

Project	Grain Marketing Expansion Programme (GMEP)
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Organization's Contact Person:	Brian Tembo
P F Tracking Number:	ZAM-STA-010-016
Title of Activities:	<ul style="list-style-type: none"> • District Public Warehouse Operator Oversight and stock monitoring • Community Storage Facilities as first level aggregation points and transfer of stocks to district warehouse operators. • Stakeholder consultation and collaboration • Translation of the ZAMACE FAQ into Local Languages • Marketing Information Dissemination through SMS and emailing • Warehouse Inspection and Certification • Typical ZAMACE Field Experience in Pictures.
Start Date of Reporting Period:	1 st October 2010
End Date of Report:	31 st December 2010
Date Report Submitted:	18 th January 2011

Report Compiled by:	Newton Samangwe (Operations Manager)
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Progress Report		Report No. ZAMACE02	
Tasks, Milestones, Outcomes planned for this quarter		Completion dates	
Tasks, Milestones, Outcomes	Comments	Plan	Actual
Oversight District and Community Visits	Routine Quality and Quantity verification of maize in storage at Community level and District Warehouses were being undertaken by the District coordinators and has come to an end as maize stocks have been issued from all the storage facilities and sold off.	On Going	December 2010
ZAMACE working with other collaborating partners	<p>End of marketing season "Lessons learnt" workshops were held in Southern and Central regions. Project evaluation meetings were held with the farmers, Coordinators and stake holders to review and get feed back on the effectiveness of project implementation . Stakeholders included WFP, NGO - Celim and Government Officials. The workshop was sponsored by WFP though the P4P initiative.</p> <p>Objectives of the workshop were to:</p> <ul style="list-style-type: none"> • Discuss activities of the past season (success and constraints) • Make recommendations for the coming season <p>Annex 1,2,3 & 4</p>	2 nd November 2010	5 th November 2010
Print of the ZAMACE FAQ into Local Languages	The ZAMACE FAQ booklet is undergoing review to be in line with the new communication strategy which is being drafted as a result of feedback from the 'Lessons learnt' workshop.	20 th August	
Marketing Information Dissemination through SMS	ZAMACE continued disseminating the reference prices and other market information though the SMS system and email, electronic print media.	On Going	
Identification and Certification of District Warehouse Operators	Three new organisations have expressed interest to run as District Warehouse Operators in Lusaka, Kalomo and Copperbelt for the next maize marketing season they are yet to be inspected for possible certification.	30 th November	

Major Risks and Issues

A major challenge still exists in bringing the benefits of the exchange to the smallholder farmers. The buying activities of the Government Food Reserve Agency (FRA) discouraged private sector effective participation in the smallholder market, and gave rise to the perception that commercial prices offered were below the unreasonably high FRA prices.

ZAMACE through GMEP, invested considerable resources in creating awareness among farmers of the benefits of group marketing and using the ZAMACE-certified warehousing to gain a quality and quantity recognition in the commercial market. To this extent success was achieved at first level aggregation and deposit of maize in the district warehouse. ZAMACE grade A maize quality was achieved at community level in all target areas. However, most of the smallholder crop was diverted to FRA buying points which were found in most areas where GMEP project was being undertaken.

The possibility of obtaining finance was also demonstrated through one of a micro finance organisation known as CELIM in Monze which gave out loans to farmers against ZAMACE warehouse receipt for the maize deposited in District warehouse.

Tasks, Milestones, Outcomes scheduled for next Quarter		Completion dates	
Tasks, Milestones, Outcomes	Comments	Plan	Forecast
ZAMACE FAQ into 4 Local Languages	Master copies being reviewed and translated into local languages.	February	
ZAMACE regional coordinators, Agricultural Ministry officials (DACO), Other stakeholder Training	To revise the years Marketing strategies adopted from lessons learnt from previous marketing season	February	
Stake Holder Consultative Meetings	On Going. Held fortnightly	March	
Documentaries	Video Documentation of GMEP activities	May	
Identification and Certification of District Warehouse Operators	Three new applicants have expressed interest to run as District Warehouse Operators. Yet to be certified.	April	
Warehouse Operator Rules and Requirements review.	To seek legal opinion on current ZAMACE Warehouse Operator Rules and Requirements	March	
Warehouse Operator Rules Training.	To conduct training for the new warehouse operators.	March	

