

## **Developing the Rural Entrepreneurial Communication Network (RECN) for providing Market Intelligence Services across the Agricultural Value Chain**

KIVA Agro supplies Ltd (KIVA) is committed to developing an efficient and trusted market intelligence service providing locally relevant information and access to local markets for buyers and sellers across the value chain. Our hypothesis is that providing small farmers, local traders and processors with access to locally relevant market intelligence especially offers to buy or sell will increase trading opportunities for all value chain players.

KIVA's goal is to provide market intelligence for improving marketing efficiency along agricultural value chains on a commercial basis. KIVA intends to expand the developed market intelligence service to a scale that will allow it to cover its own operational costs and benefit the actors in value chains of all kinds of agricultural commodities.

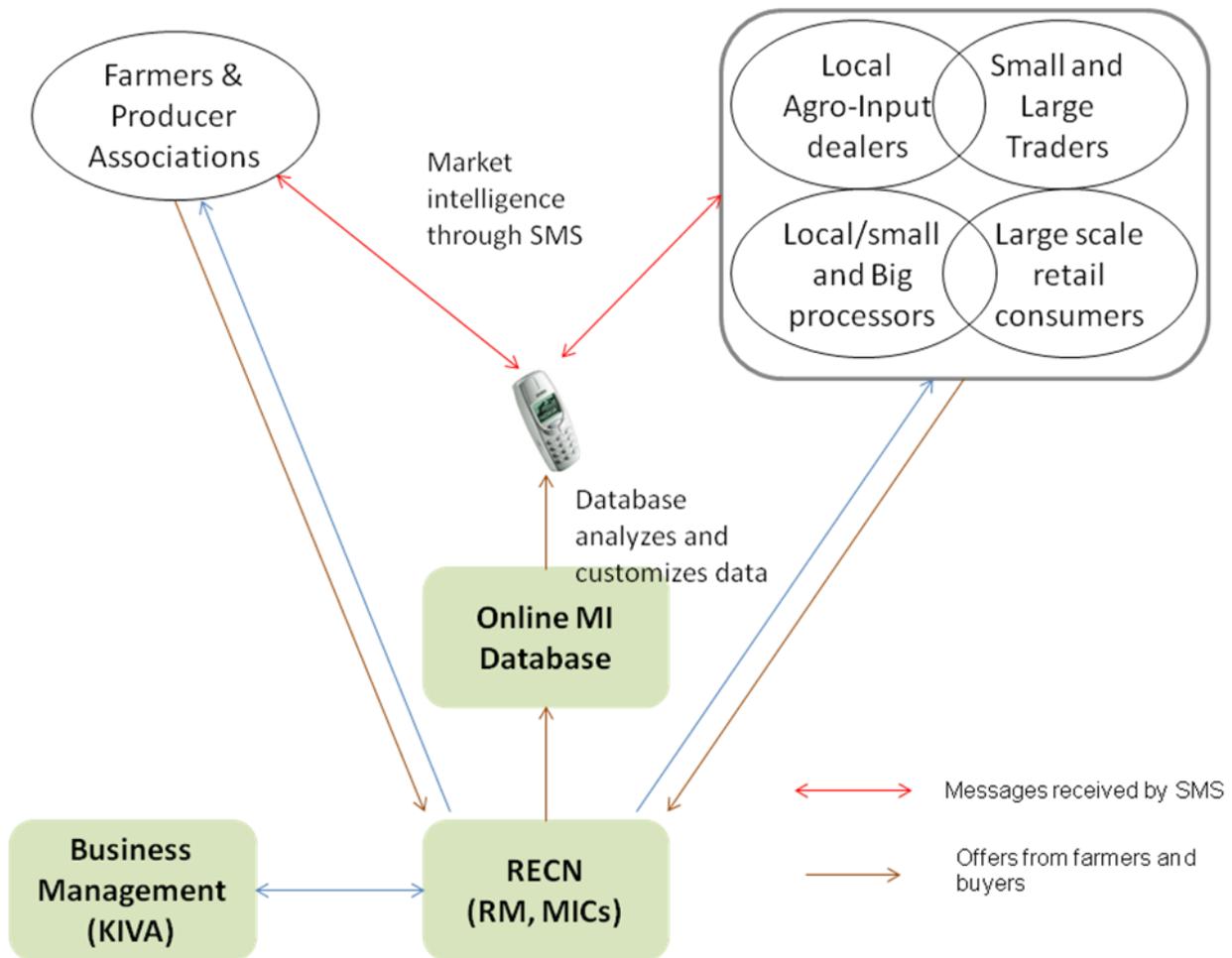
Traders and farmers are insufficiently informed of prices and trade opportunities outside their immediate contacts. This business opportunity provides:

