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The Competitiveness and Trade Expansion Program

SUSTAINABLE HARVEST *at Origin* AFRICA

Relationship Information Tracking System User Survey Analysis 2010

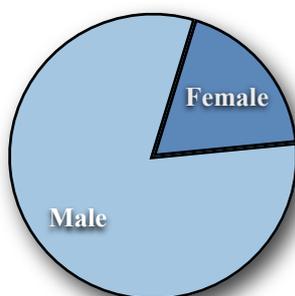
RITS was designed to improve the livelihoods of smallholder coffee producers through increasing their cooperative's competitiveness, efficiency and transparency. By tracking key data starting at individual farms, Kilicafe cooperative of Tanzania was provided with the tools they needed to bulk their highest quality coffees together and to target those producers in need of quality improvement training with the aim of improving overall quality and consistency.

Throughout the months of March-August 2010, 16 members of Kilicafe cooperative from 4 different washing stations attended trainings in how to use RITS. In December, each user was asked to complete a feedback survey, allowing Sustainable Harvest to assess the actual impact of RITS and to determine any improvements to the system that might be needed. The results have been very encouraging.

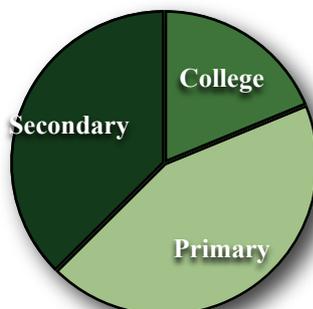
The users:

13 men and 3 women from 4 washing stations in Kilicafe's Northern Chapter

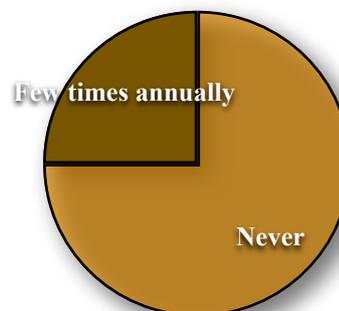
Gender



Education



Previous computer use



Training feedback:

100% of users report that the trainings prepared them well or very well to implement RITS

When asked to give further feedback, **12 out of 16** users specifically state they would like to continue with more RITS trainings and all users wish to learn more about general computer use

Users report learning a range of computer skills including creating computer files and folders, creating bookmarks, connecting to the internet, conducting internet searches and sending and receiving emails.

With regards to RITS, users learnt how to track coffee from receiving cherries at the CPU through to storage including how to take reception orders, grouping reception orders, adding farmers and using individual farmer records.

User satisfaction:

100% users want to keep using RITS

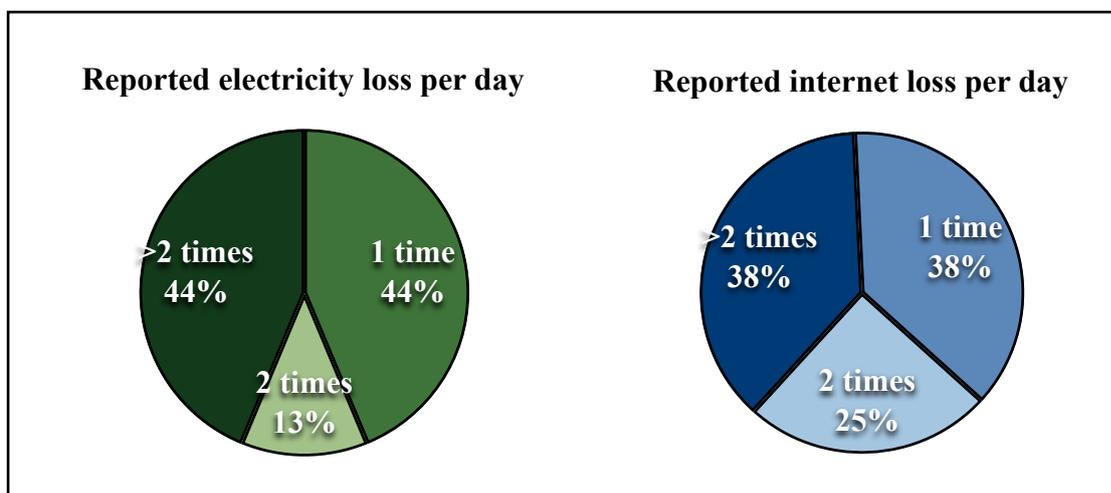
94% users are using the full services RITS currently offers including taking reception orders, grouping orders, adding farmers and reviewing farmer records

