



# INFOSHARE: presentation

Workshop on the Establishment of a Agricultural  
Market Intelligence System and Development of a Sustainable  
Claims Portal for the Caribbean

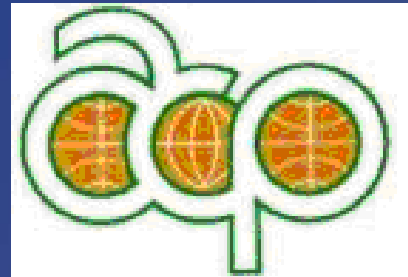
Port of Spain, Trinidad and Tobago,

15-17 February 2011



UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

# ALL ACP AGRICULTURAL COMMODITIES PROGRAMME



**Start Date - September 2007**  
**End date -December 2011**



# ALL ACP AGRICULTURAL COMMODITIES PROGRAMME

- **Commodity Chain Stakeholders in ACP countries/regions have the capacity to develop, adapt and implement effective and sustainable commodity strategies**
- **Strategic priorities are effectively implemented – organizational capabilities of National Commodity Chain Stakeholders (NCCS) and production factors and support services are improved**
- **Market-based risk management instruments are developed and their use increased**
- **Effective use is made of the expertise, complementarities and synergies of programme partners in the area of agricultural commodities to the benefit of stakeholders.**



# ALL ACP AGRICULTURAL COMMODITIES PROGRAMME

Implementation of programme support is by the five Partner International Organizations - CFC, FAO, UNCTAD, WB and ITC





## UNCTAD's interventions

- **Market information and economic intelligence;**
- **Commodity finance** (warehouse receipt systems and supply chain finance). This could involve development of a national system of commodity supply finance starting from inventory collateralization; warehouse-based receipt systems, credit guarantees, export financing structure;
- **Setting up of new commodity exchanges**, improving the performance of existing ones and awareness-raising on the benefits of commodity exchanges;
- **Enhancement of accountability and transparency of sustainability claims related to agricultural products via the sustainability claims portal.**



# Market Information Systems (MIS)

KOW Montego Bay JAMAICA APRIL 1-3, 2008

- UNCTAD saw an opportunity to assist the region in addressing the key binding constraint of **‘weak information and marketing systems’**.
- **Need for access to technological information:** Although market information and economic intelligence were important, easy access to technological information was critical. While it existed in various Ministries and agencies, there was no centralized data base for agriculture technology (for example greenhouse technology).

# Market Information Systems (MIS) (2)

KOW Montego Bay JAMAICA APRIL 1-3, 2008

- Good market information for farmers and processors
- Establishment of a comprehensive regional or sub-regional market information service to enable market-driven production
- Strengthen regional market information system. The program should build on existing systems for a simple usable marketing system.
- Capacity-building in marketing as well as a market information system to facilitate trade in the region were needed.
- MIS: The revitalization of a Market Information System in the region has been requested.



## Caribbean Market Services Report

- Field work 14-24th September 2008 ( in collaboration with the Trinidad and Tobago Agribusiness Association (TTABA) and the Guyana Agribusiness Association (GABA))
- April 2009 ( Based on a document by UNCTAD's consultant Shaun Ferris) - fully-fledged project proposal



## Caribbean Market Services Report (2)

The specific role that UNCTAD could play is to contribute to the development of reusable, scalable and mobilized information and communication technology (ICT) solutions (based on the **Infoshare** technology) that would directly assist in linking smallholder farmers to a procurement model. The architecture of the information capture, synthesis and delivery will be formed around mobile phones, PDA's or ruggedized computers, that are linked with a database, using standard MicroSoft XP Pro supported software. The delivery of information, to a series of users will be through web based products and mobile phone applications. Mobile phone systems in both countries are advanced and can use most applications in a standard G3 system.



## Caribbean Market Services Report (3)

### Regional MIS system

Attempts to develop a regional database were undertaken through the CAMIS project. However this project had problems with national views on the software platform and could not agree on basic information sharing and common codes for products. As such a system was developed that provided the systems architecture but failed to find political agreement. Most countries in the Caribbean agree that sharing market information is a sound goal, but more work needs to be done between Ministries to agree on common rules and regulations. In the interim, several countries have developed their own systems and other countries could adopt the best of these systems.



## Caribbean Market Services Report (4)

Major existing initiatives and upgrading prospects (Guyana)

- The New Guyana Marketing Corporation (New GMC) provides a wide range of services - including a central packaging facility, market information/intelligence, and other producer support services - to producers and exporters of non-traditional exports.
- The Ministry of Agriculture (MOA) coordinates the activities of extension workers.
- The Guyana Agribusiness Association (GABA) is a private association involved in technology upgrading, local research, and policy development in agriculture and agro-processing.



<http://infoshare.unctad.org>

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## **INFOSHARE: technology**

**A flexible database system for gathering and sharing:**

- **quantitative information on commodity prices (including producer, export and import prices) or intermediate costs such as transportation and storage**
- **qualitative information such as national quality standards**



## **INFOSHARE: technology (2)**

- **An open system accessible to anyone over the Internet and partly restricted to partners who provide data to the system.**
- **The administrator is able to control the data displayed.**



## Development impact for farmers

- Access to strategic market information may enable farmers to negotiate with traders from a position of greater strength.
- In the longer term: greater opportunity to plan and diversify production in line with market trends.

## Development impact for policy-makers

- Possibility to track the performance of commodity markets.
- Other possibilities include the monitoring of food security conditions.



## Infoshare customization

- A pilot version was implemented in Cameroon, but with different specifications/needs
- It is possible to reuse some code developed for the Cameroonian project
- It is necessary to know the specifications/needs for this project before starting development



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