

# Yellow Land

**Title:** Market information for Yellow Land

## Background

A study is proposed to help investigate the state of information and communications availability and utilization in Yellow Land. The objective of the study is to determine the demand for specific market information for poultry farming, and to identify existing gaps. This study builds on research results that helped farmers to increase egg production by using a package of affordable technologies to fight disease, increase nutritional value of local chicken feed and produce using local materials improved egg storage and transport containers. However, farmers lack sufficient market for their eggs. The farmers value market information, (most especially price information for the export market) and are willing to pay for access to affordable, relevant and timely information services.

A NGO known as “Chickens for Life” proposes a two-year pilot project (2001-02) for delivering price information to farmers using a combination of rural radio and cell phone. This project has taken into account demand for market information, increased use of mobile phone services in the rural sectors and distortions in the sector where intermediate export buyers connive to fix prices paid to farmers. Simple market studies show that in future the NGO can seek a local agent to take over the information collection and distribution through phone and radio. A new egg producer association for Yellow Land could fund this service.

## Project Objectives

General objective: to conduct a study of the information and communication needs of farmers for accurate price information.

Specific objectives:

1. to determine the demand for specific market information for poultry farming
2. to identify existing gaps through participatory farmer needs assessment
3. to respond to these needs with appropriate price information delivered in a timely and effective manner.

## Project Outputs

The project will produce the following outputs: a database of price information for poultry products, and especially eggs; a network of NGO development workers, researchers and radio broadcasters, radio announcements, and a trained group of farmers who will head a new producers association.

## **Activities**

The project will involve the following activities:

1. Collection of price information from individual markets within a 300 km area of producers. Emphasis will be made to work with university researchers and rural radio broadcasters who are based in the region. This partnership will help to recruit research assistants from the local area who can work with farmers in local languages. This will involve participatory methods of gathering information with farmers.
2. The price information will be sent via the mobile telephone to a central database at the NGO Chickens for Life. The NGO will relay information directly to rural radio stations.
3. Three rural radio broadcasters operating in the region will include the price information in their daily farm reports.
4. Training for farmers in improved cleaning, storage, packing, and transport of eggs to export markets, and in building a producer's association and negotiating skills for working with export buyers.

## **Output Indicators to Use for Project Monitoring**

1. Price data was collected twice a day and sent within 30 minutes from collection time.
2. Number of broadcasts (daily, weekly, monthly, annually)
3. Listener response
4. Pre-test for training content and frequent spot checks to markets.
5. Number of trainees who applied what they learned.

## **Beneficiaries and Expected Impact**

The benefits of this project will be increased income for small-scale poultry farmers in Yellow Land. Women farmers will benefit as they typically they own the laying chickens in the household and are mostly responsible for preparing and selling eggs. It is expected that women will make up most of the participating farmers. Entire families will benefit because income from the sale of eggs is used to pay for school fees, medicines and other household needs. The project is demand driven since the person queries for information he/ she wants to access.

The project is sustainable in the long run because it will lead to the development of a producer's association that could fund this project without donor assistance. Training of many farmers (and not only a few individuals) also helps to build capacity and allow continuity.

**Budget (C\$= Yellow Dollars)**

<b>Details</b>	<b>2001</b>	<b>2002</b>
Personnel		
1. Salaries		
– NGO project leader fee (5,000/mo) + 10% in year 2	60,000	66,000
– Research assistant (3,540/mo) + 10% in year 2	42,480	46,728
– Consultants without compensation		
2. Wages		
– Contractual laborer/technician (2,473/mo) + 10% in year 2	29,676	32,644
3. Incentives		
– Research center honorarium	11,013	12,114
– 1,000 bonus/personnel	3,000	3,000
<i>Sub total for Personnel</i>	<i>149,169</i>	<i>163,486</i>
Equipment and other operating costs		
– Supplies and materials	55,000	50,000
– Travelling and expenses	35,000	40,000
– Sundry expenses	10,000	10,000
<i>Sub-total for Equipment</i>	<i>100,000</i>	<i>100,000</i>
Summary		
– Sub-total for Personnel	149,169	163,486
– Sub-total for Equipment	100,000	100,000
<b>GRAND TOTAL in Yellow Dollars</b>	<b>249,169</b>	<b>263,486</b>

**Note:**

**Yellow Land, relative to Blue Land has a better concept note for its project. However, it still has some problems in both the text and the budget – can you spot them?**