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ACDI

MARKETING INFORMATION SYSTEM

PILOT PROJECT FOR FRUIT AND VEGETABLE MARKETING

Based on

A Presentation to USAID/ N'Djamena

(August 21, 1992)

by

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INTRODUCTION: The Pilot Project for Fruit and Vegetable Marketing was designed with the Marketing Information Unit as one of three project components. The project paper saw the function of this unit as gathering, processing and disseminating data on production trends, price variation, volume and patterns of shipment arrivals, market behavior, consumer preferences, purchasing habits and export opportunities. The project output would be gathering and analyzing statistical market data on a regular basis for use in planning, forecasting market trends and behavior. A monthly bulletin with information on the fruit and vegetable market in N'Djamena would be published.

The Marketing Information System, which is the heart of the unit, has now been in place for a year. The project began to organize the system in June 1991. Market data was collected in July, but this was a trial period, and only in August, 1991 was the project confident enough in the system's reliability to go public: this was the official starting date of our marketing information system.

Since that time, there have been adjustments in data collection, in methodology, in products included, and in the types of analysis. In October 1991, the project began sending daily wholesale price information about in-season vegetables to Karal via the SECADEV radio and later through the project's own single side-band radio. In February, the project began distributing copies of a Monthly Wholesale Price bulletin to USAID PVOs, local ONGs and government organizations.

The ACDI project itself has put to good use much of the information generated by the marketing information system, but there is potential for it to be more effective in providing information to other users. The purpose here is to describe how the marketing information system operates and to determine if it can be of service to other PVOs, local ONGs and USAID projects within the scope of ACDI's project resources.

This document describes the data collection methodology, and the system's structure and function is described. It then explains the type of statistical and qualitative information that is already being collected. This is followed by an outline of the use of the data in monitoring and evaluating socio-economic impacts, developing marketing strategies, identifying priorities for farm-market road construction and rehabilitation and for identifying problems relevant to future marketing projects. Finally, there is a brief discussion of the ways that the system may customize its services to serve the needs of other organizations.

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THE MARKETING INFORMATION SYSTEM:

Data Collection:

The MIS collects statistical data in the three major wholesale markets in N'Djamena.

1) The Central Market: This is the largest wholesale market. It specializes in goods from Abeche- dried tomatoes, onions and garlic. It is also the main wholesale market for fresh tomatoes, fresh pepper, white onions and specialty vegetables.

2) The Millet market: As the name implies, it is the principle cereals market, but in terms of vegetables, it specializes in sweet potatoes, dry okra and cucumbers. This market also contains four mills that process dried tomatoes into powder.

3) The Cholera market: This is the smallest of the three markets. The Karal Federation of Groupements (AGDERUMKA) has its point of sale warehouse in this market wholesaling fresh vegetables and storing dry cereals . In the past, this market has sold small amounts of a wide variety of products, but specialized in melons and watermelons. However, since the opening of the Federation point of sale facility , the volume of wholesaling has increased.

There are several other very small (community) wholesale distribution points, some of them appear only when a particular product is in season. The three wholesale markets mentioned above have retail components attached and there are two other major retail markets in N'Djamena: the Dembe market and the Diguel market.

Products Monitored:

Dried tomatoes
Fresh tomatoes
Melons
Watermelons
Fresh pepper (Cayenne)
Sweet Potatoes
Fresh okra
Dry okra
garlic
Abeche onions
White onions
Cucumbers

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Prices collected:

There are two levels of "wholesale" prices collected by the MIS: 1) transactions directly between the field level trader and retailer for highly perishable products and 2) transactions between a wholesaler (who has purchased the product from the field level trader) and retailer for products that can be stored.

For highly perishable products such as fresh tomatoes, melons and fresh okra, the product is brought from the field by producer/traders and sold directly to retailers through a commission agent. Ownership of the product changes directly from the field trader (who is also often a producer) to the retailer and the price reflects the money that goes to the field trader.

For less perishable products, such as onion, garlic and dried products, a wholesaler buys from the producer/trader, stores it (he may also sort & grade and repack) and then sells it to retailers. It is this wholesaler-retailer price that is recorded by the MIS. It is very difficult for surveyors to get reliable prices for the transaction between field trader/producer and wholesaler bcause the price is not negotiated openly as it is when sales are made to retailers.

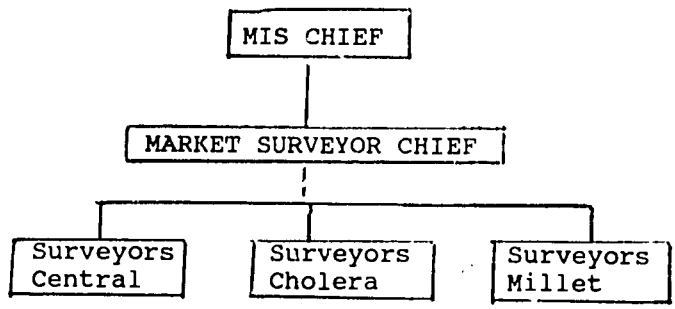
Daily prices reported by radio to Karal are median prices for products arriving on that day. It is easier for producers to understand median prices as they are reported in 250 CFA units. Highs, lows and medians are recorded for each selected products and the data is available by production region. As an example of how this can be used, in the future, the project will report Karal prices to Karal. Prices of products recorded in the Monthly Wholesale Price Bulletin and most of our special marketing reports are weighted average prices.

The quantities (supply) collected:_ All quantities reported by the MIS are arrivals (counts of product arriving on a particular day). For highly perishable products the daily prices correspond to product arriving on the same day. For stockables (dried products, onions, etc), quantities recorded are also arrivals. Note that for stockables, the MIS does not record the total amount of product in the market.

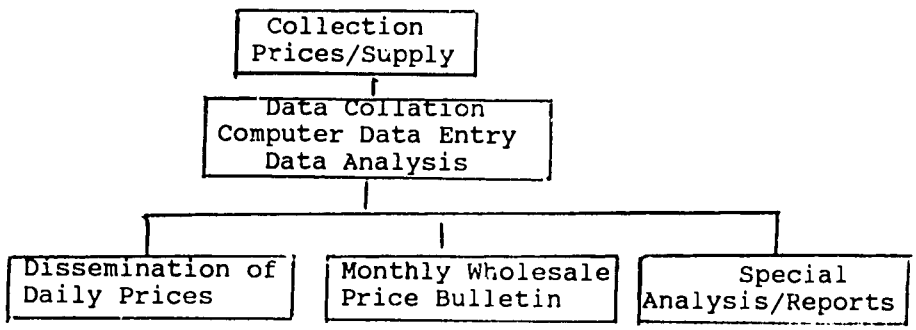
Frequency of data collection: Market surveyors are in the market seven days a week. When there is a request for daily information, it is collected every day. If there is no demand for this frequency, it is collected Mondays, Wednesdays and Fridays.

Time of day data is collected: Surveyors arrive at the market site at 6 AM and leave about 10 AM. They then return to the ACDI to collate their information.

