



## Connect Cajú 2/ N'kalo

### Results Sharing Report - Survey on the evaluation of the impact of SMS's sent during the commercialization campaign 2020

*June 2021*

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# Introduction and Objectives

- ▶ During the commercialization campaign 2020/2021 Nitidae in coordination with TNS sent informative messages about prices and market of cashew to farmers in the three provinces of implementation of the project. A total of 7 weekly informative sms's were sent in the period of November 2020 to February 2021 where the objective of these messages was to provide the farmers and other actors, with updated information on the prices of cashew (including the reference price), so they could sell or store for future sale when the market is more attractive.
- ▶ The objective of this evaluation of the sms process during the 2020/2021 commercialization campaign was to assess the progress of this functionality so far and the satisfaction of farmers with the content of the message, as well as to find out from them what additional information they would like to receive.
- ▶ Based on the findings the teams will develop a set of recommendations for implementation during the next campaign.

# Presentation of Results - Technical Team involved

- ▶ The Survey took place from April - June 2021 in the 3 provinces: Zambezia, Nampula and C. Delgado. Five technicians were involved and reached 22 districts in total from April 10th to June 1st, 2021.
- ▶ Of the districts in which the survey took place, those with more producers who received, understood and made use of the information were: **C. Delgado** - Chiúre; **Nampula** - Mongicual, Mogovolas and Meconta; **Zambézia** - Pebane, Gilé and Mulevala. Of the 448 interviews 250 were face-to-face and 198 were via telephone.

Província	Técnico	Distritos Atingidos
<b>Cabo Delgado</b>	AbdulGafuro António	<b>6:</b> Ancuabe, Chúre, Namuno, Meluco, Balama & Montepuez
<b>Nampula</b>	Afonso Wilson	<b>6:</b> Mogovolas, Moma, Angoche, Meconta, Monapo e Mongicual
	Anza Juma	<b>3:</b> Meconta, Mogovolas e Murrupula
<b>Zambézia</b>	Sadraque Francisco	<b>5:</b> Nicoadala, Mulevala, Namarroi, Maganja da Costa e Gilé
	Mateus Napido	<b>4:</b> Namacura, Mocuba, Pebane e Mulevala

