



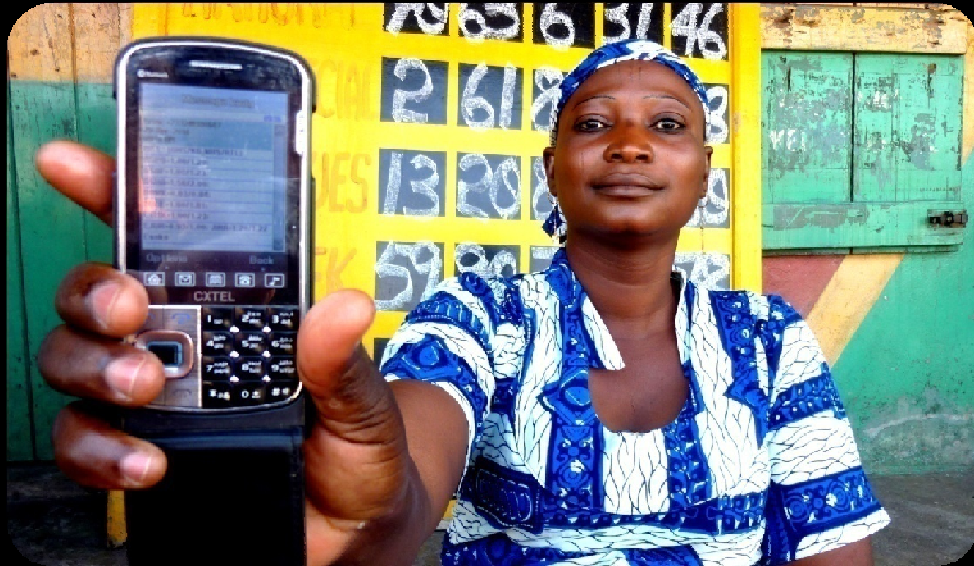
**esoko**

**A Market Information Exchange...**

**Information has transformed businesses...**

**Rural Africa is no different...**

# Esoko is pioneering how...



# Do services like Esoko make markets more efficient?

Too early...

But we can talk about how it's helping individuals...

# How does it work?

## 4. Farmers use info

## 1. Info Agents profile farmers in the field



**Prices Chart**  
Maize (White, grain) Prices (GHS)

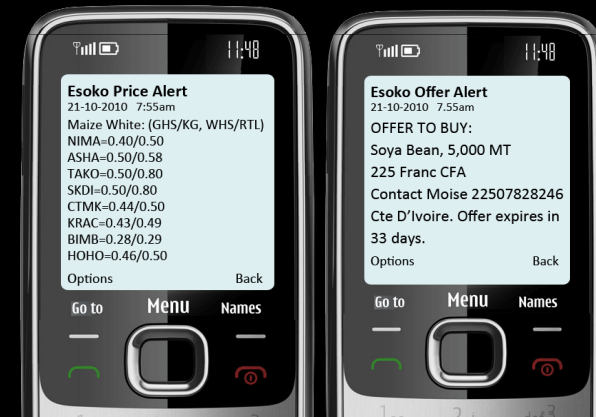
Item	Price (GHS)
Eke Awka	0.45
Asafo	0.40
Bodija	0.35
Mile 12	0.30
Yan-Kaba	0.25
Dawanau	0.20

**Prices**

	GHS	ASAFO	BODJ	DAWA	EKEA	MILE	YAKA
Arachide (Bouche)	1.60/kg	0.55/kg	1.36/kg	2.03/kg	1.74/kg	-	-
Maa (White, Grain)	0.52/kg	0.47/kg	0.46/kg	0.55/kg	0.46/kg	0.43/kg	-
Maa (Jaune, Grain)	-	0.53/kg	-	0.55/kg	0.51/kg	0.47/kg	-
Mi (Sene, Grain)	0.75/kg	-	0.46/kg	-	-	0.53/kg	-
Riz (Local)	1.10/kg	1.10/kg	1.12/kg	0.80/kg	1.77/kg	1.04/kg	-
Riz (Importe)	1.40/kg	1.32/kg	-	1.29/kg	1.30/kg	1.35/kg	-
Soja	-	0.84/kg	0.79/kg	-	0.93/kg	0.87/kg	-
Sorgho (Blanc, Grain)	0.62/kg	0.58/kg	0.35/kg	0.84/kg	0.67/kg	-	-
Sorgho (Rouge, Grain)	0.62/kg	0.58/kg	0.40/kg	0.76/kg	0.70/kg	-	-
Haricots Blancs	-	1.04/kg	0.80/kg	0.94/kg	0.84/kg	1.05/kg	-

