

Updated Website (Deliverable No. 10 First Mile Phase 2, IFAD-Agridea)

Introduction

The main design principle for our website has been that it should be clear, easy to use and fast to download for those browsing on dial up connections. Our original website design worked well until our outputs and activities increased. Users told us that the site was becoming too cluttered and the documents of interest were becoming harder to find and the volume of documents increased. Users also requested that our news panel should go beyond notifications of upcoming events and new items posted on LLL to include news about what is going on in the field. We also heard of a desire for the website to reflect more closely the commercialization and focus on market access services. Over the last four years we have seen a reduction of learning on matters concerning natural resources management and community based planning and an almost exclusive concentration on market and ICT access. Our original focus on developing demand driven services provided by the public sector has shifted to commercial service delivery. Over the same time scale many more of our users have shifted from dial up to broadband access opening up the possibility of providing them with a more aesthetically pleasing site. In response to user feedback and improved ICT access we have redesigned the www.linkinglearners.net website.

Redesigned Website



The new look of www.linkinglearners.net

The website has been completely redesigned to give a simpler access for users and visitors to find what we are doing and learn what we have done. At the top of the page underneath the banner heading lies a new menu bar with login and links to all the resources on the site: briefs, interviews, stories and publications. The look and content of each topic are shown in the figures below. New resources included on the menu bar are videos and business links. Underneath the menu bar the page comprises two windows. The left hand window contains news items on the home page and instructions on the resources listed in the right hand window. Resources in the right hand window are presented with 'latest on top' making it easier for users to find the latest information. The right hand window on the home page shows the new style newsletter. The newsletter comprises top stories and news of developments on the ground in Kenya, Uganda and Tanzania. Upcoming events and notices of new resources on the website appear at the end of the newsletter. Newsletters are prepared every two months the latest issue is shown in Annex A below.



Briefing Notes

Our briefing notes draw out the lessons learned from the Linking Local Learners' experiences to inform development practice on the ground, and to highlight policy implications for governments and donors.

Please select brief (on right) to show PDF which can be either viewed on screen or downloaded for printing

Briefs

26	New Food Shortages, Old Development Insights and the Need for Transaction Security	Partnerships between the public and private sectors for a national common venture in transaction security are needed fast, otherwise today's food shortage will be tomorrow's crisis. AMSDP has shown a way forward but it is ending next year. There will be no bumper harvests in Tanzania unless a correctly constructed and resourced private public partnership is developed for transaction security in agricultural marketing.
27	B2B Collaboration for Sustaining Small Farmer Market Access	All players in the market chain want secure transactions for their produce and their payments. The business to business model presented is a search for 'win-win' solutions between many inter-dependent small businesses.
28	Milestones in the Emergence of a Market Access Company	Public funds are more likely to be effective when a clear set of milestones for commercial services are followed.
25	Market access services go commercial	To ensure continued flow of benefits to farmers from better access to markets, local

BRIEFS

Briefing notes produced on a monthly basis share lessons learned and emerging practices currently numbering twenty eight are shown with latest brief on top.



Stories on LLL

Our stories capture the experiences of local learners in Kenya, Uganda and Tanzania showing the challenges of running market access businesses and the impact their businesses have on smallholder farm families.

Stories

A Rental Service for Computers in Rural Tanzania
I am based here in Dar es Salaam where I am working with FUNEA Software. My business supplies ICT for rural areas. I have decided to make a deal with Inlitedia laptops. This is a computer which has been designed for use in Africa. It is small and portable but it is robust, has no moving parts and operates using Linux.

A Trade Agent's Eye View
My name is Bahati Tiveve. I am from the Murumasa MAC in Matindi. My role in the MAC is as a market investigator. I search for information from different markets and link my clients who are small farmers to small businessmen through deals.

Farmers' Associations Need Help for Successful Marketing
At the moment farmers don't see the importance of associations so they don't join and they are therefore open to the middlemen who are causing interruptions in the chain. The middleman connects the buyer and the farmer; the buyer is normally unable to find the farmer easily as some are in the interior areas. Therefore the buyer negotiates the price with the middlemen who go to the farmers and say that they want to buy all the oranges at a certain price. The farmers do not know the buyer so in the farmers' minds the middleman is the buyer.

STORIES

Stories documenting local experiences and impacts are shown with latest on top.



Interviews on LLL

Our interviews, with local learners using the LLL platform, explore their experiences with the online platform and the various development initiatives in market access.