**Table 1:** Technical team involved and districts affected

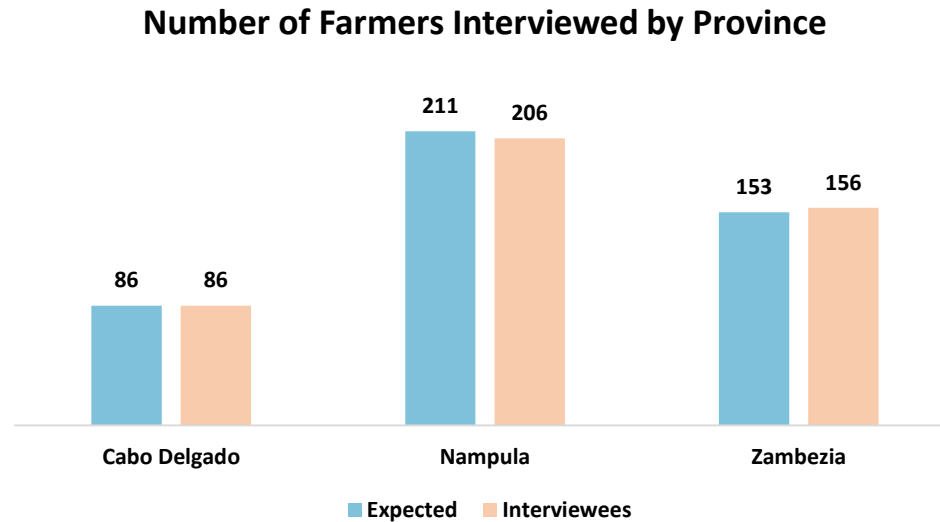
5 VC  
Technicians

3 Provinces

22 Districts

448 interviews  
done

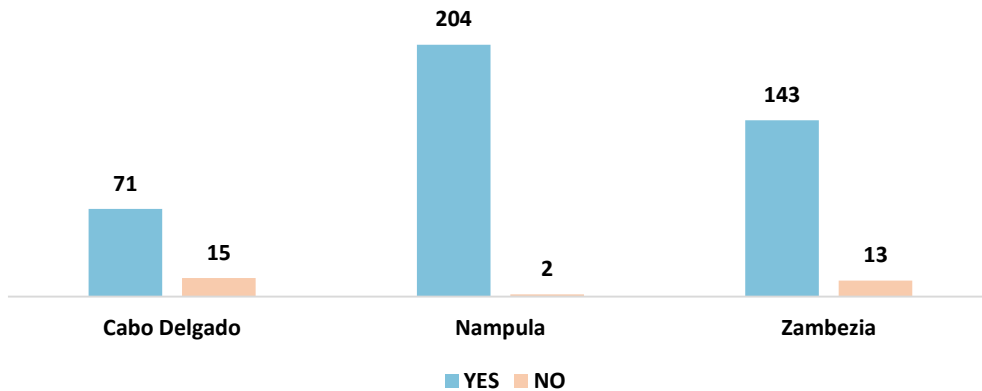
# Number of Respondents per Province



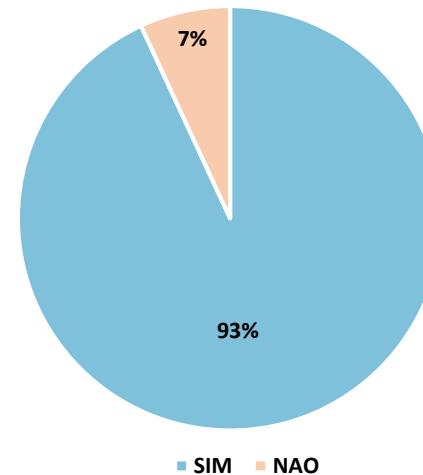
- ▶ From the sample of 450 producers, 448 were interviewed:
- ▶ (I) Cabo Delgado interviewed the expected number;
- ▶ (II) Nampula interviewed 5 less expected and
- ▶ (III) Zambezia interviewed 3 more producers than expected.

# Number of SMS received

Number of SMS received and not received by Province



Number of SMS received and not received



Of the 448 producers interviewed only 30 did not receive the messages with information about the price of the cashew.

- Of the 418 who answered yes that they receive the messages, they reported that in addition to the messages with price information they also received on other occasions informative messages about diseases and advice.

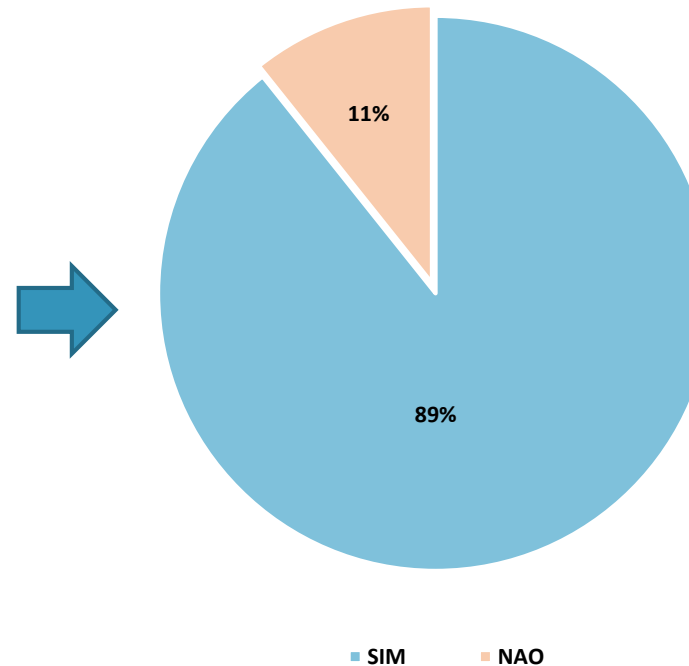
# Perception of the sms

- ▶ On average each farmer received 2 messages. The minimum number was 2 and the maximum number of sms's received with information about cashew price in their region is 5.

Of the 448 producers interviewed, 400 answered Yes to the question: "Did you received the message?" which corresponds to 89% of our sample, and only 48 answered No to the question, which corresponds to 11% of our sample.