MIS Structure:



MIS Function:



STATISTICAL DATA COLLECTED:

Data that the MIS is currently collecting:

Prices
- Arrival Price
- Second Day price (Perishables)
- Storage/Retailer Price (Stockables)
- Gross Revenue (P X Q)

Daily Supply
- Arrival Supply
- Second Day Supply
- Origin of Production

Vehicles
- Number (Daily arrivals)
- Size/ Capacity (of vehicle)
- Produce carried

Quantity of produce carried
Vehicle license number
Time of arrival
Value of produce carried on vehicle

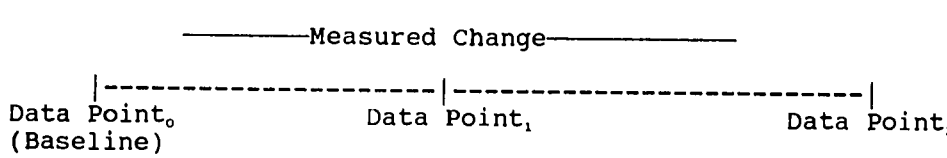
QUALITATIVE DATA COLLECTED:

Data that the MIS is currently collecting:

Market Channels
Market Costs
Structural Characteristics (selling areas, storage, transport to other markets, etc)
Functional Characteristics of the Specified Wholesale markets (product specialties, producer areas, price differentials for products, etc)

USE OF DATA:

Monitoring & Evaluation (People Level Impact): The MIS collects data specific to the ACDI project interventions, but also includes information relevant to horticultural marketing efficiency from the other areas. The MIS is collecting information on 12 major horticultural products from all of the major producing areas that send their produce to the N'Djamena wholesale market. This gives the MIS the capability analyzing and documenting changes in marketing efficiency by product, by producing area and over time (day, month, season, year).



The information collected by the MIS can be used to measure change in statistical values at various data points. Some examples include:

Measurements of Central Tendency

Mean (S.D.)	Prices	by Product
Median	Quantity	by Region
Mode	Revenue	by month/season

Total Marketed Quantity.
Total gross Wholesale Revenues.
Percentage Changes

Documentation of Improvements in Marketing Efficiency:

- Wholesale prices can be a valid proxy indicator for change in Producer prices, and when multiplied by quantities produced, change in revenues: Because highly perishable produce is sold directly to retailers by field level traders who are also producers, the price received by these traders is a good indicator of the price level received by producers of these products.

- Increased availability of produce to Consumer: The MIS collects information on:

  a) Physical availability of quantities marketed.
  b) Affordability (price levels throughout the year) of products marketed.

- Information on marketing costs:

  a) Transport
  b) Transactional costs
  c) Storage
  d) Other (unloading, City tax, etc)

Developing Marketing Strategies for Producers:

Intervention-->Strategy-->Implementation (of strategy)-->Evaluation of Impact

Data collected by the MIS can be used to develop marketing strategies that will enable producers to take advantage of interventions. Technical assistance provided by PVOs creates better marketing information, improved post harvest technology or infrastructure and organizational changes such as increased storage or new wholesale facilities. It is important that the PVOs help to develop strategies that integrate the new conditions into marketing activities. Producers will react more quickly and reduce the time in the feedback loop which will enable USAID to evaluate the impacts.

The MIS data can be used to develop strategies using a theoretical framework based on the equation which indicates that price is a function of supply and quality.

$$\text{Price} = f(\text{Supply}, \text{Quality})$$

Supply strategies
- Dates to supply
- Quantity to supply
- Storage Options
- Point of sale (Market locations)

Quality strategies
- Varieties (Consumer preference & market life)
- Sorting & grading

Market Differentiation (Products focused on specific markets)
- Domestic North
- Domestic South
- Export Regional
- Export Overseas

An example of a supply-quality strategy based primarily on MIS data comes from a request by Karal farmers for ACDI to help them form a cartel to limit the supply of tomatoes in the market to raise prices. Using MIS data, ACDI found that a large portion of the demand curve for tomatoes was highly elastic and price was not very responsive to quantity. On the other hand, MIS data showed that prices were highly sensitive to quality. This information encouraged ACDI to recommend that farmers continue production and marketing tomatoes, but to ship only first quality tomatoes to the market. An ACDI feasibility report showed that it was
economically feasible for women's groups to dry the culled tomatoes from Karal for sale in N'Djamena or to local Kanembou traders for sale in the lake area.

Transport Improvement (Roads/Vehicles):

The information collected by the MIS on the transport of horticultural goods can be used for determining:

- Priority areas for road building & rehabilitation.
- Load capacity of roads.

Developing Future Marketing interventions & projects:

The data developed by the MIS can be used by USAID to assist in identifying marketing problems by geographic location, for specific products and the type of interventions which will be most effective.

- Identifying specific marketing problems
- Identifying geographical locations
- Identifying specific products

ACDI SERVICE CAPABILITY:

The following are some of the special services that the MIS can provide to USAID, PVOs and projects:

- Increase in products monitored
- Wider dissemination of daily prices

Custom data collection (Statistical/ Qualitative)
Elementary statistical analysis
Consulting with PVOs & GOC ONGs on market organization (channels) and anomalies

SUSTAINABILITY OF THE MIS SERVICE:

Because the ACDI project is scheduled to terminate at the end of June 1993 a question arises about the prospects of sustaining the MIS service beyond this date? More specifically, if the PVOs and USAID plan to use the information provided by the ACDI MIS as baseline data, can this be reliably duplicated by the GOC or the AMTT project to measure change in the future?

Collection of Data:

The sustainability of price collection depends on the level of precision and reliability required for the data. ACDI has surveyors in the three wholesale markets at 6AM daily. They record prices of all shipments of 12 horticultural products by producing area. Without the resources of ACDI, it would not be possible to have surveyors in all three markets nor working at these early hours in the morning. This would mean less reliable prices for daily dissemination to producing areas.

Reliable information on the quantity of produce arriving in the three wholesale markets requires surveyors to be in the market early in the morning when the vehicles begin to arrive. Also, counting sacks, boxes that are being off-loaded is an arduous task that requires a high level of dedication from the surveyors. To get reliable information, surveyors must win the confidence of the traders and transporters by developing interpersonal relationships. Without the continuation of ACDI surveyors, it is very unlikely that quantity information could be continued.

Reliable information about produce being marketed from the different production areas requires the same level of effort as reliable quantity information. Surveyors must be in the three markets early and be willing to ask transporters from arriving vehicles where they are coming from.

Analysis of Statistical Data:

ACDI is training its local staff (the MIS Chief & the Market Surveyor Chief) to do the statistical analysis. This is an on-going process as the staff has had no previous training nor experience. The most demanding part of data analysis is collating the field data from the different markets and reviewing it for anomalies which suggest market level recording errors and for internal inconsistencies which suggest computer data entry errors. Once the format for analysis is determined, the analysis itself becomes a routine computerized activity. The technical

level of the routine statistical analysis done by the MIS is not very sophisticated and could be replicated if there is training for qualified staff. However this requires continual supervision and review to ensure validity and reliability of the data.

MIS Outputs:

Daily Price dissemination of N'Djamena wholesale prices is being transmitted by ACDI to Karal by single side-band radio. Prices are being telephoned to the CARE and AFRICARE offices in N'Djamena for onward radio transmission to producing areas.

