

Managing and sustaining a Field based Agricultural Market Intelligence Service

Paul Nyende

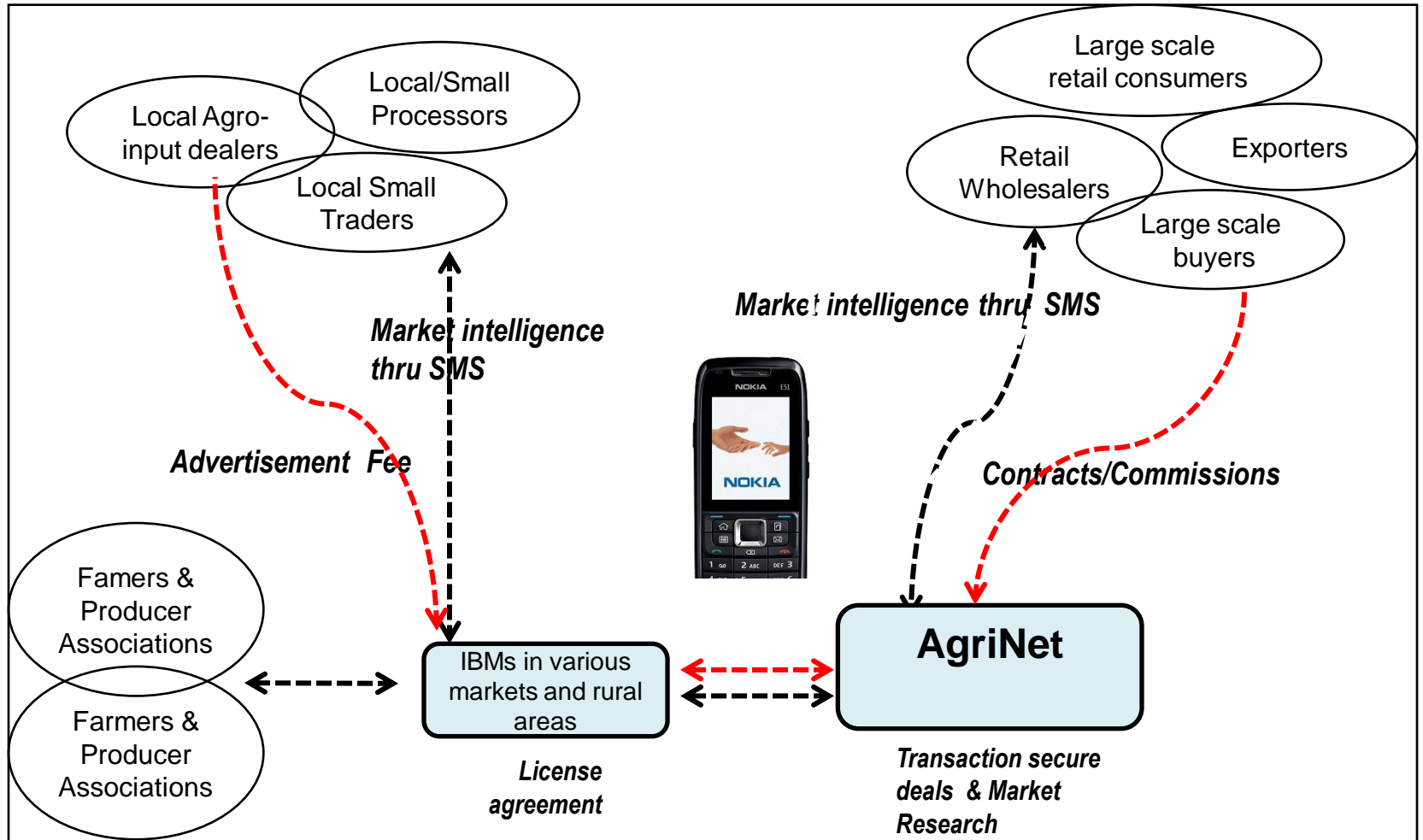
AgriNet U Ltd

www.agrinetug.net

AGRICULTURAL INFORMATION MARKETS

AgriNet's concept of Agricultural Information Market is built on premise of market making mechanisms and a dynamic private sector business model which help to fill the gap between real time market information generation and use within agricultural value chains

Market Access Business Model



Money flow
 Information flow

Regional Business Network

Market Intelligence = price offer for a specific commodity & quality in a specific location offered by a buy or sell linked to linked to our Network member to facilitate (broker) the transaction

Who we are we?

AgriNet Uganda Ltd is a market brokerage company that aims to act as a 'bridge' to the market. The core business of AgriNet is provision of transaction security services TSS.

What is



Our TSS service assures buyers and sellers that their transactions take place: a) at agreed times and locations, b) with agreed volumes and qualities, c) with payments according to agreed conditions and times, and d) track and trace produce through the whole chain back to the producers

Our TSS models:

- sourcing sellers and buyers of agricultural products,
- carry out auctions for commodities available for sale at key production areas,
- forward contracting for a wide range of commodities,

. Our TSS deals are operated under protocols of our developed TSS brand

The image displays three overlapping Microsoft Excel spreadsheets used for TSS sourcing registration and purchase order processing.