11 out of 16 users state that RITS has reduced the need to write down data in numerous books, thus saving time

13 out of 16 users state RITS has not made their work more difficult at all, only easier. The other 3 users state that sometimes bad electricity and/or internet connections causes difficulties with inputting data

In order to make RITS more efficient, **15 out of 16** users asked that RITS have some sort of accounting aspect which could be used to track washing station expenses and farmer payments as well as be able to print off receipts. One users also asked that RITS be able to provide up-to-date information regarding market trends

0% of users reported system-based errors within the RITS



“RITS helps to keep data safe which can easily be lost on paper”

“RITS has helped us to enter data in a shorter amount of time and more accurately”



“RITS has improved our work more than double”

“RITS has helped us to access individual farmer data easily”

Efficiency:

Accuracy:

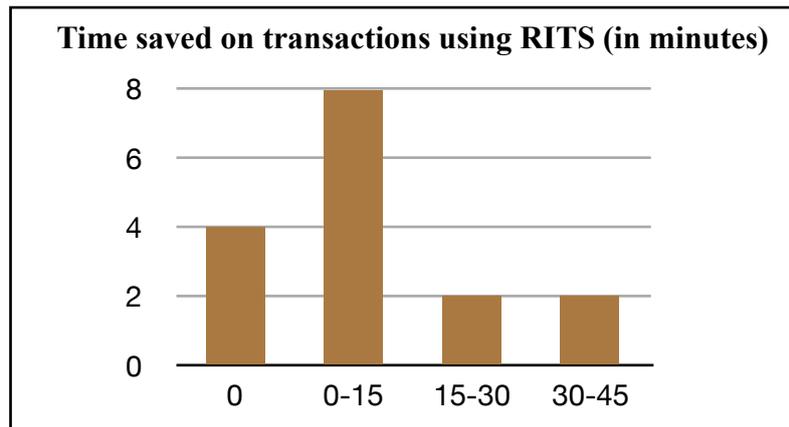
100% users believe RITS has reduced errors in keeping track of data at the washing station

Security:

100% users believe RITS has improved security at the washing station

Time saving:

75% users state RITS has made transactions at least 15 minutes faster at the washing station



Quality control:

100% users believe RITS will improve coffee quality throughout the cooperative

100% users believe RITS will improve coffee consistency throughout the cooperative

Transparency:

15 out of 16 users believe RITS has helped ensure farmers are paid more accurately. The 16th user failed to comment either way.

“Communication between the washing station and Kilicafe headquarters has improved”

“Now farmers trust us more because all their data is on the computer so can't be lost”



“Now we receive information about our cupping scores for each lot”

“Farmers have more confidence that we are recording their cherry volumes accurately because we can show them all their information easily on the computer”

Conclusions:

RITS is an effective and efficient system for tracking coffee at the washing station and users are confident in its ability to improve both coffee quality and also transparency across the supply chain.

Users are happy with the services RITS are providing, however in addition they would like to see a system built into RITS which allows for management of financial data. Sustainable Harvest are looking to develop this and are also currently researching offline, energy efficient printer options which will allow users to print receipts of delivery and payment for farmers. The survey also revealed 100% of RITS users own a mobile phone and use SMS technology, thus Sustainable Harvest are currently communicating with a company called Frontline SMS to discuss the possibility of using mobile phone technology to pay producers.

100% of current users want to continue using RITS to track important information at the washing station. However, electricity access remains a problem. Sustainable Harvest are conducting research into the possibility of using solar chargers to run computers at the washing stations which would not only aid groups with currently sporadic connections, but would allow new potential and interested groups who currently have no electricity to access RITS also.