Without daily information of prices and quantities from the three markets, the data in the Monthly Wholesale Price Bulletin would have to be modified. Of particular importance to calculating data in the bulletin is the quantities of produce arriving. Table 1 of the bulletin shows average daily prices. The average prices for products which are sold immediately are weighted by quantities supplied . Table 2 shows the portion of supply arriving in each of the three markets. Table 3 graphs the month to month price levels based on the information from Table 1. Data for all of these tables involves information on quantity of produce arriving in the market. Without information on market quantities, prices collected for the bulletin would have to be based on simple averages.

The ACDI MIS has been involved in Special analysis and reports for the ACDI project. ACDI staff members have also been involved with market related activities with other PVOs. As indicated in this document, the MIS has the capability of providing more "customized" assistance because of the training and experience of the staff in collection of statistical data and its knowledge of the structure of wholesale marketing in N'Djamena.

Resources Allocated to the MIS:

Expatriate Staff: Visits are made by the COP to the markets 2-3 times a week to check on the staff and observe the market activities. At least once a week, the COP holds a meeting with the entire MIS staff to discuss the data collected that week. The COP is in daily contact with the Chief of the MIS and the Market Surveyors Team Chief concerning MIS matters. Overall, about 10%-15% of the COP's time is spent supervising the data collection, computer data entry, dissemination of daily prices and reviewing the Monthly Wholesale Price Bulletin.

Local Staff: There is a total of eight project staff members working on the MIS. The Chief of the MIS is an employee of the DSA and two of the market surveyors are Ministry of Agriculture employees. The Chief of the MIS works part-time on the MIS and part time developing the management capabilities of the Federation of groupements. The two market surveyors assigned to

the Cholera Market work part time assisting the project with developing the management of the Federation hangar. When the project started, six GOC employees were assigned to the project. In July, 1992 three of these GOC employees walked away saying that there was too much work to do and they would get the same pay with less work within their own organization. The MIS now has three remaining GOC employees:

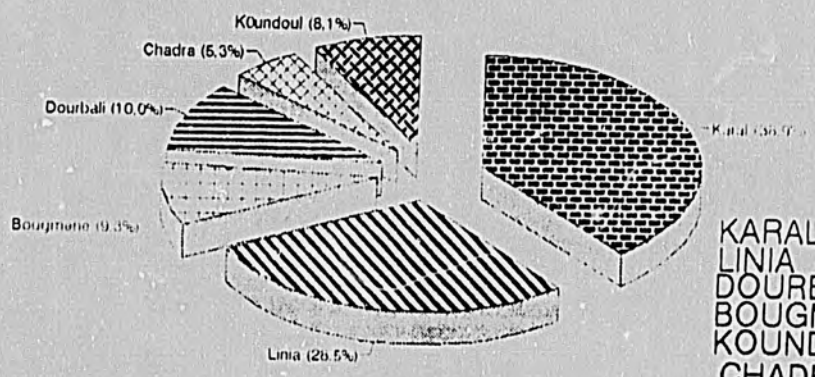
Transport & Equipment: The project has allocated three mobylettes and two motorcycles to the MIS. One of the motorcycles is also used to follow-up on the Federation's Hangar activities. The project has a Single Side-Band radio to transmit prices to Karal. In Karal, the project maintains a chalkboard on which N'Djamena prices are recorded. One computer and one printer are used by the MIS.

In Conclusion:

The ACDI MIS provides a level of data reliability, detail and analysis that cannot be sustained without continuing approximately the same level of resources: physical, transport, manpower, and technical assistance (training & supervision). However, some of the basic elements of the MIS could be eventually incorporated into the DSA system: price collection, dissemination of daily prices by Radio Chad and a continuation of a modified monthly price bulletin.

As it is clear that the full scope of the MIS functions cannot be sustained without USAID funding assistance, the first question is whether there is a need to continue the MIS beyond the scheduled June 30, 1993 project termination date. The criteria for this is whether the MIS data can be used effectively by USAID funded PVOs and projects to guide them in developing strategies which will improve marketing efficiency, and then in providing the baseline data and measuring changes that document the improvements. The second question is what will be the cost of continuing the service. And finally, does the value of the MIS justify the cost.

NDJAMENA TOMATO REVENUE
1992 WHOLESALE MARKET



KARAL	65,0M
LINIA	47,6M
DOURBALI	16,8M
BOUGMENE	15,5M
KOUNDOUL	13,5M
CHADRA	8,8M
TOTAL	167,2M

ODI Source

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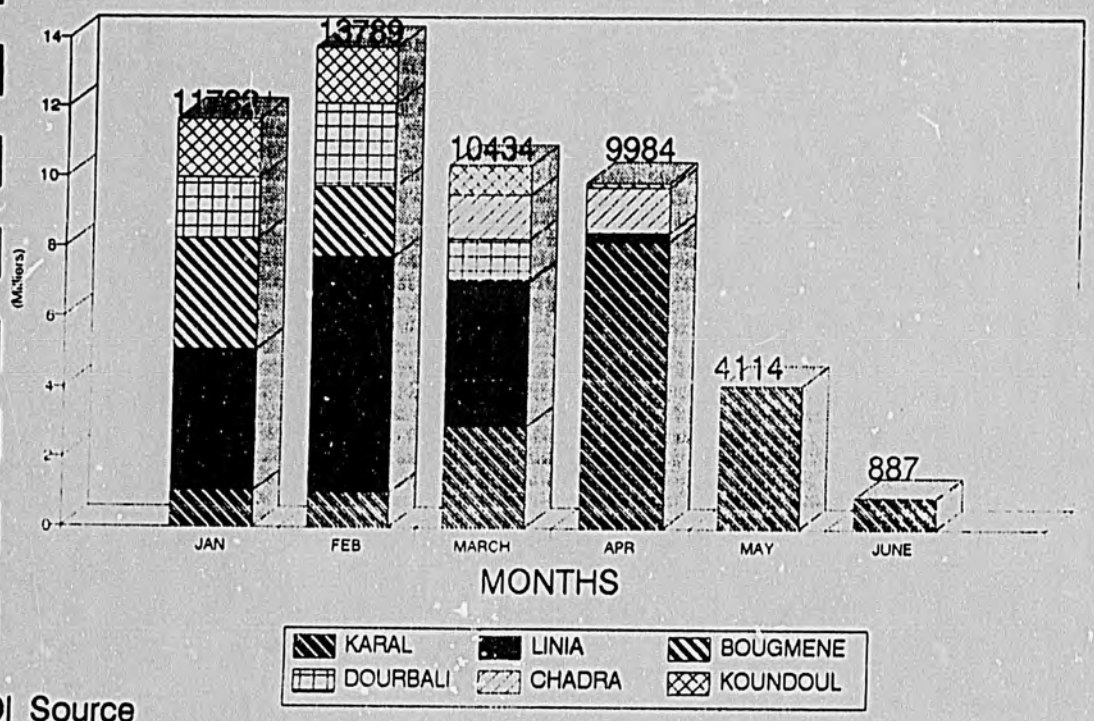
NDJAMENA TOMATO SUPPLY
BY REGION 1992



