

## Grain Marketing Expansion Programme (GMEP) November, 2011 Report

Grantee: ZAMBIA AGRICULTURAL COMMODITIES EXCHANGE LIMITED (ZAMACE)

Report for the month of: November, 2011

<b>Report Compiled by:</b>	<b>Mathew Chisakuta- Operations</b>
<b>Activities</b>	<b>Activity Status</b>
<b>Community Radio Programme</b>	The community radio program production recordings were completed <b>Refer to Script on annex 1</b>
<b>Translations of Communication Manuals in Local Languages</b>	Translated communication manuals were submitted. <b>Refer to other attachments</b>
<b>Collaborating partners:</b>  <b>FRONTIER DEVELOPMENT ASSOCIATES</b>          <b>WFP's P4P</b>	Frontier Development Associates - an AGRA funded local organization pledges to structure its smallholder farmer groups to access ZAMACE for its agriculture commodities marketing. The organization's objective is to Promote a structured and orderly market and build platform for reducing constraints in smallholder farming fraternity.  World Food Program pledged to continue supporting the Commodities exchange through trades at the Rome conference.

**Challenges and matters arise in period under review.**

**Smallholder commodities marketing challenges for 2012 season:**

Based on feedback from the field, smallholder farmers have now gained some confidence in the GMEP programs on its efforts to provide them with a commercial market for their Agriculture commodities since the new Government announced that it would be the last resort to buying Maize.

Many smallholder farmers are looking up to ZAMACE for their access to commodities market.

## ZAMACE Radio Programme – 2011- Final Radio Script

### Notes to Broadcaster

ZAMACE is the only commodities exchange in Zambia which was set up to provide a centralised, transparent and efficient market place for agricultural products. However, commercialization of smallholder farming activities has been limited largely to areas with relatively better developed infrastructure and access to input and output markets. In order to integrate smallholder farmers into the commercial markets, issues of quantities and the quality of the staple grain are very important. Furthermore, it is also realized that grain trading in Zambia is still characterised by a multitude of market imperfections that stifle growth in the wider agricultural sector. Among these

issues are:

- A large proportion of informal trade
- Poorly defined industry-wide quality standards
- Low levels of transparency and trust
- High transaction costs associated with quality variations, and the physical movement of goods

Through GMEP, ZAMACE seeks to develop interventions that will not only facilitate aggregation of the staples at the smallholder farm level but improve the quality of the grain.

**DURATION:** 30minutes

**CLIENT:** ZAMACE

**PRODUCER/PRESENTER:** MATONGO MAUMBI – Creative South Productions

**BROADCASTING STATIONS:** CHIKUNI RADIO, MKUSHI RADIO, AND BREEZE FM

### INTRO

**PRESENTER:** Being the only commodities exchange in Zambia, The Zambia Agricultural Commodities Exchange, is working tirelessly to help farmers choose the best market to sell their produce and minimise price variation. This has certainly been of great benefit to the small scale farmers, who otherwise, are vulnerable to exploitation by small briefcase businessmen that buy from them with cash, but reaping them off in the process.

### BRIDGE

**PRESENTER:** Welcome to the ZAMACE Radio Programme. My name is Matongo Maumbi, the producer and presenter. The main aim of this program is to show a farmer where he or she can sell produce at a good price. I want to bring to you the successful commodities exchange being carried out by ZAMACE. I caught up with Mr Mathew Chisakuta, the Operations Consultant for ZAMACE, who spared some time in his busy schedule to explain to me what ZAMACE is...

### INSERT CHISAKUTA INTERVIEW 4'00"

**PRESENTER:** That was Mr Chisakuta the operations consultant from ZAMACE. We shall hear more from him later.

### BRIDGE

**FROM** Mr Chisakuta we get to hear what farmers in Monze and Mkushi have to say about trading and partnering with ZAMACE.

INSERT Farmer interviews

**PRESENTER:** In order for commodities exchange programme to work better for the small scale farmers, such services have to be on the ground with the actual farmers. This is where the field officers come in.

I headed to Mkushi in the central province where the field officer for ZAMACE Arthur Musonda, began by explaining he sees ZAMACE.....

#### **INSERT MONZE INTERVIEW 3'00"**

**PRESENTER:** We also get to hear what some of the partners had to say about Zamace. We head to Mkushi where we talk to the Masansa agricultural camp officer Mr Alexander Matuka and then we shall proceed to Monze to meet with the district agricultural marketing officer Kulyeila Alphonso Tembo, but first here is Alexander

#### **INSERT MKUSHI INTERVIEW 3'00"**

**PRESENTER:** what recommendations do farmers have for ZAMACE

#### **BRIDGE**

**PRESENTER:** with those recommendations, Mr Chisakuta now comes back to give the advantages of trading on ZAMACE

#### **INSERT ARMIN INTERVIEW 3'00"**

**PRESENTER:** And now before we sum up the programme. The farmers themselves feel more farmers have to come on board....

#### **INSERT FARMERS' INTERVIEWS FROM BOTH CENTRAL AND SOUTHERN 4'00"**

**PRESENTER:** Farmers' groups can indeed add value to commodities by providing services such as drying, grading, cleaning, and aggregating as well as negotiating sales with larger buyers. I asked the operations consultant what the future of ZAMACE looks like.....

#### **INSERT CHISAKUTA INTERVIEW 2 – 2'00"**

**PRESENTER:** Such initiatives that offer longer term information about price trends, allows farmers to make better decisions on which crops to grow and when to harvest, and to make more informed decisions on storage and market options. I want to conclude by saying that the ZAMACE programme, though it has its challenges, can really help the farmers and even the traders. The main benefits of the program are that it improves farmers' understanding of their marketing environment, and helps them avoid being cheated. My name is Matongo Maumbi, the producer and presenter of the programme.

Thank you for your time and enjoy the rest of the transmission.

#### **PROGRAMME OUTRO**

