

e-Agri Transport Initiatives:  
Foresight Generation Club, Ghana.

November 2014

# IN FOCUS - Ghana



- In Ghana Agriculture is the largest economic sector in terms of employment and hence secures the livelihood of many Ghanaians, the percentage of subsistence farming is high as majority of smallholder farmers have little income diversification for themselves and their families hence their livelihoods depends directly on the agricultural productivity and their ability to adopting to scenarios of poor harvest is generally low among farmers with the largest uncontrollable threat to farmers being natural risks like droughts and floods all being the results of climate change.

# Introduction



- Nearly seventy percent of the population of most African countries including Ghana are directly engaged in the production and distributing of food across the continent, as food production, distribution and consumption are perhaps the most important economic activity in Africa there is the urge and need to improving food distribution and marketing systems which could have both economic, health and security implications regionally.

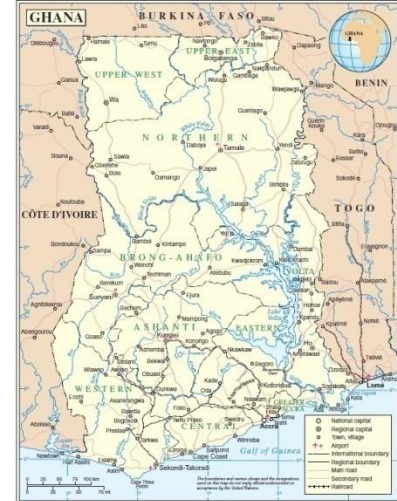
# Challenges



1. Lack of good roads for food transport during harvest.
2. The lack of early access to vehicles to transport farm produce.
3. Cost of transport increases due to the bad nature of the roads.
4. Difficulty in having access to the marketing, distribution and selling network on-time.
5. High Postharvest loses and deaths among farmers.

# The Concept

- ❖ An innovative design, data collection and a Careful selection of Information Communications Technological tools for marketing and selling food produce including text, images, voice and video etc.
- ❖ Designated food markets across Ghana, Messages through bulk sms alerts are also sent to the mobile phones of subscribed farmers and residents on new agricultural products and services which has been made available by businesses and stakeholders for the benefits of registered farmers of our project.



# Roles for Citizen Volunteers (CV'S)

- Volunteer recruitment and training of local residents to support data gathering and mapping activities.
- Better and early negotiations including community support.
- They have proved more committed and less labour costs.

# ON THE GROUD: SUCCESSES

- The successful creation of a database for both farmers and buyers.
- Successfully Mapped key food buying and marketing canters in Ghana.
- Successfully created and registered reliable agro transporters for our project.
- Shortened time to sell produce.
- More produce sales means extra income for the smallholder farmer
- Employment creation for both farmers and our teams.

# Our Services and Expertise: Partnerships

1. Agribusiness
2. e-Agriculture Extension Activities.
3. ICT for Climate Change Adaptation on Agriculture
4. e-Commerce for Agriculture
5. ICT4D
6. ICT Training for farmers and Agro stakeholders
7. Brokering International partnerships for business and research in Agriculture and ICT4D.



# Innovation To Farmers



- An additional usage of mobile phones apart from phone calls.
- Building the farmers technical capacities to using their phones to boost crop yields,
- Making farming more attractive and less a burden to the African farmer.
- Making farming less expensive and much conducive.

# LESSONS LEARNT



The cost and time involved in the transportation and marketing of agriculture produce including the prevention of preventable post harvest losses have been highly reduced through our project, information on current produce prices and other agriculture information are sent to the mobile phones of subscribed farms at no other cost and timely as this information have proved very useful to many farmers in having alternatives in agriculture related products and services to boost their economic activities, the regular damage to food produce during loading of food produce onto vehicles have been reduced as it is required by all member transporters to reduce damaged to agriculture produce during loading and transporting as the more quality a produce it will have a better price tag thereby enhancing profitability for farmers.

End of Presentation



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