CASES

CDI Source

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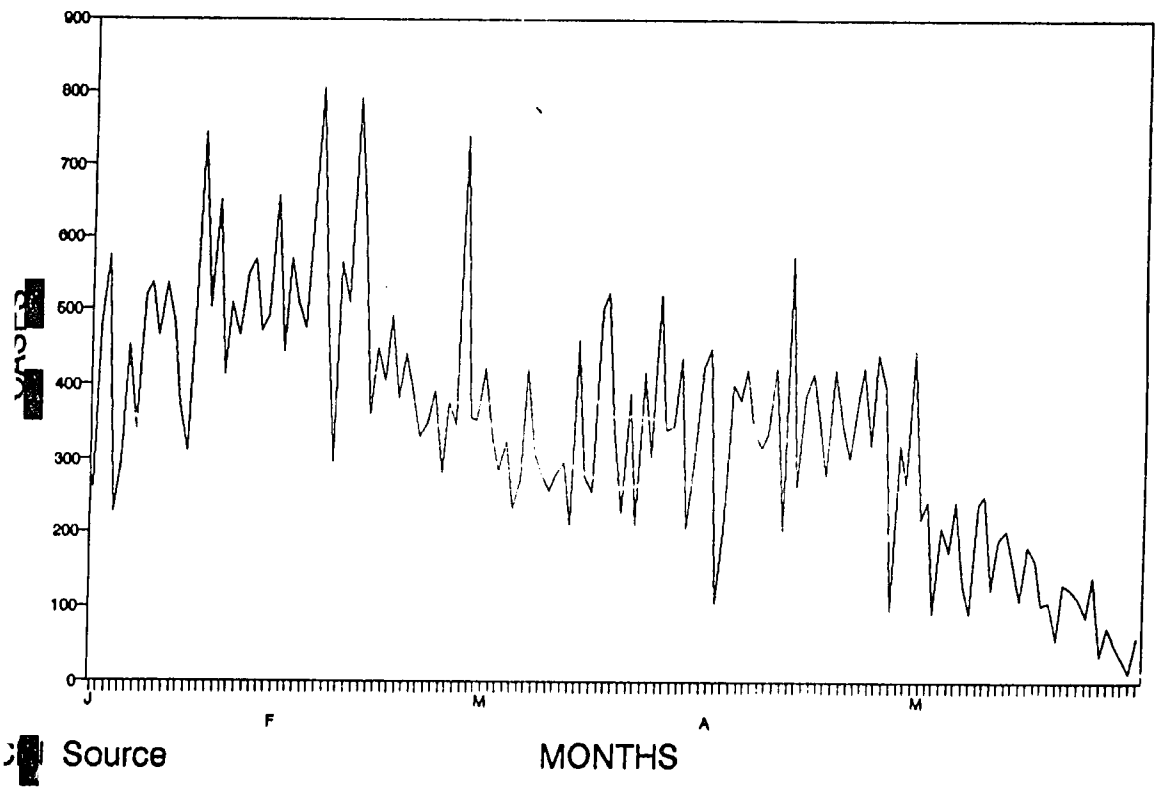
DAILY TOMATO SUPPLY

NDJAMENA MKT JAN-MAY 1992



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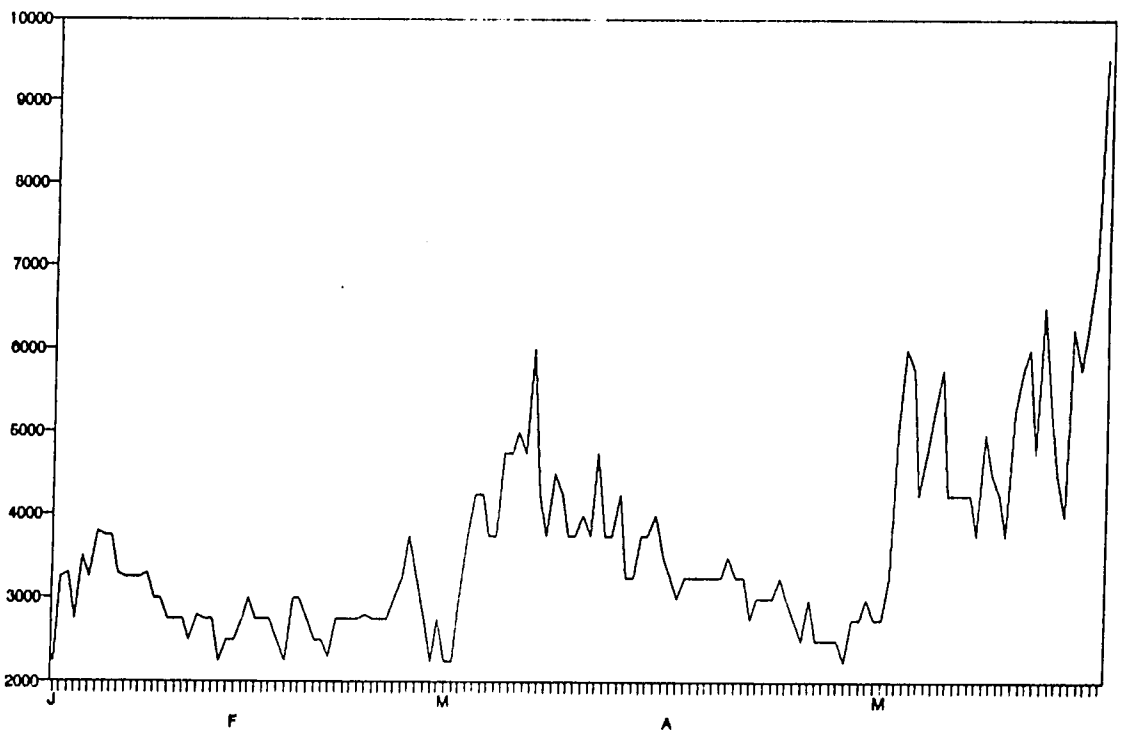
DAILY TOMATO WHOLESALE
PRICE NDJAMENA MKT JAN-MAY 1992



