobile handsets for eight enumerators, and a photocopier and lamination machine for the center.

Nevertheless, many association members are taking matters into their own hands and purchasing computers for their personal use. "ICT/MIS trainings have helped to enhance our business activities as we can now easily link up with business associates, establish new business and track purchases and sales," explained Alhaji Abdul Mohammed, a cereals and perishables trader in the Lagos Mile 12 market.

So when association member Alhaji Mohammed Koya traveled to Saudi Arabia for the 2006 Hajj, he planned to purchase a computer for himself and offered to do the same for other members. Ten members eagerly placed orders for desktop or laptop computers. Fortunately, Mr. Koya was happy to oblige.

## Annex 4: Trip Reports

### Trip 1: Manon Dohmen Trip Report Abuja (Nigeria) 9-17 February 2006

#### Purpose of the trip:

1. Participate in Lobby and Advocacy Workshop (13-16 Feb 2006);
2. Discuss the IFDC International Training Program to be held in Bamako for POs and TOs with Scott Wallace, IFDC Representative in Nigeria.

#### Itinerary:

9 Feb 2006: Travel Accra - Abuja

17 Feb 2006: Travel Abuja – Lagos - Accra

#### Major conclusions:

- The lobby and advocacy workshop was successful because participants gained an understanding of advocacy and acquired the basic skills necessary to partake in advocacy. In addition, the three advocacy objectives were clearly identified in preparation for the the Regional Advocacy Workshop. Resource persons were represented from several organizations, including those in the public sector. This is important because resources persons are now prepared to actively participate in the advocacy efforts. Finally, representatives of WATH and USAID attended the last day of the workshop, which helped to provide needed insight on the MISTOWA advocacy program.
- A proposal for the Regional Advocacy Workshop was prepared.
- The details for the International Training Program in Bamako for POs and TOs were finalized and details are discussed. MISTOWA plans to sponsor participants.

#### Description of activities

##### National Lobby and Advocacy Workshop (MISTOWA activity)

The workshop was the fifth workshop in a series of 6 (Benin, Burkina Faso, Ghana, Mali, Nigeria, Senegal). Charles Nouatin is responsible for Advocacy Workshops in the Francophone countries; I am responsible for workshops in Anglophone countries. BBO, a consultancy firm from the Netherlands facilitated all workshops.

During the first two days of the program participants learned the theoretical background of advocacy. The last two days were spent identifying topics for a regional advocacy effort, as well as gathering factual information. The training workshop was facilitated by Mr. Huub Sloot of BBO. Henry Ekpiken invited the participants and resource persons and Blessing Iheduwa arranged all logistics. To assist the participants in building their case, several resource persons were invited to provide their expertise on the topics. At the end of the program each participant received a certificate which was handed out by Dr. Sola Afolabi, Acting Deputy Executive Secretary of ECOWAS.

A aspect of the training was that it provided representatives of different organizations (farmers, traders, dealers, public sector) the opportunity to meet and to discuss cross-cutting issues.

The same training program will take place in Ghana from February 20-23, 2006.

#### Documents:

1. Report on the workshop (to be finalized)
2. List of participants and resource persons (see attachment)

#### Actions to be taken:

- Follow up with BBO on national workshop report;
- Print certificates for participants that were not on the original list;
- Follow up with HE to ensure collection of gathered information from participants as input for the regional workshop.

### Side meetings

- **Moses Ayinmodu – President National Cassava Growers Assn (NCGA)**  
We discussed the introduction of sericulture to the cassava growers in Nigeria. One type of silkworm feeds on cassava leaves. I promised to link the NCGA to the Sericulture Assn in Ghana.
- **Sabo Ringim Ashiru - Secretary General KASAIIDA (Kano Agro Input Dealers Assn) and John Dabara –president FECAIDA(FCT Agro Input Dealers Assn)**  
KASAIIDA has written a proposal for MIR for sponsorship of a study tour to GAIDA in Ghana. We discussed the possibilities to organize a tour to Ghana with not only KASAIIDA but also the other three AIDAs (FECAIDA, OYSAIDA and BASAIDA). After our discussions Mr. Dabara and Mr. Ashiru prepared another proposal involving all AIDAs. I asked them to type it out and send it to Raphael or me.
- **Rasheed Sarumi – President of Croplife Ghana.**  
We discussed the situation of Croplife Ghana and present activities of Croplife Nigeria.
- **Shettima Mustafa – AFAN (All Farmers Association of Nigeria)**  
AFAN started discussions with ROPPA to become a member, but recently no follow up actions are undertaken. AFAN wanted to know if APFOG is interested in becoming a member as well. I promised to link them to APFOG to discuss these issues.
- **Annette Uhlenberg – USAID / WARP**  
Mrs. Uhlenberg is the new liaison officer for WARP. Her main task is to function as link between the different projects under WARP (such as MISTOWA) and WARP. We discussed the advocacy program. She is very interested in attending the regional workshop.