Please select story (on right) to show PDF which can be either viewed on screen or downloaded for printing

Interviews

John Kalayi	FFS, Kakamega, Kenya	To go ahead positively we must have access to market information
Carol Kamau	FFS, Bungoma, Kenya	The lack of formal marketing chains and need to bring key players together
Christopher Maguba	FFS, Busia, Kenya	Market information is a key challenge for farmers
Godrick Khiasa	FFS, Kakamega, Kenya	Farmers are changing to become more businesslike
Herald Rugati	KENFAP, Kisumu, Kenya	Experiences from LLL members on market chains has been useful
James Okoth	FFS, Soroti, Uganda	The need for collective marketing
Nelson Dundo	FFS, Busia, Kenya	I will help our farmers into a honey association
Patrick Waidhima	KENFAP, Eldoret, Kenya	Marketing in KENFAP

INTERVIEWS

Interviews with local users of the LLL service on their experiences are shown with latest on top.



Publications on LLL

Our publications include project proposals and project reports as well as the proceedings of our training workshops and published articles

Publications

TRAINING WORKSHOPS

Proceedings of LLL trade fair workshop on "Strengthening Market Linkages in Kenya" held at the Duff Hotel, Kakamega, Kenya. 2 - 4 August 2005

Proceedings of LLL workshop on "Strengthening Market Linkages in Bushenyi" held at the West Nile Diocese Training Center Bushenyi, Uganda. 19 - 20 April 2006

Proceedings of LLL workshop "Strengthening Market Linkages in Soroti" held at the Uganda Flying School Soroti, Uganda. 13 - 14 April 2006

Proceedings of "Linking Local Learners Assessment Workshop" held at the Oasis Hotel in Morogoro, Tanzania. 22 - 24 March 2005

Proceedings of "Training Course on Using the LLL Internet Learning Support Service" 25 - 28 July 2005. First Mile Project, AMSDP Tanzania. July 2005

Proceedings of "Key Players Exploratory Workshop on Market Linkages". 8 - 10 June 2005. First Mile Project, AMSDP Tanzania. June 2005

Proceedings of "AMSDP Linking Local Learners Training-of-Training Course" 15 - 18 June 2005

AMSDP, Arusha, Tanzania Proceedings of "East African Regional Assessment Workshop of Local Lesson Learning to Improve Demand Driven Services"

PUBLICATIONS

Publications with latest on top are arranged into training workshops, articles and project reports.

Video notes

Our videos capture the impact of local learners providing commercial services to key players in the market chain, from producers to consumers, that improve market access for small farmers in Kenya, Uganda and Tanzania.

Videos
LLL in action

"One Man MAC" This video shows the development of Aliken, a Market Access Company operating in the Mount Kenya region linking smallholder vegetable producers to local and export markets. [click](#) to see video on Windows Media Player [click](#) [here](#)

"Home on the Range" This video shows the Maasai response to the challenges of a changing lifestyle; the launch of a livestock field school operating in Kisumu. [click](#) to see video on Windows Media Player [click](#) [here](#)

VIDEOS

Videos in various formats documenting local experiences and impacts are provided for both online viewing and for downloading.

Business Links

Our business links take you to our collaborating partners, Agridea, Ideo and Tradecraft; our projects and those who engage in them. We also include links to international resources in agricultural information, exports and Fair Trade; international organizations supporting small farmer research and development are also included here along with links to organizations providing support in the use of ICTs for development.

Please select URL (on right) to go to other business website.

Business Links

AGRIDEA is a resource and capacity building organisation for professionals working in rural and agricultural development in Switzerland and around the world. It operates in two centres - one in Lindau and the other one in Lausanne. While our main work takes place in Switzerland, our Team for International Cooperation with broad working experience in developing countries, countries in transition and other industrialised countries, constitutes a competence centre for rural and agricultural development in international contexts.

<http://www.agridea.info/international>

The First Mile Project is about how small farmers, traders, processors and others from poor rural areas learn to build market chains linking producers to consumers. Good communication is vital. The project encourages people in isolated rural communities to use mobile phones, e-mail and the internet to share their local experiences and good practices, learning from one another.

Ideo is Lotus Award 2005 Finalist for the Best Philanthropic Solution: Recognising the Business Partner who has developed an effective solution based on IBM Lotus technologies for a not-for-profit, environmental or humanitarian effort or one in support of broader civic participation based: The Knowledge Management solution "KOL-Tools" of Ideo is a family of tools for Knowledge Management based on LotusTeam.