**Offers**

Item	Offers
Nox De Karité (Non Décorquées)	2 offers to sell
Arachide (Bouche)	7 offers to sell
Shea (Shea Nut)	4 offers to sell
Sorghum (Red)	1 offer to sell
Riz (Local)	3 offers to sell
Mi (Sene, Grain)	8 offers to sell
Haricots Blancs	1 offer to buy, 1 offer to sell
Beans (White)	1 offer to sell



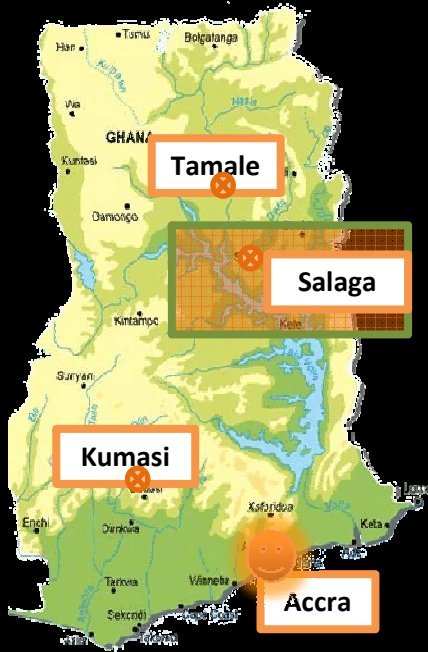
## 3. Send content by SMS:

**Personalized  
& Automatic**

## 2. Configure & set 'preferences' in Esoko database

# Impact on farmers...

# Example 1: SEND Foundation



Eastern Corridor Agro-Market Information Centres (ECAMIC) project

- Services about 5,000 members
- Has built cooperatives
- Set up micro-credit systems
- Has provided 200 mobile phones at a discounted rate
- Has trained together with Esoko over 300 farmers



# SEND Pilot Results



Interviewed 62 smallholders  
Average 40% income increase  
Benefiting by:

- Better negotiating
- Selling into new markets
- Better timing to market







*"I now receive better prices for my products"*



*"I now direct buyers to my community to buy from me when prices are good"*



*"I now have animals"*



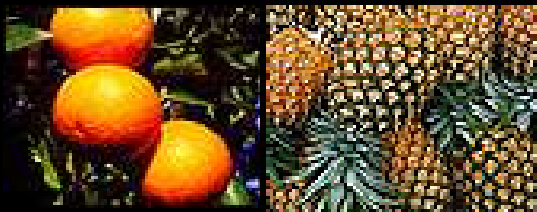
*"I now wait for good prices before I sell my products"*

**They've changed marketing strategy & made more money**

# Example 2: GiZ/MOAP Cape Coast Ghana



- 23 FBOs involved
- 153 farmers receiving alerts
- 2 trainings so far & 1 Follow-up M&E visit
- 31 surveyed - Average of 56% income increase



