Convergent value-added services make content for millions of new internet users through Agricultural Value Chains

Daniel Annerose, CEO
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Africa, the fastest growing mobile market

- +50% of Africa’s 950 million people will use cell phones (BroadGroup)
- 70% of them will live in rural areas (World Bank)
Weaknesses in agribusiness in Africa

Today

- Numerous and splitted relationships
- No shared and powerful interactive communication systems.
- Poor visibility of the reality of activity of small farmers
- High cost management
- Limited performances
- Poor profitability
Weaknesses increase risks

Production
- Farm management
- Climate changes
- Input quality & supply
- Pests
- Credit access
- Market demand
- Payment delays

Processing
- Process Unit supply
- Product quality
- Power supply failures
- Process management

Logistics
- Transportation delays
- Handling incidents
- Cold chain failures

Retail
- Supply – Logistic
- Risk management
- Traceability

Customer
- Quality insurance
- Safety insurance
- Fairness
Linking Small business 2 Large business

With Manobi Solutions
Market knowledge increases everyone’s income

- Modou Seck waits for the middleman at the gate of his farm.
- He doesn’t know his product’s value is on the end market
- He can only negotiate with the information the middleman gives him!

But with T2M…

- He checks the market price on his cell phone.
- He shows the screen to the middleman
- **They negotiate a fair price as business peers**
- He increases his annual revenue by $750 per acre, **doubling his income**.
- The middleman wins, too, because he now uses T2M to choose the best end market to get for himself the highest price.
Better Linkages Improve Revenue

- Karaya gum producers have a contract to supply local exporters.
- Exporters argued that since they don’t know what inventory is available, they can’t carry enough cash to pay farmers at the point of sale.
- So the producers were obliged to sell to local middlemen instead, but at a lower price.

But with ²GIS + T2M…

- Gum growers have a dedicated system with PDA/GPRS/GSM to record their inventory.
- Inventory stocks are displayed on the exporter’s screen on a mobile GIS map.
- Exporters optimize their collection logistics and save money.
- Gum growers sell at higher prices directly to exporters paid cash on delivery — and increase their business income by 40% to 50%.
Produce traceability yields global markets

- Mango growers and exporters in Mali faced trade barriers preventing access to Northern markets.
- They were totally dependent on the importer who only acted as an “agent”, leaving the Malians to carry all the transport and ripening risks that they had no control over.
- Their market system was not robust enough to promote their products profitably on foreign markets.

But… with “Fresh Food Trace”…

- Malian mango growers have a mobile to internet system to post complete product information for their partners and customers.
- Every single action touching the mango—from the field to the fork—is logged onto a mobile device.
- Complete product traceability is guaranteed to importers, retailers, customers.
- The end market, not the farmer, readily pays 9 cents per pound of fruit to have individual farm sourcing… and the guarantee of food safety standards.
Our vision

**Manobi turns the mobile phone into a business tool**

- We develop **local contents and services** for all business players in their own value chains.
- We create a unique convergence between the Mobile Network & Internet to provide to our clients access and data exchange on business pricing and logistics anytime and anywhere.
- We use technology to deliver user-centered services and content for every business, no matter what its size.
- We push the envelope of network flexibility to deliver efficient e-tools to all our clients.
The win-win ecosystem for rural communities

- A user-centric strategy
- Local content for local needs
- Specific & profitable new business models for sustainability
- Large improvement of value chain performance
  - Clients
  - Loyalty
  - Exposure
  - Competitiveness
Example: Our MIS initiative

- Improving market access and income of small and vulnerable farmers
  - 650,000 vulnerable farmers to transform in profitable agri-businesses

Private sector
Contacts

Daniel Annerose, Ceo,
daniel.annerose@manobi.net

Tél :+ 221 33 869 20 50

http://www.manobi.net