<http://www.lotusteam.com>

Tradecraft fights poverty through trade, helping people in developing countries to transform their lives. Established in 1979 as a Christian response to poverty, we are the UK's leading fair trade organisation. We run development programmes in some of the poorest countries in the world, and campaign in the UK and internationally to bring about trade justice.

<http://www.tradecraft.co.uk>

LINKS

Links to website that are useful to the local market access business as well as to the websites of our collaborating partners are given.

TOP STORIES

National Marketing Company Executives at meeting, April 15th - 16th 2008 in Arusha

National marketing companies executives Paul Nyende, John Kassima and Churchill Amathia met with Clive and Iddel to discuss a new learning agenda for the LLL project to prepare for the roll-out of a new site based market intelligence service - www.Tradecraft.co.uk. A trial of

Newsletter
March & April 2008

KENYA News from Agri-Trade

Agri-Trade progress The Agri-Trade Company Limited has been registered in Kenya to perform the functions of the National Market Company (NMC). It started with two directors namely Churchill Amathia and Michael Kibuu. Their first meeting resolved to bring a third director on board for effective and efficient service delivery. Funds are being mobilized to establish the normal capital. A bank account will be opened soon. In the mean time, the company is working on PPP to implement a major livestock enterprise in Kilimanjaro heartland in collaboration with the Tanzanian NMC.

Keekonyokie MAC Keekonyokie MAC is providing services to the Maasai livestock field school in Kisumu. They are helping the field school members develop business plans on fattening steers as well as on milk and beef production. They have also made arrangements to erect 60 and identify information board managers in their Maasai pastoralist area. Keekonyokie is also helping the Maasai women find better markets for their beadwork in liaison with Tradecraft.

NEWSLETTER

The new newsletter is organized into top stories, progress in each of the national companies: AgriNet in Uganda, Agri Business DevCo in Tanzania and AgriTrade in Kenya and upcoming events and what are the new resources on the website.

Conclusion

What we have heard from our users so far give us the impression that our redesigned site is an improvement. Some IFAD staff encouraged us with the following:

“Congratulations for the LLL website's new look and feel. It is very nice.” Roxanna Samii.

“Just saw the website - it looks great - really clean & smart & easy to navigate etc... Nice one!” Declan McCormack.

In conclusion based on the last twelve months experience recommends that

- Directory of MACs and trade agents with brochures and links to websites where they have them.
- Continue with newsletter
- Mapping location of MACs using Google Earth
- Move older publications to an Archive topic to make new materials easier to find.
- Continue to change website in response to user feedback



TOP STORIES

National Marketing Company Executives' Meeting in Arusha

National marketing companies' executives Paul Nyende, John Kossima and Churchill Amatha met with Clive and Ueli to develop a new learning agenda for the RKN project to prepare for the roll out of a new sms based market intelligence service - www.Tradenet.biz. A trial of TradeNet is currently underway in Tanzania as part of the Firstmile project with AMSDP.



TradeNet Trial Started in Tanzania

Mark Davies and Sarah Bartlett visited Muheza and Mafinga with Clive, Ueli and John Kossima of AgriBiz Dev Co, to explore the possibilities for setting up TradeNet in Tanzania. AgriNet in Uganda is in negotiation with NAADS to offer the TradeNet platform in Uganda. Interest has already been expressed on the LLL from Kenya for a common trade platform for all three countries 'to give a wide variation in the production seasons and also wide catchment for both production and markets'.



Testing Solid State Laptops in Tanzania

The first Inkmedia 'solid state' laptop has arrived in Dar es Salaam and is being tested by Amour Usi from FUNEA softnet. These laptops are designed for rural conditions. They are robust and resistant to viruses. Amour Usi is organising a rental service for rural Tanzania. He will rent laptops and provide local backup 'fundis' to service the computers. These laptops will be connected to the internet through GPRS mobile modems. In a related business, NIDA a private company in Uganda is also in a bid to launch a package for improving access to technical information and market information in rural areas in Uganda through better access to the internet using the solid state laptop. A possible business partnership is envisaged to emerge.



Rural African Ventures Investments First Loans

RAV Invest has started with its first loans. Loans have been made to James Kanyi of Allaken Marketing Services and Abraham Okolla a TSB in Kenya, to help them get access to ICT equipment they need to get online regularly. Loans were made on the basis of submitted business plans, including plans for repayment. A number of other applications for loans have been made and are being developed on the DDS team.

