

Project title : M-AGRI - Market information and marketing advice through SMS in Ivory Coast

Project place	Project cost	Role in the project	Technical and financial sponsors	Dates
Côte d'Ivoire	Autofinancement	Market analysis	Orange, AFD - French Development Agency, EU - European Union, CTA - Technical Centre for Agricultural and Rural Co-operation	January 2011 - December 2020

Project's goals and results

Main goals

In a context of price volatility, producers lack information about commercial risk.

By informing them by SMS, **M-Agri improves the marketing strategies and income of producers in Côte d'Ivoire.**

M-Agri is part of the range of services developed by our [N'kalô](#) initiative in our various countries of intervention

Specific objectives

Reduce the asymmetry of information between producers and buyers of agricultural raw materials

Disseminate other more general agricultural information: weather forecasts, past or future events, technical advice, etc.

Beneficiaries

30 000 subscribers since January 2017

Results

Income impact assessments are conducted each year on each stream according to a matching methodology.

Depending on the year and price volatility, **the average earnings are 25 to 150 € per year**, per product and per subscriber, **for an annual cost of 1.80 € only!**

Activities

Collection of market information through a dozen employees located in ten countries, supplemented by international data and information (statistics, importing country, stock market ...)

Analysis of market fundamentals and estimates of price evolution factors according to a robust methodology inspired by the French company Supply and Demand Agricole (ODA)

Broadcast via the Orange interface, the service provider's telephone operator **Field training** to subscribers to facilitate understanding of SMS and decision-making