Mobile Phones are Just More than Phones in the Hands of Farmers
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1. Introduction: Why intervention was important?
   - Market condition
   - Farmers’ market problem
   - Market is inefficient
   - MIS
   - Farmers get more opportunity
   - More efficient market

2. Objectives
   - To establish a mobile phone based market information system which is managed by small scale farmers
   - To identify the impact of farmers’ access to market information on their production and marketing strategy

3. Methodology
   1. Group formation
   2. Training
   3. Developed group by laws
   4. Set mechanism of info. disseminations
   5. M and E

4. Impact of the access to on-time market info
   - Decision pattern changed
   - Farmers have increased their income
   - Marketing costs has been reduced
   - Power and involvement of middle men reduced
   - New and short market channel
   - Farmers started pooling the commodity and selling in group

5. Changes in marketing strategy
   Before intervention
   - Decision is based on the recalled information
   - Source of information are few or limited

   After intervention
   - Marketing decisions are based on up-date-information
   - Information of more market places is used for decision making

6. Conclusions: Mobile phones can be an important low cost intervention in areas with limited infrastructure in terms of communication