Feedback From Farmers in Southern Province (Monze, Choma, Kalomo)

Issue	Successes	Constraints	Recommendations
Initial Training	<ul style="list-style-type: none"> • ZAMACE training was good • Many farmers understood and were able to communicate back to community members • Farmers attendance was good • Support from ZAMACE coordinators and Partners was good • Taught farmers how to clean and stack their produce • Not all found the training practical enough 	<ul style="list-style-type: none"> • Not all found the training enough 	<ul style="list-style-type: none"> • Use more examples in the training
Communication/ Sensitization	<ul style="list-style-type: none"> • Visits by NGOs and partners assisted • Radio/meetings/phone calls • Partners (CELIM, World Vision, ZAMACE and WFP) were present at meetings to offer support 	<ul style="list-style-type: none"> • Not enough time for sensitization • First time hearing about ZAMACE • Did not understand the role of the brokers • Did not understand the ZAMACE process and thought it was too long • Scared of losing their maize as the buyer was not known • Not sure of the ZAMACE price • Afraid of the new system • Did not know when the maize would be bought 	<ul style="list-style-type: none"> • Sensitization should start early (ie March) • The brokers, warehouse operators and all partners to be present when conducting meetings with farmers • More trainings and awareness meetings with community • ZAMACE can use success stories of the 2010 season for its future programme • Finance and business management training desirable • Facilitators should

			be easily identified (eg t-shirts, ID etc)
Equipment Support	<ul style="list-style-type: none"> • Support was given • This encouraged farmers • Cooperatives were ready to buy the equipment which was given to farmer groups • Equipment and trainings were given which was motivating 	<ul style="list-style-type: none"> • Support was good but not enough 	<ul style="list-style-type: none"> • Equipment should be brought early to the buying points (eg scales, sieves etc) • The Sheller should come with a sieve to clean the maize • Shellers should have wheels for easy movement from farm to farm • Communities need one Sheller to serve 1-70 smallholder farmers
Aggregation & Quality	<ul style="list-style-type: none"> • Aggregation happened • It was an easy market for the farmers at the depot • Aggregation point was closer to where farmers live • High quality • Aggregation made transportation of the commodity to the market cheaper • Less congestion • Cooperatives were linked to CELIM E.M.F.J 	<ul style="list-style-type: none"> • Cleaning was labor intensive to achieve high quality • Not enough storage sheds • Farmers did not want to pay for storage and transport • Some were afraid to aggregate due to fear of losing their commodity • Difficult to buy empty grain bags which forces farmers to sell part of their produce to briefcase traders 	<ul style="list-style-type: none"> • Communities should be supplied with empty grain bags in time • Each co-operative should have its own storage • Should have more micro financing organizations
Marketing	<ul style="list-style-type: none"> • Relationship building 	<ul style="list-style-type: none"> • Didn't understand the process properly • Thought the process was complicated • Price competition with FRA • Farmers were targeting K65,000 • awareness of the role of brokers and warehouses 	<ul style="list-style-type: none"> • ZAMACE should give more information on the role of the brokers • Farmers should be advised to diversify their farming business • Shortening the selling process (eg community shed to district shed to broker to buyer) • Should have more training in ZAMACE concept at the beginning of

			<p>the marketing season</p> <ul style="list-style-type: none"> • ZAMACE and partners should allocate a certain volume to be bought in a certain area to encourage aggregation initially until market is stable • Should have more support from GRZ extension services on product marketing • The period should be known and honored for payments
Marketing Information	<ul style="list-style-type: none"> • ZNFU SMS system helpful • Able to determine market price through radio • Pricing information also from MACO and CELIM • Group meetings helpful 	<ul style="list-style-type: none"> • Not enough information about the price 	<ul style="list-style-type: none"> • Marketing information should be given very early through radios and community meetings (not during the marketing period) • Make the price known to the farmers (ZAMACE price)
Record Keeping	<ul style="list-style-type: none"> • Received books and files • Easy to use 	<ul style="list-style-type: none"> • Not all had records because some farmers didn't sell 	
Other Comments		<ul style="list-style-type: none"> • Depot managers worked without being paid (eg. bulking points) • No transport was provided to depot managers 	

