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**MISTOWA on the Web**  
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Contact us  
[info@mistowa.org](mailto:info@mistowa.org)

The West African Agricultural

Trade Portal  
[www.wa-agritrade.net](http://www.wa-agritrade.net)



A platform powered by  
**tradenet.biz**  
 trade intelligence software

**Receive prices through SMS**  
 of agricultural products in  
 West Africa by sending your  
 request to toll free number  
**+233 244 708 185**  
 (list of codes available at  
[www.mistowa.org/sms](http://www.mistowa.org/sms))

**AGRITERRA**,  
 a partner of  
 the MISTOWA  
 project  
[www.agriterra.org](http://www.agriterra.org)

**Ever Improving MISTOWA**  
 website!  
 Visit [www.mistowa.org](http://www.mistowa.org), and  
 check out improved calendar  
 of events, and an easier  
 access to newsletters and  
 technical documents.

(cont'd from 1)

It focused on;  
 - The identification of the main elements of  
 association structure and effective manage-  
 ment  
 - The identification of the main elements in  
 maintaining and attracting membership for  
 POs and TOs.  
 - Effective sources of revenue generation,  
 organizing effective meetings and  
 identifying the main elements in establish-  
 ing relations with public entities, advocacy  
 and lobbying strategies in trade associations.  
 The training was very beneficial to the  
 executives since it emphasized the impor-  
 tance of seeking the interest of the individual  
 member of the association who is the most  
 important person of the association. It also  
 offered them the opportunity to interact,  
 exchange contact and share challenges they  
 face in their various associations.



*Jim Stanelle, explaining techniques of member-ship drive for the associations.*

**Competitive grants : call for proposals**  
 Please visit our website [www.mistowa.org](http://www.mistowa.org)  
 to download the guidelines for preparing  
 your proposal. Applications from women's  
 associations are highly recommended.  
 Contact: [eaognikou@ifdc.org](mailto:eaognikou@ifdc.org)

As announced during the FY 06 project  
 work planning workshop held in  
 Ouagadougou, Burkina Faso in August 2005,  
 applications for competitive grants are still  
 awaited. The deadline for submission is  
 extended to November 30, 2005.

**Upcoming events**

**7-10 November – Bamako, Mali: FACIA**  
 General Assembly [FACIA, MIR, MIS-  
 TOWA]. Contact : [djigo\\_facia@yahoo.fr](mailto:djigo_facia@yahoo.fr)  
**8-18 November - Lome, ECOWAP -**  
 workshop for validation of complementary  
 studies and launching of ECOWAP thematic  
 groups [ECOWAS].  
 Contact: [jqsubah@yahoo.fr](mailto:jqsubah@yahoo.fr)  
**14-18 November – Cotonou, Benin: work-**  
 shop on harmonization of methodologies of  
 data collection and analysis of MIS in West  
 Africa [RESIMAO, CILSS, ECOWAS,  
 MISTOWA, CTA].  
 Contact: [cossigaston@yahoo.fr](mailto:cossigaston@yahoo.fr)  
**November 14-18 (Accra, in English) and**  
**5-9 December (Dakar, in French) – TOT**  
 [CropLife, FACIA, IFDC/MIR/MISTOWA].  
 Contact: [mdohmen@ifdc.org](mailto:mdohmen@ifdc.org)  
**12-13 December – Paris, France: annual**  
 meeting of the network for prevention for  
 food crisis in the Sahel [CILSS]. Contact:  
[mathias.lange@clss.bt](mailto:mathias.lange@clss.bt)

More details on MISTOWA at <http://events.mistowa.org/>.  
 If you wish to announce an event in this column, please send us a message  
 before the 25th of the month to : [info@mistowa.org](mailto:info@mistowa.org)



# MISTOWA

*agricultural trade made simple*



Networks of Regional Market Information Systems and Traders Organizations in West Africa  
 Réseaux Régionaux de Systèmes d'Information de Marché et de Commerce Agricole en Afrique de l'Ouest



