

Mobile Phones are Just More than Phones in the Hands of Farmers

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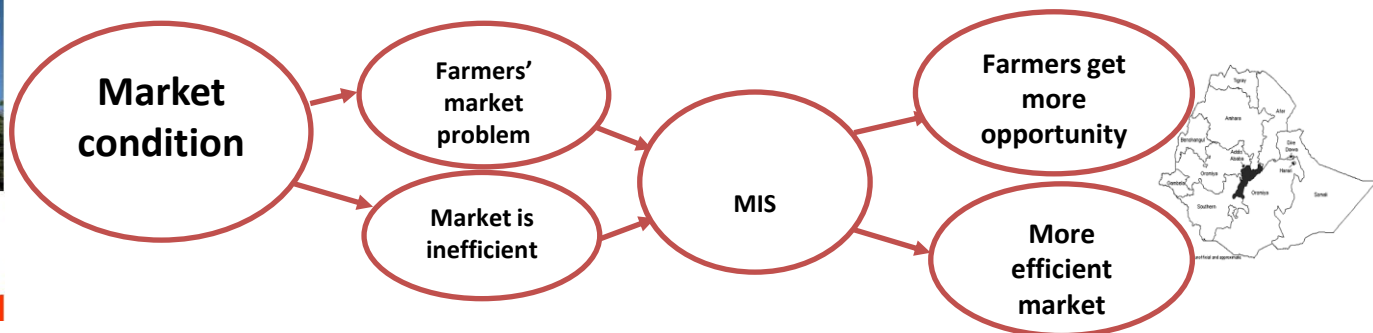
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How much now ?

If you contact us:

You can check the highest price of your produces

1 Introduction: Why intervention was important?



3 Methodology

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

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

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

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

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