#### Actions to take:

- Link NCGA and Sericulture Assn of Ghana.
- Inform RV and SW about study tour AIDAs.
- Link AFAN and APFOG.
- Send Annette Uhlenberg the proposal on the regional workshop and place her on the list of invitees for the advocacy workshop.

### Regional lobby and advocacy program (MISTOWA activity)

During the last week of March (27-31 March 2006) two or three topics will be discussed at regional level with the decisions makers. For that program approximately 30 participants from the national workshop will be invited. In conjunction with Mr. Sloot, we prepared a proposal for the regional workshop. This proposal will be discussed immediately after the national workshop in Ghana.

#### Actions to take:

- Finalize proposal with SKD;
- Prepare budget;
- Communicate to country coordinators the final proposal.

### International training for POs and TOs in Bamako

The training will take place in Bamako from 19-23 June 2006. Scott and I have finalized the program and we discussed the details, e.g. the case study for the participants.

#### Actions to take:

- Make first draft of the case study and send to Scott for discussion;
- Prepare budget;
- Discuss resource persons with SKD.

### Visit to Mile 12 market in Lagos

Kola Kuku (MISTOWA staff) arranged a visit to the Mile 12 market. We visited the onion and tomatoes section, and the information centre that was established by MISTOWA.

## Trip 2: Kpalime, Danyi, Anie, Sokode, Dapaong, Togo by Raoul Klutse and Gisele Dovi

### Purpose of the trip

1. To explore cereals and tomato chains for future activities and to integrate gender issues into MISTOWA activities.
2. To finalize advocacy action plan with Togo representatives at the regional workshop.
3. To gain a mutual understanding and to complete a project proposal with the CAP monitored by RAFIA.

### Itinerary

Lomé-Kpalimé-Danyi-Anié-Sokodé-Dapaong-Lomé.

### Major persons contacted

4. The following persons were contacted:
  - Mr. Adzessi Kokou, CT-ROESAO
  - Mrs ATIKPO Charity, President of Plateaux Women PO and Groupement AMEN (with 10 other members)
  - Mrs GUELI Dora of Women Association DELALI of Kpele Konda,
  - Mr. EDZOLEVO Novignon Gilbert, Vegetables Producers of Danyi
  - Mr. NGLOZE Emmanuel, Cereals buyer and seller (gross and retail) Anié
  - Mr. M'BADIA Denis, Regional Chamber of Agriculture, Sokodé
  - Mr. ALIDOU Alassani, CT-ROESAO
  - Mr. YATOMBO Jean, Coordinator RAFIA, Dapaong
  - Mr. DJABIGOU Yemboane, local trainer, CAP Tidonti
  - Messrs. LABDIEDO Lamoutidja, President CAM and LARE Mobile, Advisor CAM (with CAM members)
  - Mrs KOUMBOGUIDJA Ama, Vegetable producer and land owner, Tidonti (with other 5 producers)
  - Mr. Litaba Akila, General Director of Ministry of Agric for Savannah Region.

### Description of activities

#### *Follow-up of the TO and PO inventory*

5. During the stop of Kpalimé the main activity was related to the monitoring of the TO inventory that CT-ROESAO is leading. Discussions with Mr. Adzessi and some members of TO and PO from Danyi and Agou revealed that most of them misunderstand the project vision and its partnership with the regional organizations (RECAO and ROESAO) and their national affiliates.

The same remarks came out from the meeting held with the women members at Kpele Konda. They also would like MISTOWA staff to be directly involved in the collection activities for increased efficiency.

At Anié, the TO representatives also presented their concerns about the possible use of the survey results for taxation purpose. After discussing the issues, they were more comfortable with the questionnaire and accepted to complete them. This demonstrates the need for more sensitization in the future.