No 10 - October 2005



*Delegates from West African MIS inspecting grains and legumes sold on main Nairobi market.*

**MISTOWA focuses on information needs of women.**

The MISTOWA project conducted a series of workshops on gender and information needs of women in Accra (Ghana), Lagos and Kano (Nigeria) and Cotonou (Benin). About 200 participants (75% women) participated in the workshops in total. They were led by Dr Nancy Horn, AMEX consultant and assisted by Gisele Dovi of IFDC. Kano witnessed the largest participation with 40 women out of 55 participants and it was pleasing

**A series of Organizational Management Trainings held for traders' organizations**

Jim Stanelle, an association-building expert was engaged by MISTOWA to conduct Association management Trainings for national partners in Ghana, and Nigeria. The trainings which were held from the 19th November to 2 December 2005 attracted a total of 121 participants, including 34 females.

# NEWSLETTER

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1	for women
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**West African MIS study tour to Kenya**

**EDITORIAL**  
 Valued readers,  
 Welcome to the 10th edition of the MISTOWA newsletter. In this edition, we bring you highlights of the study tour conducted by representatives of West African market information systems (MIS) in Kenya.  
 You will also discover news on activities in collaboration with our partners, as well as trainings and studies conducted during the month of October.

As a follow up to the international training in June 2005, MISTOWA led a delegation of 7 representatives of the West African MIS on a study tour to learn best practices in Kenya from October 8 to 15.  
 The delegation consisted of Cecilia Vorleto, Emmanuel Osei Bonsu and Thariza Arku Kelly from the Techniman, Agona Swedru and Koforidua electronic-commerce centers respectively. The centers are supported by ICD (the Netherlands) and MISTOWA. Others were Godson Ononwu of NAMIS and Dr Lemchi Jones from the IITA Integrated Cassava Project in Nigeria. NAMIS and IITA are members of, and major contributors to NAMIN, the harmonized MIS platform in Nigeria. The regional network of market information systems (RESIST-MAO) was represented by Sani Laouali, from Niger, and Mamoudou Sy from Burkina Faso.  
 The major highlights of the tour included visits to the wholesale and retail markets in Nairobi, to KACE (a Kenyan private company providing agricultural market information), participation in the first Regional Grain Trade Summit and meetings with the national MIS and RATES (a regional market > continued on page 3

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### RECAO holds a successful full General Assembly and elects a new board

RECAO held its 3rd Ordinary General Assembly in Cotonou, Benin on October 3 to 4, an event supported by the MISTOWA and the PRIECA/AO projects.

Delegates adopted the 2005-2006 work plan for RECAO, which concentrates on 3 major activities: governance, capacity building and networking, and advocacy.

M. Mamadou Chabi, from Benin, is the newly elected president. He will be assisted by M. Bakary Togola (Mali) and Neboma Sawadogo (Burkina Faso).

### ROPPA bracing up for the next WTO summit

ROPPA is preparing a new position paper on the cotton issue to be presented in December 2005 in Hong Kong, during the coming inter-ministerial WTO meeting on multilateral trade agreements.

Since September 15, ROPPA headquarters in Ouagadougou, Burkina Faso has been hosting Charles Nouatin, the regional advisor for producers' organizations for the MISTOWA project. Contacts: tel +226 50 36 80 94 - email: cnouatin@itdc.org

### In Senegal, ROSSAO female traders enter trade agreement

Twenty five female traders and producers, all members of ROSSAO in Senegal had a consultative meeting at PAPES on October 17 to discuss marketing issues for agricultural products.

During the meeting female traders concluded a deal with their producer counterparts to buy rice produced in the River Senegal valley for supply to the other regions in Senegal. This includes Dakar, where most of the rice consumed is imported.

### Partners receive their IT equipment grants.

In Benin, Nigeria, Togo, Ghana, Burkina Faso, Niger, Mali and Senegal, several partners of the MISTOWA project who were awarded equipment grants have received their equipment which they have installed for use.