- Information that widens their awareness of trade opportunities.
- Trustworthy local contacts for securing deals beyond their present trade network.
- Information for advance planning of production and marketing activities

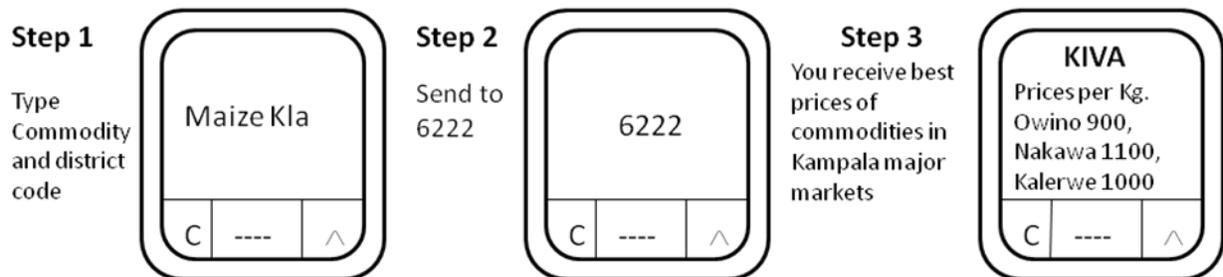
Both sellers (farmers) and buyers (traders, processors) achieve higher profits because trading becomes more efficient.

A Rural Entrepreneurship Communication Network (RECN) covering 5 regions is being established in Uganda. Each region will have a Regional Manager (RM) and at least 10 Market intelligence Collectors (MICs) estimated to within one year interact with and provide some measure of commercially tangible benefit to 25,000 small farmers (500 per MIC) and 500 middlemen and traders (100 per network). After reaching the threshold of 10 MICs, the RECN will be covering its own operational costs to keep going.

Within 2 years after a RECN reaches the threshold of 15 MICs the generated market intelligence will have triggered new deals worth at least US\$ 2,000 per year, exploiting new trade opportunities that will have increased the average earnings of participating small farmers by at least 20%.



**Search for Commodity Prices**



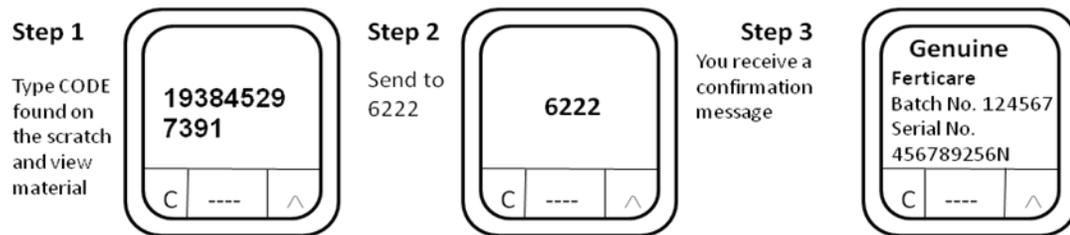
**Identifying counterfeits by farmers**

1. Manufacturers will have access to the system via the secure web platform and enter the product/commodity pack details such as serial number, Full Product name and on saving, the system will generate for that pack a 12-digit unique number such as; 1938 4529 7391
2. The manufacturer will then print this number either on the container or on a scratch-and-view material and attach it on the pack. This will carry instructions to the consumers stating that; "To

check if this product is genuine send the code 193845297391 to 6222 on any mobile network and wait for the response.



3. The farmer will read the instructions send the unique number/code by sms to the short code 6222



4. The systems will cross-check with the database and finds that this is a unique id of a genuine product which was captured by a manufacturer, then the system sends sms to the farmer letting them know that the product in their hands is a genuine product. If the product is genuine, the system will send an SMS with the message 'Genuine' and will also provide through the same message the product details as they are on the product being purchased. If the product is not genuine, the system will send a message 'Not Genuine – Reject' and will direct the buyer to call a toll free number''