#### *Exploring cereals and tomato chain*

6. At Kpele Konda (Kpalimé) a meeting was held with the women members of the TO and PO from Plateaux region and their action plan was reviewed and some common actions around their main activity were planned (cereals trade). During the discussion with about 12 members, the main constraints to free trade were addressed and gender issues were identified for future collaboration with the project (mainly training and information center).

At Anié, a large cereal traders market was visited. One of the three biggest cereal dealers in this market, Mr. Nougloze, explained the structure of the cereal market. He emphasized the main constraints that impede the development of free trade between Togo and its neighboring countries. One of the solutions will be addressed by the collaborative MISTOWA and ECOWAS advocacy activity in the following months

At Dapaong, some areas related to tomato production and transactions were visited. As a result of the visits and meeting with some CAP leaders and tomato traders, the mission realized that there was a marked increase in tomato transaction within the producers organized in the CAP and traders from Togo, Ghana, Benin and Nigeria. Some actions need to be taken to improve these activities.

A possibility to conduct a common monitoring activity in the region was discussed with RAFIA, the main organization supporting vegetable producers.

*Finalize a project to support a network of tomato producers and traders in Savannah region*

7. A workshop was held between the RAFIA Coordinator and MISTOWA representatives to define the mechanisms to assist them in the planning and the monitoring of trade activities. A project proposal defined by the CAP and RAFIA was reviewed. The proposal requests MISTOWA assistance for the networking and the capacity building of farmers and traders organizations to improve agricultural transactions within the savannah region. The document is finalized and a copy has been sent to Accra to be considered as a competitive grant request.

*Workshop to finalize the lobby and advocacy action plan for Togo*

8. During the lobby training session of Cotonou, the delegates were asked to finalize their country lobby and advocacy action plans for 2006. This document will be used during the upcoming Advocacy Regional Workshop in Abuja, Nigeria. The mission took advantage of the presence of one of the delegate at Sokodé (Mr. M'BADIA) to convey Mr. Alidou (the second representative) to join the group for a one-day workshop.

During the workshop, the first document issued from Cotonou session was reviewed. Four main topics were identified and two of them were developed in detail for consideration as MISTOWA partners' priority advocacy actions in Togo.

*Meeting with the Director of Ministry of Agriculture at Savannah region*

9. The mission paid a courtesy visit to Mr. Litaba Akila, Director General of Ministry of Agriculture at Savannah region on March 6, 2006. We took the opportunity to share the project objectives and future prospects in the region. He hopes that MISTOWA interventions will help improve agricultural trade in the region.

**Actions to be taken**

10. Mr. Adzessi and Tchakpédéou to send to IFDC Lomé the first completed questionnaires for the survey of TO an PO in Togo;
11. Mr. Alidou to finalize the advocacy action plan document;
12. Mr. Yatombo to make a fair copy of the proposal to be sent to Accra as a competitive grant document
13. Raoul and Gisèle to include the PO and TO concerns, where appropriate, in MISTOWA Togo future activities.

**Trip 3 : Yachina DETE & Sadibou GUEYE,  
Rapport de mission Dakar Sénégal, 28 Feb-09 Mars 2006.**

**Objectifs:**

- Marquer la présence de Mistowa et son appui aux partenaires à la FIARA.
- Présenter la plateforme et les services [www.wa-Agritrade.net](http://www.wa-Agritrade.net)
- Suivre sur place et rapporter les activités des partenaires dont Mistowa a financé la participation à la Fiara 2006
- Apporter une assistance technique à la représentation du projet à Dakar.

**Conclusions majeures**

La présence de Mistowa à la FIARA 2006 a été effective. Notre stand a enregistré beaucoup de visiteurs très intéressés par les services d'information offerts par notre plateforme surtout **les prix et les offres par GSM/SMS**.

Les partenaires financés ont été satisfaits de l'appui du projet.