A V-sat antenna has for example been installed in the center of the Lagos Mile 12 Market in (Nigeria), enabling the association members to have a full time and reliable connection to the Internet.



### A Technical Committee on Potatoes is operational in Mali

Under the initiative of TradeMali, the national committee for technical coordination was formed to prepare the 2005/2006 season for potato. MISTOWA is a member of the marketing and finance sub-committee, which regroups various stakeholders from the downstream of the potato sub-sector. MISTOWA supports the committee with regional market information, from collection to dissemination and analyses.

### Producers and traders keep record and monitor trade flows for their commodities

The Federation of Independent Breeders and Dairy Processors of Senegal (FEITLS) began to monitor and track weekly trade flows and data (breed, value, number of heads, origins and destinations) for livestock on some

### of the major livestock markets in the country. In Senegal, additional tracking will begin on November, in collaboration with UNACOIS for imported rice, ASECRAW for local rice and maize, and ONAPES for tomato.



Similar activities have already begun or are on the way to begin with some 20 partners' associations in project's key countries, including DMDA association in Kano, and Mile 12 association in Lagos.

### FACIA member assists in organizing a Training-of-Trainers workshop

ADPA (Association of Agro-Pharmaceutical Products Dealers of Mali), the Malian affiliate of FACIA, has assisted CropLife and IFDC to organize a Training-of-Trainers (ToT) program in Mali. The training took place between 10 and 14 October 2005 in Bamako and was attended by 11 participants from the distribution private sector, the Malian cotton company, the National Agriculture Directorate and the national media.



During the training program conducted for the first time in French, participants acquired knowledge on how to train adults, how to use training aids and different training methods.

During the last two days of the program, all participants had to facilitate a training session of 15 minutes about several topics concerning pesticides to put what they have learned into practice. Those who passed both the practical and the written tests received a certificate from CropLife and IFDC.

### tems project covering East Africa countries members of COMESA similar to MISTOWA in West Africa.



The market visits revealed the widespread use of weighing scales for wholesale and retail trade, and that retail prices were often displayed for and at what price (competitiveness).



The delegates also participated in the first Regional Grain Trade Summit attended by some 250 participants. The summit, co-organized by COMESA and RATES focused on the maize sub-sector and the discussions were about food aid and strategic grain reserves

More details on the Summit can be found on the Summit's website: [www.graintradesummit.com](http://www.graintradesummit.com)

The RATES project is funded by USAID and aims at facilitating the regional trade for maize, rice, coffee, cotton and dairy products ([www.rates-center.org](http://www.rates-center.org)). The [www.tradeafrica.biz](http://www.tradeafrica.biz) website, developed with RATES support, is the main website for prices, commodity trade floor and other market information for the East African region.

### KACE, a successful private MIS !



KACE receive daily price and offers information via SMS from MIC and MIP (market information centers and update the KACE database. Market information is immediately available to users through a variety of sources: the KACE website, SMS or by IVR. Data is also posted on the boards in Nairobi (center) and at MIC and MIP levels, like in Machakos, 42 km from Nairobi (bottom).



Most tools and services provided are available for a fee to users, including: - price boards, with daily updates from prices collected locally and on other MIC and MIP across the country.

or on

At local level, MIC and MIP are offering additional services which are generating revenues and helping to promote the company to existing and potential customers, including internet browsing, business centers, extension services, ICT trainings, rent of extension materials (videos, books, etc).

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According to Dr. Horn, many of these problems can be solved by providing the right type of information (i.e. information that take the uniqueness and women issues into consideration) and by selecting dissemination methods that have high probabilities of reaching women. Several needs were identified by the women and range from information on credit sources to market outlets, local and regional prices for inputs and products, processing and labor-saving production technologies, transport and land legislation.

A few days after the workshops a female participant sent an e-mail message to the consultant to renew her determination to enroll in a computer class to be able to access information on the Internet!