Feedback From Farmers in Central Province (Mkushi, Kabwe)

Issue	Successes	Constraints	Recommendations
Initial Training	<ul style="list-style-type: none"> • Adequate 	<ul style="list-style-type: none"> • Limited to a few individuals • Most did not understand the ZAMACE system 	<ul style="list-style-type: none"> • More training required – broaden the scope • Training to filter down to membership

			<ul style="list-style-type: none"> • Business and finance management training to be conducted
Communication/Sensitization Among Community	<ul style="list-style-type: none"> • Sensitization was attempted • Support on sensitization also given by WFP, MACO, PROFIT 	<ul style="list-style-type: none"> • No support was given in terms of price • Convincing the most influential people at community level was difficult. 	<ul style="list-style-type: none"> • Early sensitization • Empowering community leaders • Exposure visits • National media exposure • The role of the broker must be clearly defined • ZAMACE to clearly define their role for farmers to understand
Equipment Support	<ul style="list-style-type: none"> • Support was good • Acquired equipment • Jobs are reduced • Improved quality of grain • Sieves were given • Shellers 	<ul style="list-style-type: none"> • Equipment came late • Salter scale was too small • Queuing for sieves • Inadequate- eg. 8 Shellers in Mkushi district with more than 400 cooperatives 	<ul style="list-style-type: none"> • Timely delivery of equipment • Provide platform scales • Increase number of sieves, Shellers, maize dryers and scales per site • Equipment care and maintenance • Equipment support should also be extended to other cooperatives
Aggregation & Quality	<ul style="list-style-type: none"> • Managed to aggregate • Aggregation was easy • Quality of maize was achieved (grade A) • Constructing storage sheds (eg CELIM) 	<ul style="list-style-type: none"> • Withdraws of maize from sheds • Lack of packing bags • Storage fees • Transport fees • Some refused to aggregate because they were not sure of the prices and payment process • Lack of storage sheds in most areas 	<ul style="list-style-type: none"> • Secure storage for stock while awaiting sale • Storage rehabilitation • Shed capacity must be increased seeking support from well wishers
Marketing	<ul style="list-style-type: none"> • Testing ZAMACE system • Better price than briefcase traders • Promoting group marketing • Exposed to many buyers • Have an alternative market 	<ul style="list-style-type: none"> • Comprehension of new concepts was slow • ZAMACE process is perceived to be long • The training was inadequate 	<ul style="list-style-type: none"> • Communication of marketing on time and consistent • Marketing fees (storage and brokerage) should be agreed in advance

		<ul style="list-style-type: none"> The knowledge was insufficient to change the mindset of community members from the old marketing system. 	<ul style="list-style-type: none"> Exposure visits from people who have experienced the system before ZAMACE to continue making
Marketing Information		<ul style="list-style-type: none"> Did not have enough marketing information 	<ul style="list-style-type: none"> Price information must be given consistently
Record Keeping	<ul style="list-style-type: none"> Successful Have sufficient records Support from partners – ZAMACE, WFP, PROFIT, Cropserve 		
Visits by ZAMACE and Partners	<ul style="list-style-type: none"> Adequate 		
Other Comments		<ul style="list-style-type: none"> Only buyers benefited – considered a buyers market Lack of interaction with warehouse operators Waiting period 	<ul style="list-style-type: none"> Women empowerment HIV awareness Encouraging young people to take up farming through projects Encouraging land title Government linkage with FRA Introduce other partners who deal with projects such as irrigation



Presentation by Basanje Cooperative (Southern Province)

Cooperative members attended the initial ZAMACE training and afterwards the committee mobilized nearby farmers. Within 6 days, 17 farmers had managed to aggregate 30 metric tonnes of maize.

The maize was delivered to the district warehouse in Monze and the cooperative wanted Kw65,000 per 50kg bag (same as FRA price). However, the district warehouse price was lower therefore they withdrew the maize and sold it to FRA instead.



Annex 3

Above: Farmer Group Discussions Monze, 2 November 2010

Below: Cooperative presentation in Mkushi



Annex 4