- ▶ For those who answered **no** to the question the reasons given were:
  - (I) Did not receive the message
  - (II) Cannot read;
  - (III) Assumed to be an sms advertising some mobile operator.

Message Perception



# Use of the information

- For the question "How did you use the sms information?" there was a need to categorize the different answers presented into 4 categories:

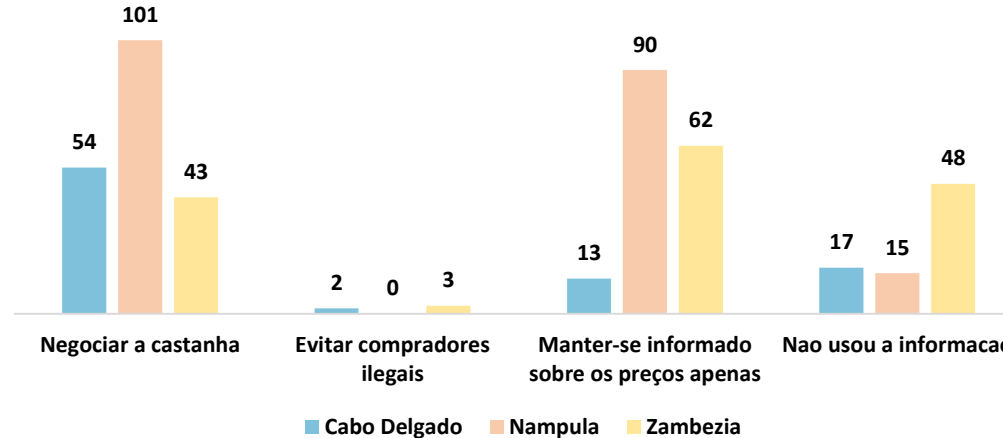
**(I) To negotiate**

**(II) Avoid illegal buyers - for answers like "avoid scams";**

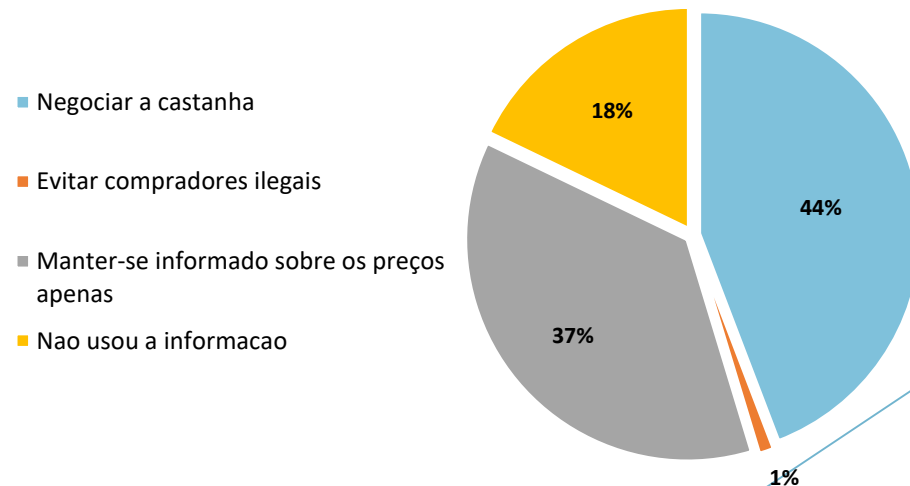
**(III) Stay informed about prices only and**

**(IV) Did not use the information**

How did you use the SMS information

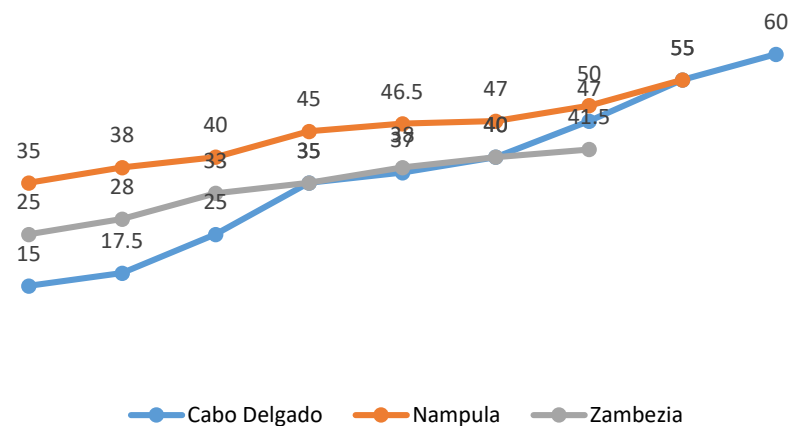


44% of the farmers used the information to Negotiate the cashew and 18% did not use the sms information. 37% used the information only to keep informed.