Top Left Spreadsheet: Sourcing registration Form

- TSS Brand** Transaction Security Services
- Deal Registration Number:** PN10,24
- Buyer particulars:**
 - Name: NAAD Abim District
 - Location: Abim, Northern Uganda
 - Mobile Number: [Redacted]
 - Signature of buyer: [Redacted]
- Seller particulars:**
 - Name: Various (5) small scall poultry farmers around Kampala
 - Physical Address: Seeta Town, Mukono district
 - Mobile Number: [Redacted]
 - Bank account: [Redacted]
 - Signature of representative of sellers: [Redacted]

Top Middle Spreadsheet: Sourcing registration Form

- TSS Brand** Transaction Security Services
- Deal Registration Number:** PN10,23
- Buyer particulars:**
 - Name: AgriFeeds
 - Location: Tororo
 - Mobile Number: +256 772 510 070
 - Signature of buyer: [Redacted]
- Particulars of seller representative:**
 - Name: MT Meru Co. Lira
 - Physical Address: Lira Town
 - Mobile Number: 256 774 209 072

Top Right Spreadsheet: Sourcing registration Form

- TSS Brand** Transaction Security Services
- Deal Registration Number:** SM10,26
- Buyer particulars:**
 - Name: SABS GUEST HOUSE, c/o MUTABAD BAKER & INSMENTA JEMINAH
 - Location: BANANUKA DRIVE, MBARARA TOWN
 - Mobile Number: 0783540925 & 0772 640824 Respectively
 - Signature of buyer: [Redacted]
- Particulars of seller representative:**
 - Name: MUKO EXPANDED POTATO PRODUCERS ASSOCIATION c/o Nathan Baryahishe
 - Physical Address: Butare Village, Mukoro Parish, Muko Subcounty, Kabale District
 - Mobile Number: 0752 598035

Bottom Spreadsheet: Purchase Order and Invoice

- Commodity:** Potatoes (Solanum)
- Quality Specification:** Preferably Victoria or Kingiye varieties, (not mixed), well dehaulmed, medium size, free from visible soil
- Total Volume of consignment in TONS:** 7
- Total number of bags of consignment:** 70 (tons*1000 / kg in one bag)
- Location of collection:** Butare village, Muko Subcounty, Kabale
- Location for delivery:** SABS GUEST HOUSE, Mbarara
- Total amount paid by buyer upon delivery:** 5,040,000 (see Prices paid)
- Total middle costs:** 673,755 (see Middle Costs)
- TSS commission:** 305,637 (see Prices paid)
- Total paid to sellers:** 4,060,608 (see Prices paid)
- Payment details:** Max. paid COB to sellers per bag: 58,009 (see Prices paid)

Additional text at the bottom of the Purchase Order spreadsheet: "According to TSS sourcing rules accepted by buyers when registering with TSS Rules and standards apply as specified in 'TSS Sourcing Rules' which are a part of this agreement"

OUR FIELD BASED MARKET INTELLIGENCE SERVICE

Key elements

- Electronic market information platforms linked to mobile phone SMS services and physical information boards at village/market level
- Information to clients on commodity prices in local & regional markets
- Trade alerts (providing trade opportunities to buyers and sellers)
- We provide locally relevant market intelligence that goes beyond market prices to include offers to buy and sell plus a link to a local IBM (with a mobile phone) to facilitate the transaction.
- Our market intelligence service is different because it provides “alerts” or “information pushes” rather than client having to request prices through sending and sms.
- Our intelligence arrives on the phone of the user automatically without request. This gives our clients convenient access to the locally relevant market intelligence they want.