NEW ON THE LLL

Briefing Note 28: New Food Shortages and Old Development Insights
Moving from Public Project to Private Enterprise: The Murumase Story by Nuswe Nanzali
A Rental Service for Computers in Rural Tanzania by Amour Usi
MuMac a new Market Access Company in Tanzania by Geoffrey Mariki
A Trade Agent's Eye View by Bahati Tweve
The Role of a Regional Transaction Security Manager by Leonard Muhoni
New Thinking in Tanzania for Market Access by John Kossima
New Agriculturalist article on 'Marketing Help for Ginger' from Same, Tanzania

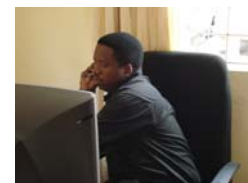
UPCOMING EVENTS

May 19-20: Meeting with Traidcraft on workplan and budget for the IFAD small grant to Traidcraft on MAC assessment and training for 2008/9
June 9: Meeting with Agridea on workplan and budget for the IFAD First Mile project in Agridea, Switzerland
May 20: Meeting of Regional Marketing Managers in Nairobi
May 4 - 17: Michael Kibue is representing the SARD Kenya Livestock Working Group at the UN Commission on Sustainable Development Session 16 in New York
June: Stakeholder two day consultative workshop on Livestock enterprises with AWF in Namaga
June 2-3: Launching and training of IBMs and Market enumerators in Kampala
June 25: Meeting with ACT in Dar es Salaam on TAP collaboration with AgriBiz Dev Co and RAVinvest.

TOP STORIES

Promote your MAC

Yussuf Kajenje IFAD's communication and knowledge management officer in Tanzania, joined the trip to Muheza and Mafinga to capture the start up of the market intelligence trial with TradeNet for the First Mile project. Yussef is making sure that our success stories are written up and put out to the local radio stations and newspapers to promote the MACs. Any of the MACs who feel they are ready with success stories, should get in touch with their national company who will link them to local journalists.

**Talkshop Language Experiment on the DDS Team**

Dr. Christina Merl, a language and intercultural specialist from Vienna, leads the experiment. You can participate in this experiment by sending your contribution to the DDS team directly to her. She will help you improve your English before you send it on to the DDS team. The experiment will be assessed in July so start participating now.



KENYA

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Keekonyokie MAC

Keekonyokie MAC is providing services to the Maasai livestock field school in Kiserian. They are helping the field school members develop business plans on fattening steers as well as on milk and beef production. They have also made arrangements to erect IBs and identify information board managers in their Maasai pastoralists' area. Keekonyokie is also helping the Maasai women find better markets for their beadwork in liason with Traidcraft.

Allaken Marketing Services

Allaken Marketing Services continues to expand its income streams from training on computers and computer services like typesetting, printing and photocopying. It has also developed a session where kids can come on weekends to play games. Allaken is also expecting an income stream from the launching of information boards (IBs). The MAC is grateful to RAV Invest for the credit support that has been used to expand the services.

Bungoma MAC

A new MAC in Bungoma has been set up by Chrisantus Masibo, Michael Mbaya, Prisca Kiliswa, Protus Mukusi and Peter Waboya. First commissions are expected on sale of tea, livestock, horticulture and poultry; as well as from adverts on information boards in Bukembe, Mabanga, Kanduyi and Bungoma Town. The MAC also offers secretarial services at Bungoma Town and mobile phone charging service at a fee. In their Agro- vet shop they distribute inputs on behalf of NGOs, government departments and companies. The MAC will offer services to actors on the above chains including the Bungoma FFS Network.

Kakamega MAC

This MAC has been formed by John Kalayi, Rose Akhonya and Stanley Nyongesa. Their planned income streams are from information boards, to be placed at Lurambi and Navakholo Market Centre; commission on deal making in commodities like sweet potatoes & chillies; and from an agricultural inputs store at the Navakholo market. The MAC is using a mobile modem belonging to the FFS Network to connect to the internet through GPRS

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News from Agri-Trade

Fumbura Marketers a new MAC

Members of the Kendelesia Farmer Field School have decided to form a new independent marketing company called Fumbura Marketers. While the new MAC will serve the FFS members it will also offer its services to all farmers and traders within and around Mayanja Market. Field school members made this move so that they could upgrade their business and cope with the increasing demand for our services from non-field school farmers. First incomes will come from deals in cereals and pulses as well as adverts from information boards in Mayanja, Chwele and Malakisi Markets.