**Itinéraire**

February 28	Accra (830H) – Lomé (1000H): IFDC vehicle
February 28	Lomé (1430H) – Dakar (2115): Air Senegal International
March 09	Dakar (1500H) – Lomé (2030H): Air Senegal International
March 11	Lomé (1530H) – Accra (1930H): IFDC vehicle

**Description**

Du 1 au 8 mars 2006 s'est tenue à Dakar, place de l'obélisque, la 7<sup>ème</sup> édition de la Foire Internationale de l'Agriculture et des Ressources Animales (FIARA). Elle a été co-organisée par le Conseil National de Concertation et de Coopération des Ruraux (CNCR), l'Association Sénégalaise pour la Promotion du Développement à la Base (ASPRODEB) et le Réseau des Organisation Paysannes et des Producteurs Agricoles de l'Afrique de l'Ouest (ROPPA). La FIARA est un rendez-vous annuel du monde rural du Sénégal et de la Sous-Région qui vise à :

- promouvoir les productions agricoles, agroalimentaires, animales, agro forestières et artisanales de l'Afrique de l'Ouest
- présenter, introduire et diffuser auprès des agriculteurs, des pêcheurs, des exploitants forestiers, des éleveurs, des jeunes et des femmes, des innovations technologiques afin de valoriser encore plus, le savoir faire et l'entreprenariat rural
- diffuser et vulgariser les systèmes de traitement, de transformation, de conditionnement, d'emballage et de transport des produits
- faciliter l'échange d'expériences pour une large diffusion des technologies rurales

**Déroulement**

Le 1 mars a vu l'ouverture officielle de la FIARA par Son Excellence Macky Sall, Premier Ministre du Sénégal, accompagné de son Ministre de l'Agriculture ainsi que d'autres officiels.

**Village Mistowa**

Pour cette édition, Mistowa a prépayé un espace baptisé « Village Mistowa ». Il s'agit de 3 stands contigus au total dont 2 mis à la disposition du ROESAO et ROPPA Sénégal. Ainsi plusieurs associations membres de ces deux réseaux ont pu exposer et faire la promotion de leurs produits. Le troisième stand était occupé par Mistowa pour présenter le projet et faire la promotion des services d'information de marché dans l'intérêt des producteurs et les commerçants agricoles.

Tout le « village » était décoré (voir les photos) par des posters du projet avec à l'entrée, une bannière qui illustre l'intégration du cellulaire, une technologie qui aidera à porter l'information à chaque producteur ou commerçant.

Pendant 8 jours dans le stand Mistowa, avec l'assistance du staff Mistowa de Dakar dont Mr Sadibou, Mmes Magatte et Fatou, j'ai présenté la plateforme Agritrade à plus d'une centaine de visiteurs.

Le village Mistowa a eu l'honneur de recevoir la visite du Premier ministre et de sa délégation. Nous avons eu le plaisir sans abuser de son temps de lui expliquer brièvement le projet et la plateforme agritrade. Apparemment convaincu, il a promis visiter le site [www.wa-agritrade.net](http://www.wa-agritrade.net) pour plus d'information sur ses applications.

### **Présentation**

L'essentiel de la présentation suivie des démonstrations hors connection, consistait à monter aux visiteurs comment :

recevoir presque au quotidien les prix des produits agricoles de plus de 50 marchés de la sous région ;

un producteur ou commerçant peut contribuer à alimenter directement la plateforme avec des prix et des offres.

Des fiches de renseignements pré imprimées ont permis d'enregistrer les contacts des visiteurs ayant manifesté leurs intérêts à notre plateforme. Ces fiches seront analysées ; les contacts seront ajoutés à notre mailing liste en plus d'un suivi individuel afin de mieux prendre en compte leurs préoccupations.

Plusieurs visiteurs, représentant des groupements ou associations voudraient surtout avoir l'appui du projet. Le bureau de Dakar aura à s'entretenir plus tard avec les plus sérieux.

### **Partenaires**

Des associations membres du ROPPA et de ROESAO Sénégal ont en effet bénéficié du soutien de Mistowa. Au village Mistowa, les associations membres du ROESAO à savoir le Transfruileg, le RADEC, La FEITLS, FENATRAPROMER étaient représentées. En plus de celles-ci, Mistowa a financé directement la filière bétail du Niger à travers les associations ROESAO/Niger et la PFPN. Du bétail avait été convoyé à cette foire depuis le Niger. Il faut rappeler que ces deux associations du Niger sont aussi membres du ROESAO.

Nous avons profité de leur présence pour obtenir la signature des protocoles d'accord de subvention qui précisent les conditions de participation de ces deux associations à la FIARA 2006.

### **Commentaires**

A cette édition, tous les partenaires financés par le projet ont visiblement réalisé de bonnes affaires. La filière bétail du Niger a vendu la quasi totalité de sa marchandise. Nous espérons dans les jours à venir un rapport complet des transactions de tous ces partenaires conformément au protocole d'accord