# Did the sms's help sell the cashew?

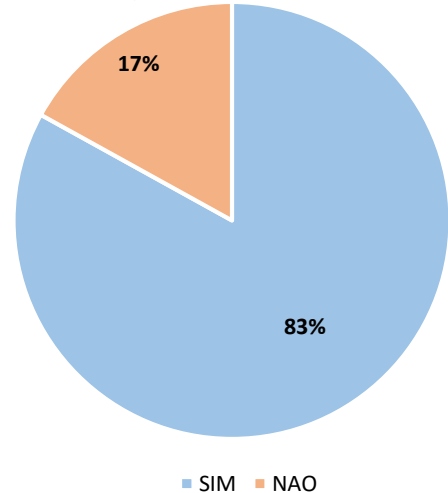
Price Variation in the 3 Provinces - MZN



Province	You sold your nuts at what price	What was the price variation?	What was the quantity sold during the campaign?
	Average (MZN)	(MZN)	Average (Kg)
Cabo Delgado	33	15 - 60	294.07
Nampula	45	35 - 47	688.85
	43	37 - 55	324.89
Zambezia	33	25 - 41,5	528.27
	38	30 - 50	689.04

The province of Nampula was the one that sold cashew with the best prices ranged from 35 to 55 MZN/Kg.

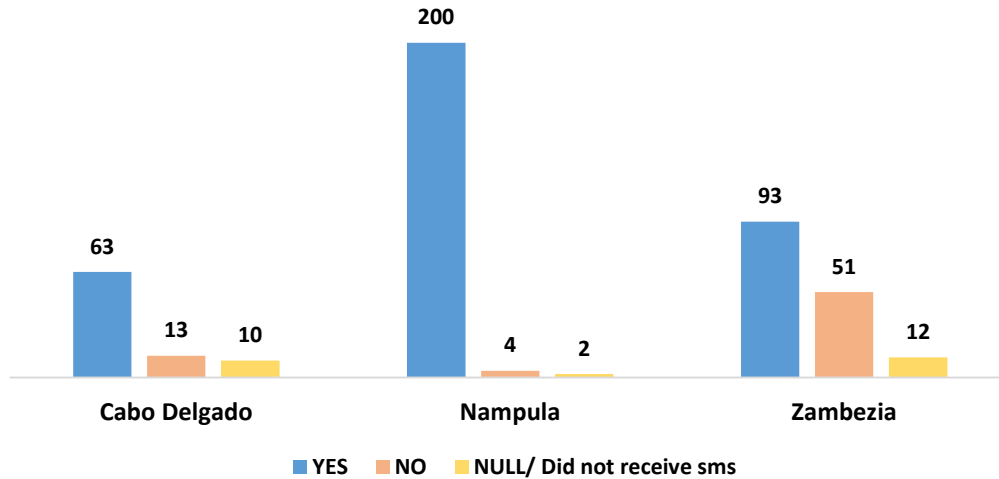
Did the SMS's help you negotiate the price of your chestnut?



Zambezia province had the most negative responses to the question "have the sms's helped you to sell your cashew?" with 78%. This was due to the weak organization of the farmers that made them accept low prices and not with the difference between the sms and the price in their area. Followed by C. Delgado with 20% and Nampula with only 2%.

