



DISTRICT MARKETING INFORMATION SYSTEM: Experiences from Central Province, Zambia

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Background to KAMIS

- ✿ Located in Central Province
- ✿ Is the Marketing Information Hub for Central Province of Zambia
- ✿ Covering 6 districts.
- ✿ Each District manned by two (2) marketing officers.
- ✿ All districts in the province linked to National Information System – Lusaka (AMIC) Headquarters.
- ✿ Backup support provided by AMIC HQ



Collaboration with NGOs.

- ✿ Zambia National Farmers Union (ZNFU).
- ✿ Small Holder Enterprise and Marketing program (SHEMP).
- ✿ Agriculture Support Program (ASP).
- ✿ International Development Enterprise (IDE).

Collaboration with ZNFU

- ☀ ZNFU is a private org whose objective includes lobbying govt and other orgs on behalf of farmers for better agric policies.
- ☀ Hence they realized that infor was critical to all stakeholders in the agric industry.
- ☀ They decided to start working with us in 2002 by contributing marketing infor to our bulletin.
- ☀ They have put agric market infor billboards in various farming areas in the province.
- ☀ Late last year (2003), they decided to open up an internet center as a way of providing access to infor to all stakeholders (i.e.at a minimal fee)

System Aspects

- ☀ Communication
 - Use of E-mail and primary telephones (Fax and Verbal) - an expensive way.
 - Sometimes Use of postal system- though slow and not timely.
 - Use of private citizens commuting between the center (Kabwe) and other districts.
- ☀ Data collection
 - .Data collected by District Marketing Officers in the six districts.
 - Data then sent to Kabwe central office for processing- and dissemination.
- ☀ Database Management
 - Access based FAO Agri-Market Software is used to store data as well as produce weekly reports for dissemination.

System Aspects (Contd)

- Dissemination- A combination of Methods
 - Use of Bulletins produced on a Monthly basis.
 - Use of National Radio- data sent to AMIC HQ and reports prepared for airing on National Radio. Radio broadcasts every Wednesday. Coverage is National.
 - Use of Extension Service covering all the farming camps in the province.
 - Use of Zambia National Farmers Union who disseminate outputs to its members through their information centers.

System Aspects(Cont'd)

- Dissemination
 - Use of Billboards- at Market places and at the Main Office.
 - Farm Forum Groups- Listening to Market information as farmer groups during specific times of the week, i.e. farmers are linked to agric. Market info broadcasts on the National as well as community radio stations.
 - Some districts have local radio stations, however, links have been made with one local radio station in Mkushi district that broadcast market info in local languages



Types of Information Collected

- ✱ Commodity Prices (commodities).
- ✱ Nominal and average prices.
- ✱ Input prices.
- ✱ Weights
- ✱ Standards.
- ✱ Local Traders and transaction details



System Strengths

- ✱ Strong partnerships with other local organizations especially ZNFU.
- ✱ Existing political will within the local government offices.
- ✱ Support from institutions such as MSU/FSRP in capacity building.
- ✱ Identified need for marketing information by most local partners.



Future Opportunities/Challenges

- ✦ Installation of two-way radios being funded under FSRP will provide a cheap and more sustainable data transmitting method.
- ✦ Development of community radio stations in the province provides a challenge and an opportunity in the dissemination of marketing information.
- ✦ Involvement of the private sector still remains a challenge.
- ✦ Currently working with IDE on putting up agric market infor boards in various farming camps to be under the charge of farmers themselves. Development of potential



THANK YOU