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MONTHS

17

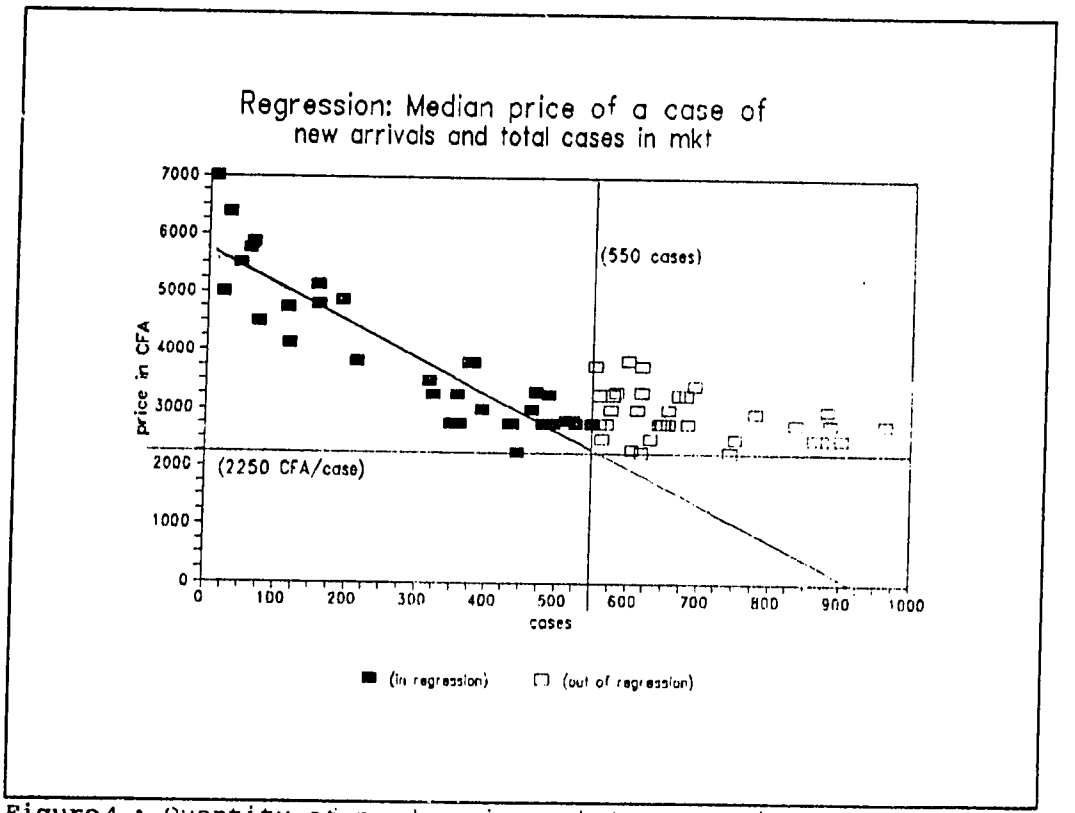

Figure 4 : Quantity of produce in market as predictor of price

Regression Output: Median price of a case of new'y-arrived tomatoes (Y) on total number of cases in the market (X)

Y = 5750.941 + (-6.2794)X

Constant	5750.941	R Squared:	0.921034
No. of Observations	13	Std Err of Y Est	519.0602
X Coefficient(s)	-6.2794	Degrees of Freedom	11
		Std Err of Coef.	0.42855

Total number of cases is the sum of all arrivals plus all holdover cases in the market on a given day.

The regression line and R^2 above is based on 13 observations (daily prices) in which there were 550 cases or fewer in the market (range: 10 to 549).

Regression of price on volume for the 34 dates not included above gives an equation of Y = 3754.12 + (-1.3561)X with an R^2 of .12.

A regression line with equation Y = 5035.61 + (-3.3481)X, with R^2 of .62 (65 df), fits the entire series of data.

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Price variability

For 54 dates between January 7th and February 29th, the range for median daily prices of arrivals was 1,750 CFA to 4,[illegible] CFA a case. On average, however, the difference between high an low prices during this period was an even 1,000 CFA, off a high price of 3,400 CFA. The low price averaged 71% of the high price, and never dropped below 53% in that period.

For the longer series of prices after November 20th, the high price was 7,250 CFA (Nov. 22) and dropped fairly quickly below 6,000 on December 8, below 5,000 on December 22, and to a plateau around 4,000 by Christmas. Prices over 5,000 CFA per case did not apply to volumes over 200 cases, and prices over 6,000 CFA per case were generated when volumes were less than 100 cases. In short, prices above 4,300 CFA a case reflect a set of conditions particular to the very early stages of the production season.