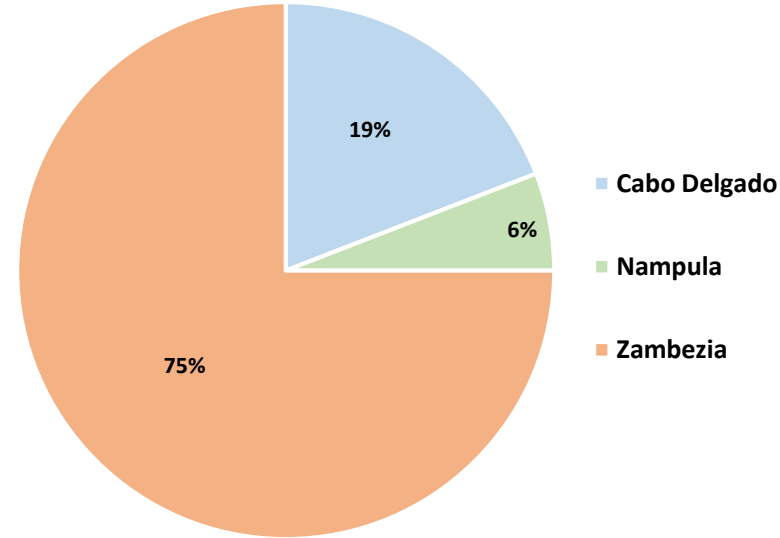
# Prices

Were the SMS prices the same or close to that of SMS in your area and province?



Of the 206 respondents in Nampula 200 agreed that the price of sms was close to the price per kg in their zone or area.

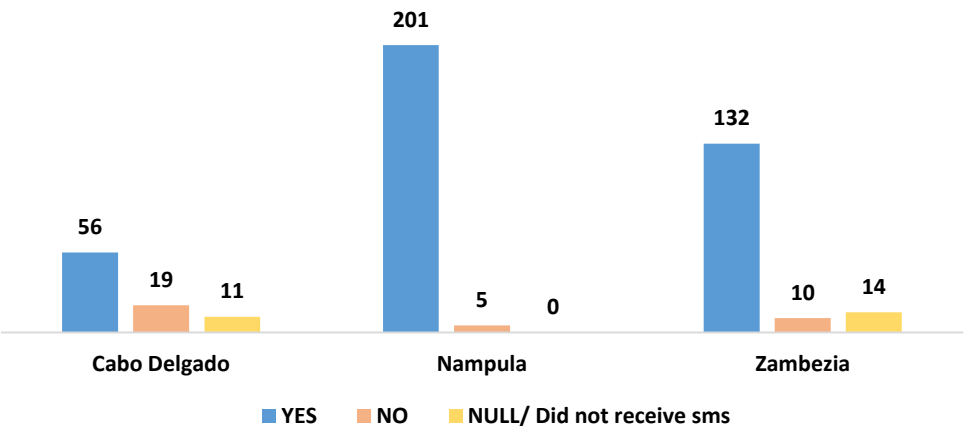
Cashew price sent by SMS Not close to the chestnut price in your zone/area



The province of Zambezia was the one that most disagreed with the price of sms being close to the price in their zone or area.

# Timing

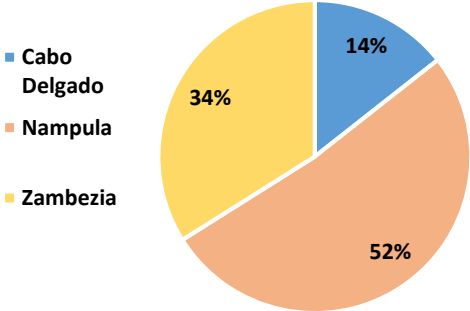
The messaging period was ideal



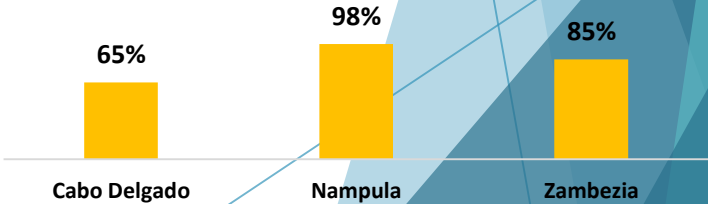
For all 3 provinces we have results above 65% agreeing that the period that the sms's were sent was optimal.

The period that the sms s's were sent was ideal

Was the sms sending period feasible?