UGANDA



News from Agri-Net

Agri-Net progress



AgriNet has now finished its registration process and has a bank account. AgriNet has agreed with AgriBiz Dev Co (Tanzania) to operate in the Kagera region of Tanzania, as this region is more accessible from Uganda. Paul feels that business does not know or respect geographical boundaries and it is important to work in market areas and rather than purely on a national basis.

The Importance of Networking

Sarah Mayanja writes that networking is key in any business - it keeps the business alive. She suggests that the National Marketing Companies and MACs, need to build up both formal and informal contacts to whom they can turn to for advice, information etc on the markets trends, forecasts etc. She states that armed with such information, 'we shall be relevant in our chains to broker deals'.

The First Deal for Cereal and Pulse, Eastern Uganda

Good news on John Peter Opio's deal on groundnuts. After the disappointment of delayed payments to farmers he reports that the farmers were finally paid in three instalments. While this was a very difficult experience for all it was full of lessons on how to provide transaction security to farmers as well as buyers. Maybe we should develop a list of what to look out for, and how to foster 'a good deal'.

Cereal and Pulse MAC have Plans for a Warehouse

Tororo MAC has identified gaps in the value chain for rice in Butaleja in Eastern Uganda. The gaps concern lack of facilities and operators for: bulking, quality assurance and crop finance. The company intends operate a warehouse system in their area to deal with some of these gaps.

New MAC in Soroti

Engineer Opio has set up a new MAC to meet the marketing needs of the Teso Tropical Fruits Association. He is in discussion with Dr. Semwanga and Jakana on orange deals for this season and future seasons. Going beyond oranges the new MAC will also deal with other produce from the Teso sub region of Soroti, Kumi, Katakwi, Amuria and Kaberamaido. Under the guidance of Max Oluput the new MAC will experiment with information boards in selected sub counties of Soroti, Kumi and Kaberamaido Districts. As a demonstration an SMS system of communication between producers and the MAC, Max gave seven farmer leaders from different sub counties money for airtime to initiate communication with Eng Opio's new MAC.

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UGANDA

News from Agri-Net

Collaboration between MACs in Soroti and Lira

The Lira MAC has agreed to collaborate with the Soroti MAC and coordinate their business operations as much as possible. They will soon be jointly supplying planting materials for cassava, sweet potato, orange seedlings, groundnuts, and sunflower to big buyers.



TANZANIA

News from Agri-Business Development

AgriBiz progress

Agri Biz Dev Co, based in Arusha, is recruiting new regional transaction security managers and building its network of Trade Agents and Market Access Companies. John Kossima and Leonard Muhoni visited the new MAC in Muheza call MuMac with Clive, Ueli and Martin Graf (Agridea). MuMac's main aim is to provide better marketing for the small farmers in their area. First incomes are expected to come from orange deals with big buyers.

Leonard Muhoni visited UNNAT in Morogoro



Leonard has been helping MuMac explore their first deals for orange growers in Muheza. He has had exploratory talks with UNNAT, a large new fruit processing factory in Morogoro, who are looking for a regular supply of oranges for juicing.

First Deal for Murumase



Murumase earned commission from their first deal by linking the small circular saw operators with wood plank buyers in Mufindi. The work was done by Bahati Tweve with support from Nuswe Nazali and Henry Mang'anya. They will continue to provide market links for timber buyers and will also be finding buyers of beans for the local farming groups

Mays Rural Enterprise Development Agency (MREDA Ltd)

Members of Mreda met with John Kossima, Clive and Ueli in Dar es Salaam. Like many MACs, Mreda in Songea are going about making their first deal on a commission basis. Big buyers like Mohammed Enterprises have big headaches in getting maize from many small farmers or middlemen to their warehouses. They will pay a MAC a commission to take these headaches away. MREDA has developed a nine point action plan to guide them in making a deal with a big buyer of maize.

New Business Ideas from KIRSEC

KIRSEC is to start compiling market information from big buyers and big producer associations to further develop their website: www.kilosaruralservices.com such that producers and traders can access market intelligence in Swahili. They will also pilot secretarial services in Maasai-Twatwatwa village and Kimamba town

Send your news for the next newsletter (May/June) to Anne Dennig (dennig@btinternet.com) by June 16th.