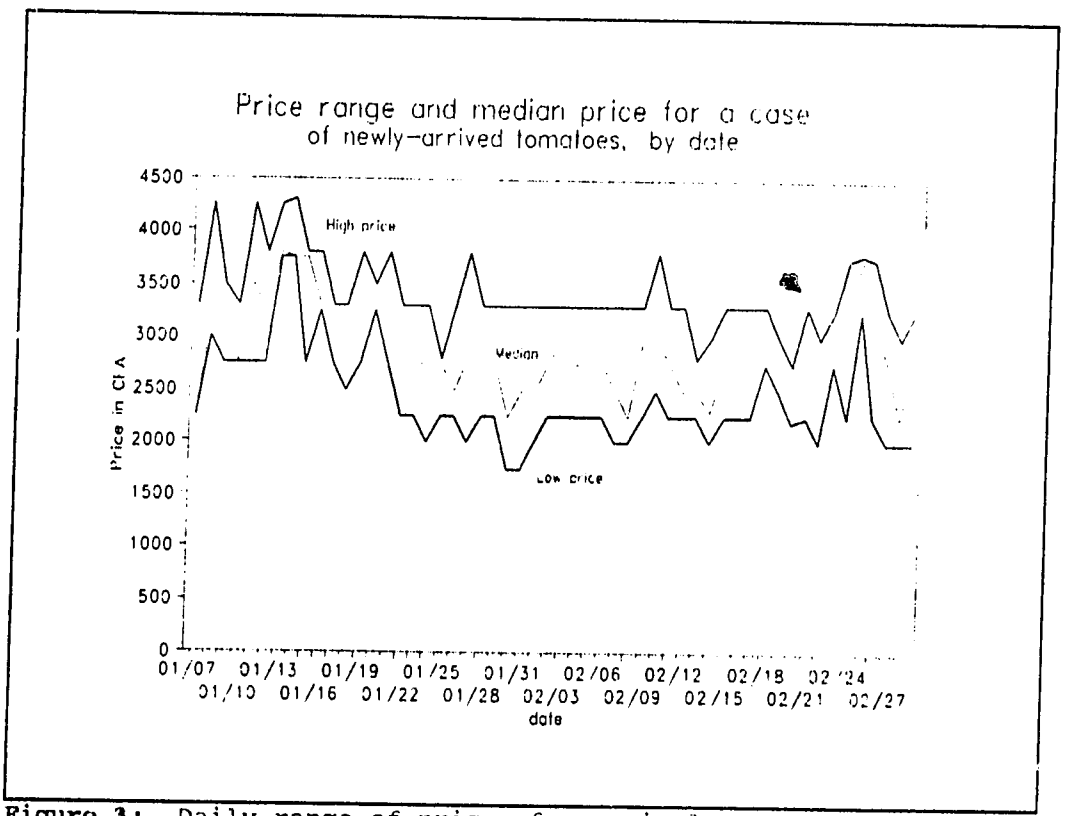

Figure 3: Daily range of prices for arrivals

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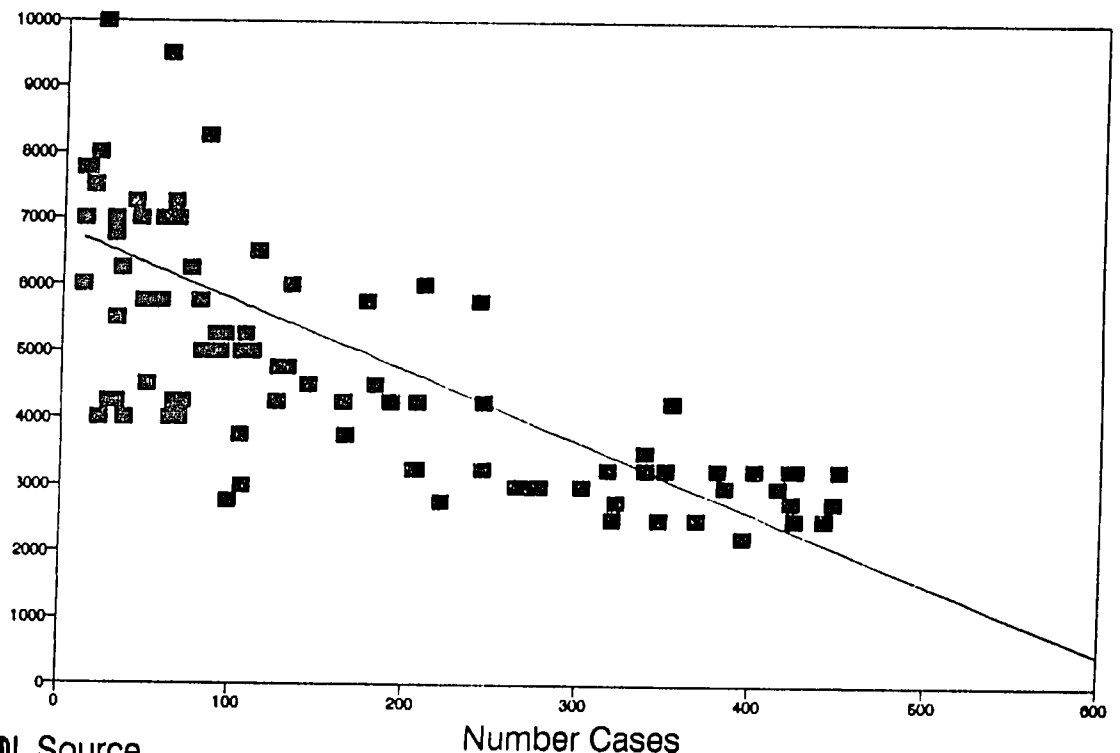
OMATO WHOLESALE PRICE\QUANTIT

April,May and June 1992



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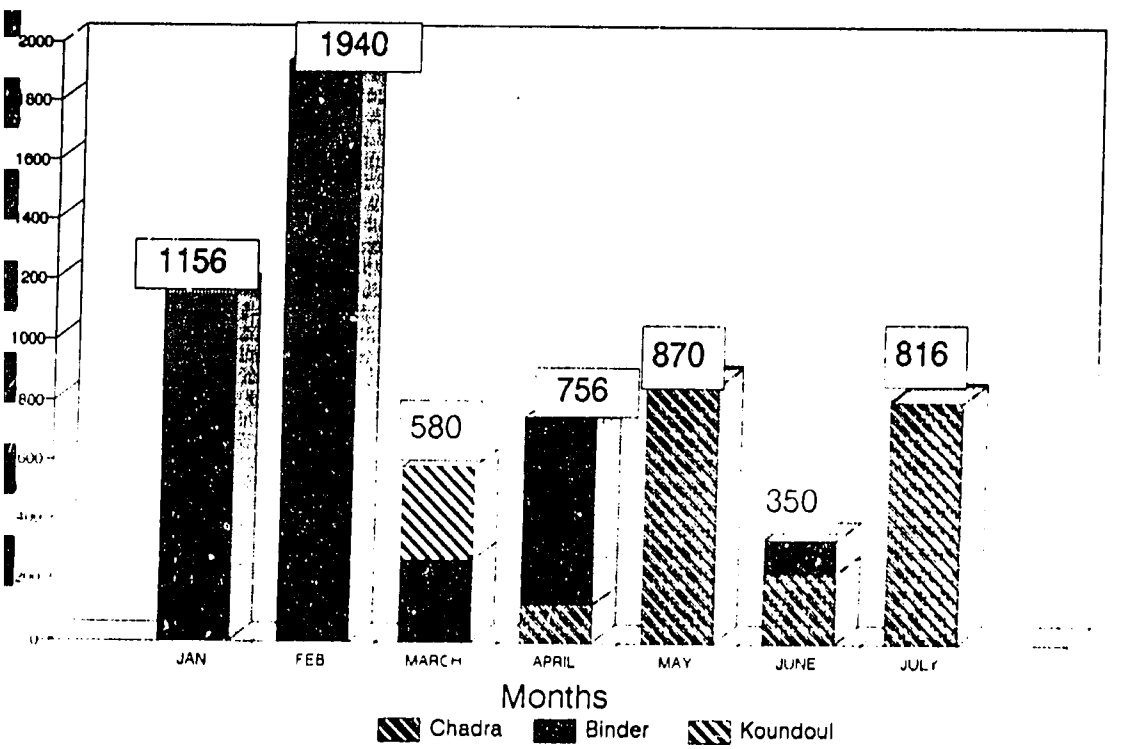
NDJAMENA WHITE ONION
ARRIVALS BY REGION 1992



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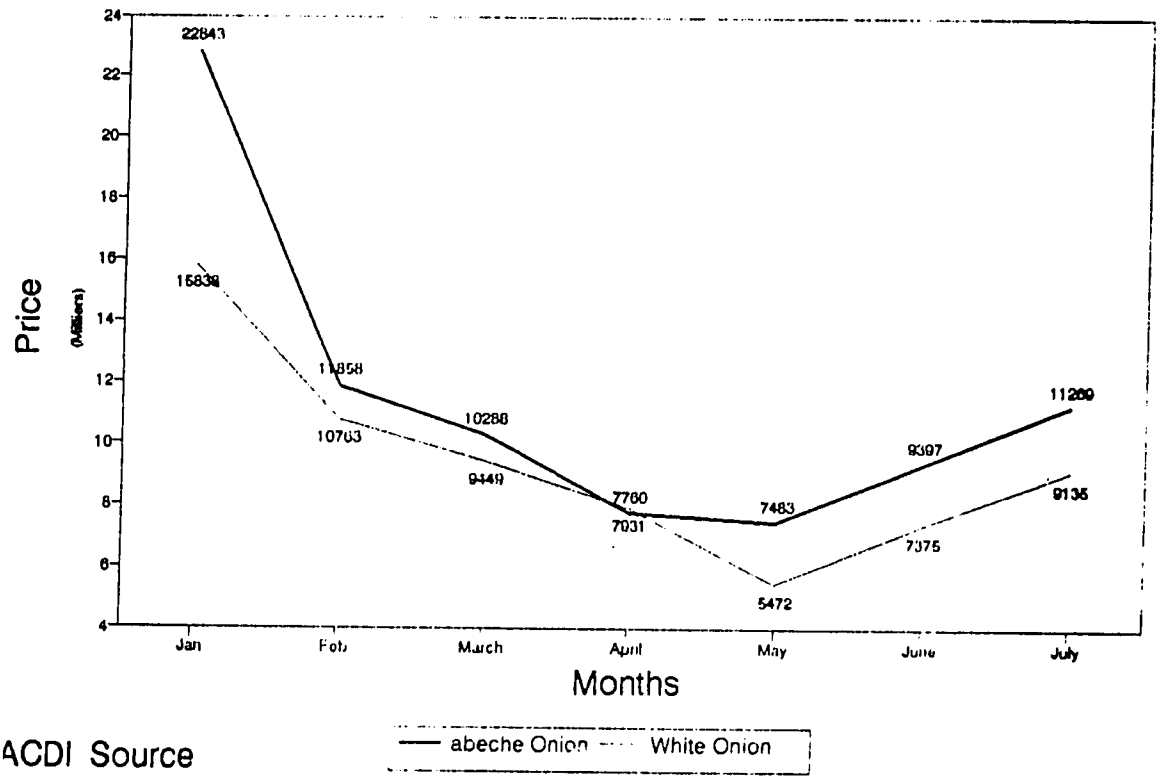
NDJAMENA ONION
WHOLESALE PRICE 1992