Specific value chains



Children help



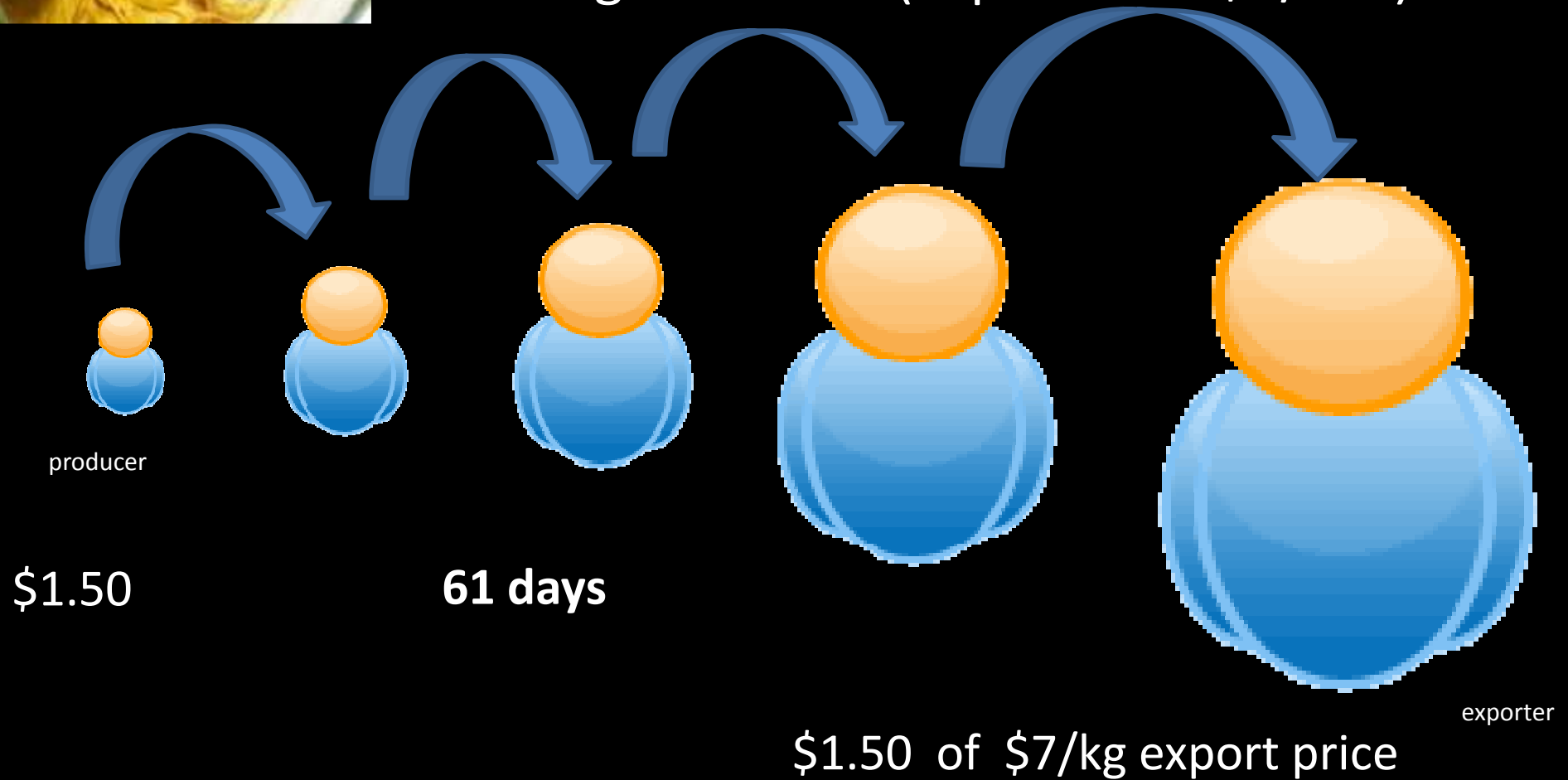
Phone surveys + m&e

**Not only farmers...**



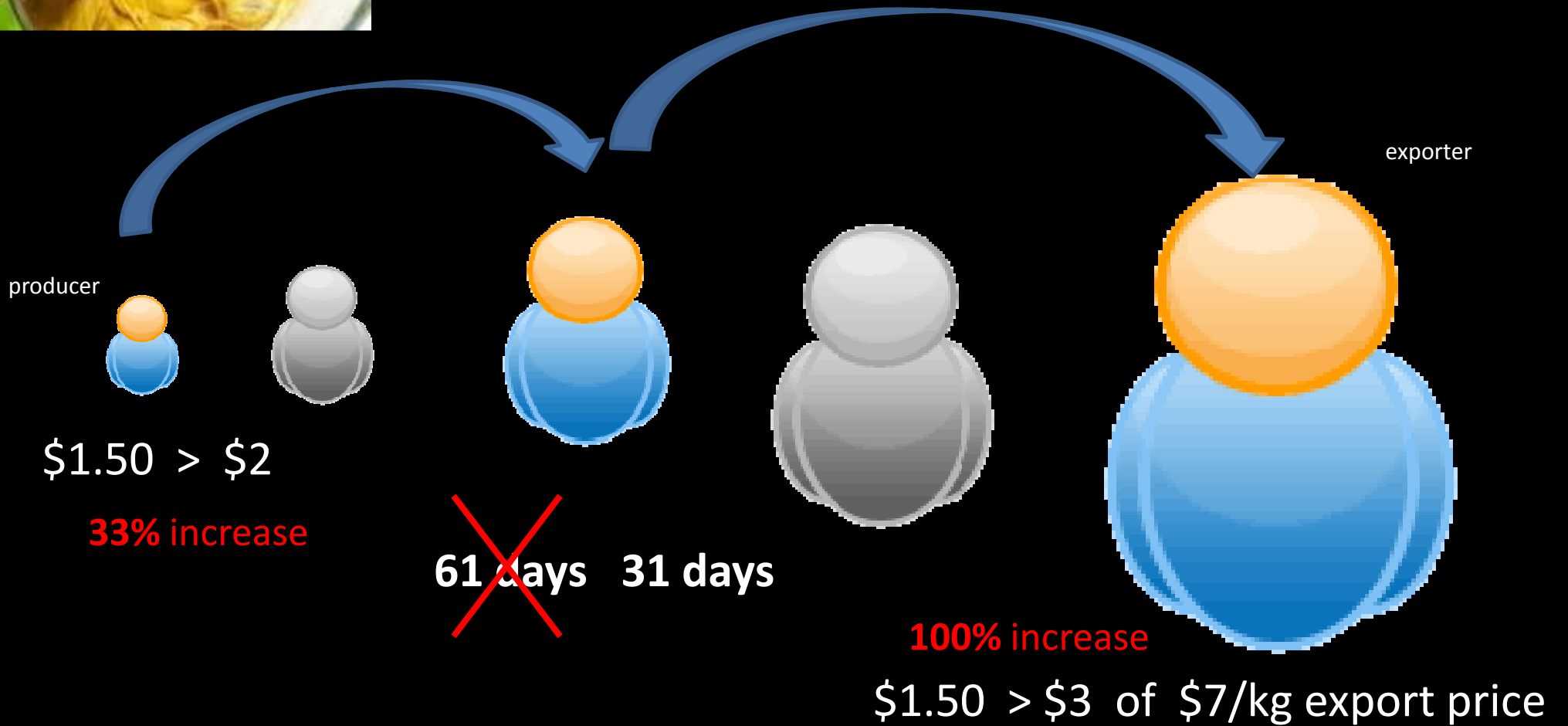
## Example 3: ASNAPP

Voacanga africana (exported at \$7/kilo)





# Voacanga africana (exported at \$7/kilo)

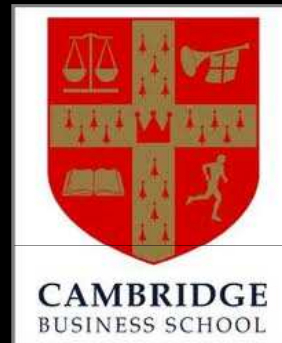


# After these stories...

- Scalable?
- Sustainable?
- Just early wins?

# Measuring how services like Esoko really promote market efficiencies is:

- Difficult
- Complicated
- Lots of time
- Expensive



**We are certain about one thing. . .**

**Businesses also need information services**



# Apps that use SMS to both push AND pull...

Direct Marketing & Advisories using SMS Push!