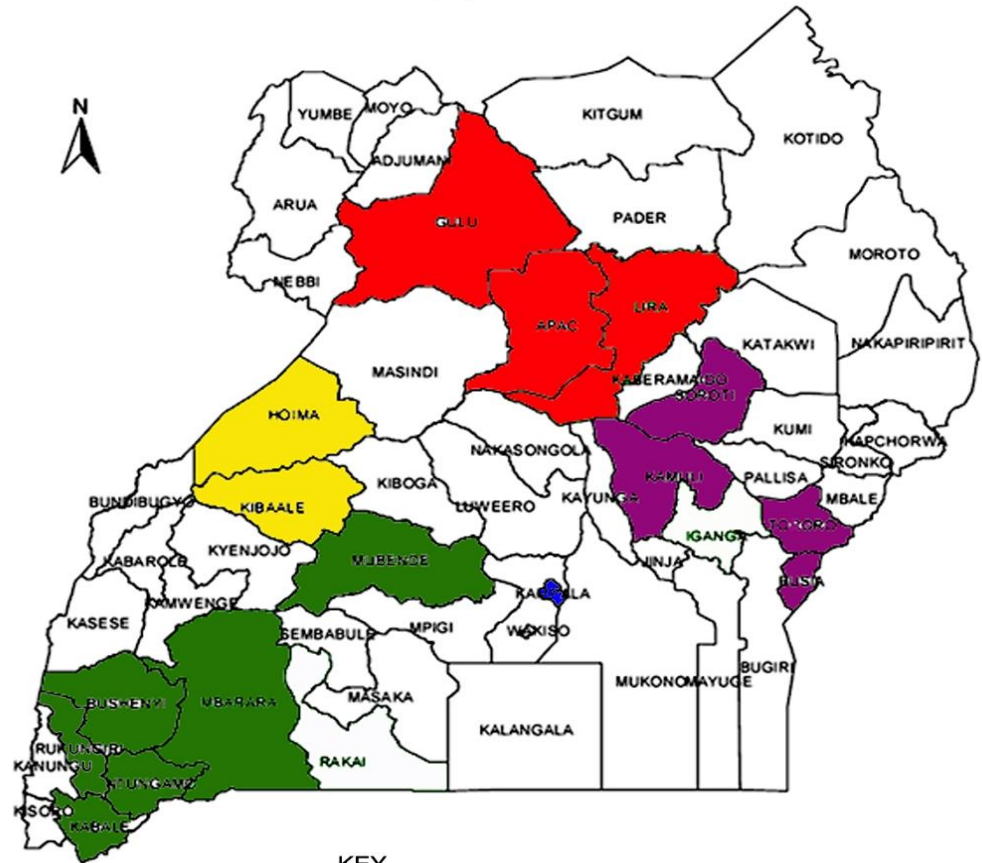
OUR FIELD BASED NETWORK

Information Board Managers (IBMs)

- AgriNet operates through a network of rural entrepreneurs running market access businesses located in strategic business rural and urban areas
- **IBMs are licensed and**
 - Share market information and intelligence from their areas,
 - Network to fulfill specific TSS register deals with AgriNet
 - Local advertizing services for products available for sale in rural areas via infobards and sms

MAP OF UGANDA SHOWING AGRINET (U) Ltd COVERAGE

Our market intelligence is generated by a network of rural entrepreneurs (IBMs) collecting, sharing and facilitating local deals on a commission basis organized into regions. Info sharing is via information boards and SMS messages



KEY

- South Western Region
- Western Region
- Northern Region
- Eastern Region
- Kampala Markets

Managing the Network

Busia produce market



Namungodi Trading Centre, Busia



Managing the Network

Kyangwali, Hoima

AgriNet (U) Ltd
Plot 209 Upper Masanda Rd
P.O. Box 2130 Kampala
Tel: +256 772 895 950
+256 772 808 862
Email: admin@agrinetug.net
www.agrinetug.net

MARKET INFORMATION 15/02/2010

PLACE	MAIZE	BEANS	MILLET	SORGHUM	C. NUTS	SIM-SIM	CASSAVA
BUSIA	350-420	1000	900	400	2000	2400	450
TORORO	350	1300	870	380	1970	2350	460
MIBALE	350	1100	880	370	1980	2340	430
LIRA	320	1200	790	300	1800	2000	370
KLA	300	900	900	310	1940	2320	480
JINJA	300	910	870	320	1950	2330	430

ADVERTS
LOADING Time ⇒ 11:30 AM - 6:45 PM (STRICTLY)
ALL GOODS MUST BE FREE FROM THE ROAD (WAYS)
MARKET CLEANING MUST BE ON DAILY BASIS (EVENING)
PLEASE COOPERATE.

Kidoko Trading Centre, Tororo

AgriNet
Kampala Office Plot 209 Upper Masanda Rd P.O. Box 2130 Kampala Tel: +256 772 895 950 +256 772 808 862 Email: admin@agrinetug.net www.agrinetug.net
Tororo Office Tororo DATIC 6 km off Malaba-Tororo Road P.O. Box 37 Tororo (U) Tel: +256 772 895 950 Mob: +256 772 510 870 Email: admin@agrinetug.net www.agrinetug.net

KIDOKO INFORMATION CENTRE
IN COLLABORATION WITH INSPIRE
AFRICA 2000 NETWORK

15/02/2010

MARKET INFORMATION

Place	Commodities	Prices
No-change TIC	Maize grain	300F
Tororo	Beans	1600F
Merit TIC	Groundnuts	2800F
No-change TIC	Rice Kaise	1200
	Rice Supper	1800
	Cassava	400F

ADVERTS
Airtime on Sale for all networking Soap a bar at cheap price paraffin per Litre available in Shop.

ANNOUNCEMENT
Adevers space at affordable Price Contact 077772066

Wholesale Items like mukwano Soap a box 13,000F
- Cooking oil 3 litre at 10,000F at Okware's Shop
- Shop is in No-change TIC
- Mobile Money Services are available here in Okware's Shop.
- Services at Kidoko TIC



Commodities and clients

Cereals
Pulses
Oil Seeds
Fruits & vegetables
Seeds
Animal Products
Root Crops

- Small scale farmers & producer Associations
- Local small scale traders
- Large scale retail consumers
- Large Scale buyers
- Exporters
- Local Agro input dealers
- Small and large scale processors