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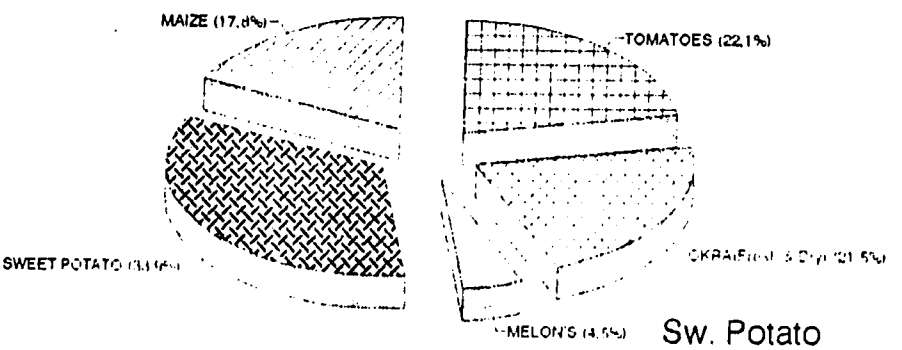
KARAL WHOLESALE REVENUES
JANUARY-JULY 1992



Sw. Potato	99,7M
Tomato(Fresh)	65,0M
Okra(Fresh&Dry)	63,3M
Melon's	13,3M
Maize	52,4M
Total	293,7M

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VEHICLES ARRIVING IN THE N'DJAMENA WHOLESALE MARKETS FOR THE KARAL PROJECT AREA

SORTED BY VEHICLE & ZONE

VEHICULES	ZONE	DATE
TAK 0037A	ALKOUCK	26/04
TBET 0017	ALKOUCK	16/04
TBET 0017A	ALKOUCK	11/04
TBET 0018A	ALKOUCK	16/04
TBET 0018A	ALKOUCK	28/04
TBET 0018A	ALKOUCK	21/04
TBET 0018A	ALKOUCK	18/04
TBET 0070A	ALKOUCK	24/04
TBET 0070A	ALKOUCK	22/04
TBET 0070A	ALKOUCK	10/04
TBET 0070A	ALKOUCK	07/04
TBET 0070A	ALKOUCK	29/04
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TBET 0070A	ALKOUCK	19/04
TBET 0070A	ALKOUCK	17/04
TBET 0076A	ALKOUCK	13/04
TBET 0087A	ALKOUCK	30/04
TBET 0094A	ALKOUCK	10/04
TBET 0094A	ALKOUCK	12/04
TBET 0094A	ALKOUCK	19/04
TBET 0094A	ALKOUCK	06/04
TBET 0094A	ALKOUCK	04/04
TBET 0094A	ALKOUCK	15/04
TBET 0094A	ALKOUCK	26/04
TBET 0094A	ALKOUCK	29/04
TBET 0094A	ALKOUCK	18/04
TBET 0210A	ALKOUCK	17/04
TBET 0210A	ALKOUCK	21/04
TCB 0012A	ALKOUCK	10/04
TCB 0012B	ALKOUCK	08/04
TCB 0012B	ALKOUCK	04/04
TCB 0012B	ALKOUCK	17/04
TCB 0012B	ALKOUCK	06/04
TCB 0153A	ALKOUCK	25/04
TCB 2391A	ALKOUCK	25/04
TCB 2391A	ALKOUCK	10/04
TCB 2391A	ALKOUCK	22/04
TCB 2391A	ALKOUCK	19/04
TCB 2391A	ALKOUCK	30/04
TCB 2391A	ALKOUCK	28/04
TCB 2904B	ALKOUCK	19/04
TCB 3617B	ALKOUCK	23/04
TCB 3617B	ALKOUCK	19/04
TCB 3617B	ALKOUCK	29/04
TCB 3617B	ALKOUCK	26/04
TCB 3693A	ALKOUCK	26/04
TCB 4776B	ALKOUCK	17/04

SORTED BY ZONE & DATE

VEHICULES	ZONE	DATE
TCB 6170B	ALKOUCK	01/04
TBET 0070A	ALKOUCK	01/04
TCB 0012B	ALKOUCK	04/04
TBET 0094A	ALKOUCK	04/04
TCB 6170B	ALKOUCK	04/04
TCB 9039A	ALKOUCK	04/04
TCB 8556A	ALKOUCK	05/04
TCB 9039B	ALKOUCK	06/04
TBET 0094A	ALKOUCK	06/04
TCB 0012B	ALKOUCK	06/04
TLC 0074A	ALKOUCK	07/04
TKA 0037A	ALKOUCK	07/04
TBET 0070A	ALKOUCK	07/04
TLC 0146A	ALKOUCK	07/04
TOD 0366A	ALKOUCK	07/04
TCB 6556A	ALKOUCK	08/04
TCB 0012B	ALKOUCK	08/04
TKA 0037A	ALKOUCK	09/04
TLC 0221A	ALKOUCK	09/04
TOD 0217A	ALKOUCK	09/04
TCB 0012A	ALKOUCK	10/04
TCB 9686A	ALKOUCK	10/04
TBET 0094A	ALKOUCK	10/04
TBET 0070A	ALKOUCK	10/04
TLC 0146A	ALKOUCK	10/04
TCB 2391A	ALKOUCK	10/04
TCB 6360A	ALKOUCK	11/04
TCB 6556A	ALKOUCK	11/04
TLC 0074A	ALKOUCK	11/04
TKA 0037A	ALKOUCK	11/04
TCB9039B	ALKOUCK	11/04
TBET 0017A	ALKOUCK	11/04
TBET 0094A	ALKOUCK	12/04
TLC 0153A	ALKOUCK	12/04
TBET 0076A	ALKOUCK	13/04
TCB9039B	ALKOUCK	13/04
TCB 9686A	ALKOUCK	13/04
TLC 0146A	ALKOUCK	13/04
TOD 0217A	ALKOUCK	13/04
TKA 0037A	ALKOUCK	13/04
TCB6556A	ALKOUCK	14/04
TKA 0037A	ALKOUCK	15/04
TBET 0094A	ALKOUCK	15/04
TKA 0064A	ALKOUCK	16/04
TCB 6339A	ALKOUCK	16/04
TLC 0074A	ALKOUCK	16/04
TBET 0018A	ALKOUCK	16/04