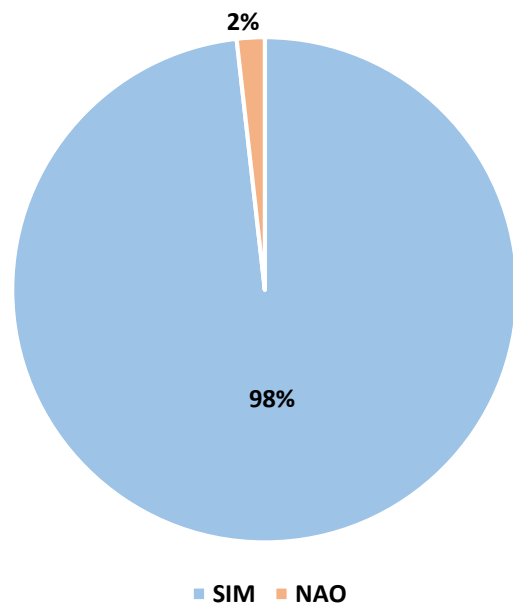


Was the sms sending period feasible?

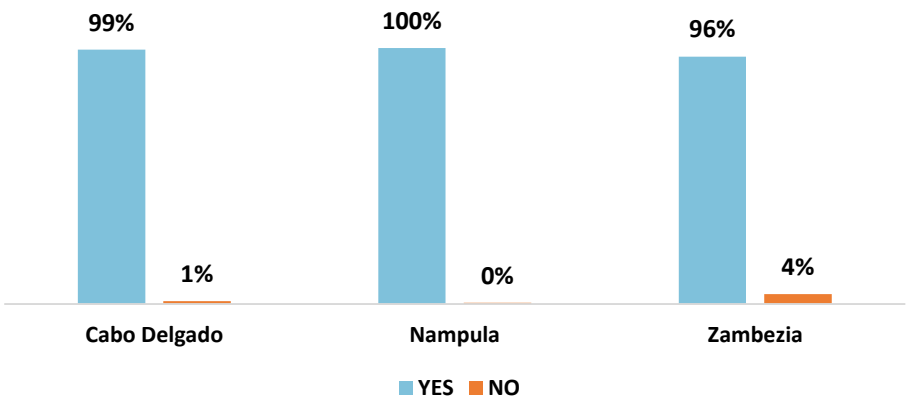


# Next campaign sms service

Would you like to receive this information in the next campaign?



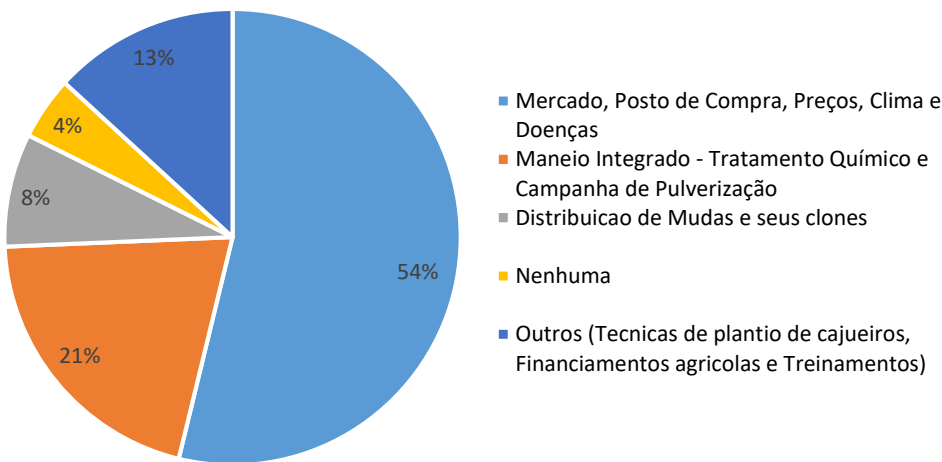
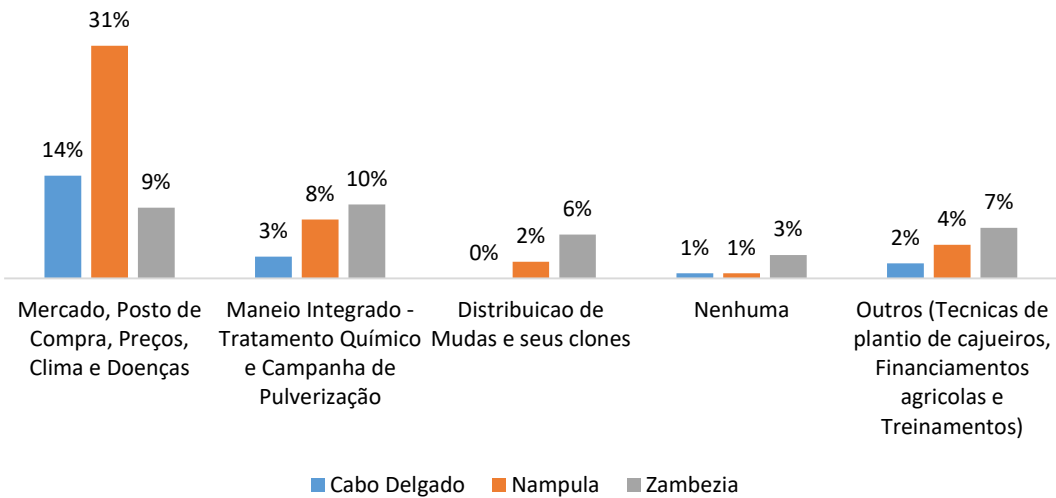
Would you like to receive this information in the next campaign?