**Stock & Flow**

Stock | Flow | Upload

3 Show Files + Commodities (1/8) Locations (1) Networks (1/1) Misc.

Customize this row report by clicking on 'show filters':

all commodities  
all locations

**Stock & Flow**

Year	Maize	Sorghum	Wheat	Millet	Rice	Millet	Rice
1/1/2008	44.18	44.1	17.01	40.7	41.1	40.7	41.1
2/1/2008	44.18	44.1	17.01	40.7	41.1	40.7	41.1
3/1/2008	44.18	44.1	17.01	40.7	41.1	40.7	41.1
4/1/2008	44.18	44.1	17.01	40.7	41.1	40.7	41.1
5/1/2008	44.18	44.1	17.01	40.7	41.1	40.7	41.1
6/1/2008	44.18	44.1	17.01	40.7	41.1	40.7	41.1
7/1/2008	44.18	44.1	17.01	40.7	41.1	40.7	41.1
8/1/2008	44.18	44.1	17.01	40.7	41.1	40.7	41.1
9/1/2008	44.18	44.1	17.01	40.7	41.1	40.7	41.1
10/1/2008	44.18	44.1	17.01	40.7	41.1	40.7	41.1
11/1/2008	44.18	44.1	17.01	40.7	41.1	40.7	41.1
12/1/2008	44.18	44.1	17.01	40.7	41.1	40.7	41.1
1/1/2009	44.18	44.1	17.01	40.7	41.1	40.7	41.1
2/1/2009	44.18	44.1	17.01	40.7	41.1	40.7	41.1
3/1/2009	44.18	44.1	17.01	40.7	41.1	40.7	41.1
4/1/2009	44.18	44.1	17.01	40.7	41.1	40.7	41.1
5/1/2009	44.18	44.1	17.01	40.7	41.1	40.7	41.1
6/1/2009	44.18	44.1	17.01	40.7	41.1	40.7	41.1
7/1/2009	44.18	44.1	17.01	40.7	41.1	40.7	41.1
8/1/2009	44.18	44.1	17.01	40.7	41.1	40.7	41.1
9/1/2009	44.18	44.1	17.01	40.7	41.1	40.7	41.1
10/1/2009	44.18	44.1	17.01	40.7	41.1	40.7	41.1
11/1/2009	44.18	44.1	17.01	40.7	41.1	40.7	41.1
12/1/2009	44.18	44.1	17.01	40.7	41.1	40.7	41.1

**Report Wizard**

Select a poll...

**Scout**

Monitor

Select a poll... Select Error Type... details

Date	App	User	Message	Error	Action
18/12/09	Scout	John Levermore	Yes, 13, p=4	Syntax Wrong	Action >
18/12/09	Scout	Ahaz Ankomah	Maize, 14 ac	Alias Not recognized	Action >
18/12/09	Scout	Andrea Biardi	13,24,35,45,7	Too many values	Action >
18/12/09	Scout	John Levermore	Yes, 13, p=4	Syntax Wrong	Action >
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**SMS Push!**

Select Carefully to Generate Your List of Recipients

Occupations (13) Commodities (27) Locations (143)

1. Write your Message

I am looking to source/white Maize for immediate purchase, extensive supplies of NPK ferti...

2. Select Recipients

234 Recipients

3. Send

Cost to deliver: \$5.34 Balance Remaining: \$23.45

Esoko | Send Stock

Moses SuperStore

NPK Fertilizer

Roundup

Maize White Bag

Soya Beans

Cowpea White

Options Back

Go to Menu Names

Inventory Tracking Using Stock & Flow

**Esoko News Alert**

21-10-2010 7:55am

Any worm is rampant in the Lower Shire this season. If you notice leaf blades of maize crop is being eaten by Any worm call 0999572992 or buy insecticides at nearest Agrodealer.

Options Back

Go to Menu Names

Polling Questions Track Field Responses Analyze Data in Reports

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