98% of the interviewed population would like to receive the informative sms's in the next campaigns. The main reason given was that the content of the SMS helps to negotiate the cashew and to stay informed.

# Next campaign sms service

What kind of additional information would you like to receive through this service?



Asked about the other type of sms they would like to receive after categorized answers:

- (I) 54% information about other types of crops that they can sell, prices, weather advice, buyers' station for the sale of the nuts;
- (II) 21% information on integrated management;
- (III) 8% Places of seedling distribution and information on type of clones and
- (IV) 13% information about financing, training, and cashew planting.

# Main Findings

## Main difficulties faced in the process

- ▶ Many non-active/valid phone numbers;
- ▶ Long distances to find the farmers;
- ▶ Some farmers don't know if they received the sms's due to their academic level can't read and if they did they didn't understand;
- ▶ Some farmers only refused the interview on the grounds saying that there would be no gain in granting this interview;

## Lessons Learned

- ▶ It was observed that the IAM in the provinces have the tendency to always report prices equivalent to or above the reference price, this survey has much value in the sense of showing the reality observed by the producers regarding prices;
- ▶ Due to their academic level talking about sms with the farmers is a bit complicated, because, most of them can't read;
- ▶ This intervention was important to understand the feelings of producers regarding this service and other information needs, where of the 448 respondents 44% used the content of the sms to negotiate the cashewnut and 98% would like to receive the sms's in the next campaign .
- ▶ The farmers would like to receive sms with prices and weather advice, and also information about buying points where buyers are to facilitate the sale of cashewnuts. Others would like to know about modernized cashew planting techniques and integrated cashew management.

# Main Findings

## Aspects to be improved

- ▶ The involvement of IAM technicians and service providers for dissemination of sms information should be crucial.
- ▶ Conduct surveys during the marketing campaign to ensure that producers are receiving the sms's and adjust prices according to the prevailing prices in a given region. And at the end to evaluate the impact of this service on the producer during the marketing campaign.

# Next Steps

- ▶ Set the Budget for 2021/2022;
- ▶ Define new types of sms according to the interest of the producers;
- ▶ Perform a cleanup of the inactive numbers.

**The service proved to be very useful for the producers and 98% of them would like to receive the sms's with the price content in the next commercialization campaigns.**

## Principais agradecimentos

### **Equipe Técnica:**

Abdulgafuro - C. Delgado

Wilson e Anza - Nampula

Mateus e Sadraque - Zambézia

### **Gestor da Cadeia de Valores CC2:**

Idelson Anselmo

### **Nitidae:**

Isabela Soares

### **Gestor Nacional de M&E TNS:**

Daniel Madivádua

### **IT Lead CC2:**

Kevin Macaringue

# Attachments



**Image 1:** Technician Wilson (Nampula) conducting the interview at 3 producers who received the SMS's with prices - Muepane



THE END