SORTED BY VEHICLE & DATE

VEHICULES	ZONE	DATE
ONU 606	CHADRA	01/04
ONU 606	CHADRA	02/04
ONU 606	CHADRA	08/04
RT 2505 AP	SIDJE	06/04
TAK 0037A	ALKOUCK	26/04
TBCB 5321A	BALTRAM	27/04
TBET 0009A	CHADRA	05/04
TBET 0009A	CHADRA	09/04
TBET 0009A	SIDJE	25/04
TBET 0017A	ALKOUCK	11/04
TBET 0017A	ALKOUCK	16/04
TBET 0017A	SIDJE	20/04
TBET 0017A	SIDJE	23/04
TBET 0017A	KARAL	26/04
TBET 0018A	ALKOUCK	16/04
TBET 0018A	ALKOUCK	18/04
TBET 0018A	ALKOUCK	21/04
TBET 0018A	ALKOUCK	28/04
TBET 0029A	SIDJE	15/04
TBET 0029A	SIDJE	20/04
TBET 0029A	SIDJE	24/04
TBET 0029A	SIDJE	27/04
TBET 0036A	SIDJE	01/04
TBET 0036A	KARAL	09/04
TBET 0036A	SIDJE	11/04
TBET 0036A	KARAL	13/04
TBET 0036A	SIDJE	17/04
TBET 0036A	SIDJE	18/04
TBET 0036A	BALTRAM	20/04
TBET 0036A	BALTRAM	21/04
TBET 0036A	SIDJE	23/04
TBET 0036A	SIDJE	25/04
TBET 0036A	SIDJE	29/04
TBET 0050A	SIDJE	04/04
TBET 0050A	SIDJE	07/04
TBET 0070A	ALKOUCK	01/04
TBET 0070A	ALKOUCK	07/04
TBET 0070A	ALKOUCK	10/04
TBET 0070A	SIDJE	14/04
TBET 0070A	ALKOUCK	17/04
TBET 0070A	ALKOUCK	19/04
TBET 0070A	ALKOUCK	22/04
TBET 0070A	ALKOUCK	24/04
TBET 0070A	SIDJE	25/04
TBET 0070A	ALKOUCK	29/04
TBET 0076A	ALKOUCK	13/04
TBET 0087A	ALKOUCK	30/04

Visa Responsable

Date : 26-08-92

ACDI/CHAD

ENQUETEUR : Magloire et Hassan SYSTEME D'INFORMATION SUR LE MARCHE

MARCHE : Central DATE : 26 - 08 - 1992

Heure	No Vehicule	Provenance	Romes		Marmites		Ail		oignon A		G. O. L		Tomates									
			Qte	Prix	Qte	Prix	Qte	Prix	Qte	Prix	Qte	Prix	Qte	Prix	Qte	Prix	Qte	Prix	Qte	Prix	Qte	Prix
6H40	TCB 2347B	Chadra	-	-	-	-	-	-	-	-	20	8000	-	-								
7H10	TCB 5765A	Chadra	-	-	-	-	-	-	-	-	20	8000	-	-								
7H15	TCB 3556A	Nigeria	4	10600	6	10600	-	-	-	-	-	-	-	-								
7H45	TLO 2437A	Nigeria	10	10600	2	10600	-	-	-	-	-	-	-	-								
7H50	TCB 3133A	Nigeria	3	10600	1	10600	-	-	-	-	-	-	-	-								
9H10	04 IT 0326	Abeché	-	-	-	-	78	25000	63	11500	-	-	15	7500								
9H10	04 IT 0317	Abeché	-	-	-	-	8	-"-	140	-"-	-	-	-	-								
		TOTAL :	17		9		36		203		40		19									

22

25

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BULLETIN MENSUEL

PRIX DE GROS DES LEGUMES SELECTIONNES

DANS LES MARCHES DE N'DJAMENA

JUILLET

1992

Soumis par:

Le Projet Pilote de Commercialisation
de Fruits et Légumes
(ACDI)

B.P. : 180 TEL. 51-47-68

INTRODUCTION ET METHODOLOGIE

Les données relatives au prix et l'observation contenues dans le bulletin mensuel constituent une partie des informations rassemblées par le système d'information en matière de commercialisation de fruits et légumes du projet pilote de l'ACDI. Le bulletin renferme les prix de gros de légumes sélectionnés dans les trois principaux marchés de gros de N'Djaména, à savoir le marché Central, le marché de Mil et enfin le marché Choléra. Les informations et les analyses font par contre parties des données rassemblées par les enquêteurs de l'étude de marché de l'ACDI. Sur demande, le système d'information sur le marché peut également fournir aussi bien des données relatives aux quantités de légumes arrivant sur le marché, qu'à la zone dans laquelle ils sont produits. C'est à partir du mois d'Août que les bulletins de prix de gros sont établis. Pour plus d'amples informations, contacter ACDI.

Les prix contenus dans le bulletin sont basés sur les prix de produits à leur arrivée sur le marché. Et quand il s'agit des journées où il n'y a pas d'arrivages, le prix enregistre correspond au prix de vente du produit au cours de cette journée. Les enquêteurs enregistrent le prix et rassemblent les données relatives à la quantité et à la zone de production (3) trois fois au moins par semaine (les Lundis, Mercredis et Vendredis sont habituellement les jours choisis). Les enquêteurs commencent à rassembler les donnees de 6 heures à 10 heures.

Le tableau 1 est intitulé Moyenne Journalière de Prix de Gros des Légumes Selectionnés dans les Trois Marchés de N'Djaména. Il montre les fluctuations journalières des moyennes de prix de gros. Le tableau 2 est intitulé Moyenne Mensuelle de Prix de Gros et Pourcentages des Produits Vendus. Ce second tableau montre une comparaison de prix dans les trois marchés de gros et la quantité des produits vendus en gros dans les differents marchés. Il est à signaler que dans certains cas les prix sont affichés pour une categorie de legumes disponibles sur le marché, sans faire mention de la quantité. Ceci a lieu lorsque "l'originale" transaction de vente de gros se deroule dans un autre marché, donc une "subséquente" transaction de vente en gros. Le tableau 3 est en effet un graphique qui montre les changements mensuels de prix de gros survenus au cours d'une année.

TABLEAU NO.1

MOYENNE JOURNALIERE DE PRIX DE GROS DES PRODUITS SELECTIONNES
PRIX MOYEN DES 3 MARCHES DE N'DJAMENA
JUILLET 92

MARCHE DE GROS

PRODUITS	UNITES	1 PRIX CFA	6 PRIX CFA	8 PRIX CFA	10 PRIX CFA	13 PRIX CFA	15 PRIX CFA	17 PRIX CFA	20 PRIX CFA	22 PRIX CFA	24 PRIX CFA	27 PRIX CFA	29 PRIX CFA	31 PRIX CFA	JUILLET PRIX CFA
TOMATE SECHE	SAC	5000	5000	5167	5000	4833	5083	5083	5833	5833	5833	5917	6000	5167	5365
TOMATE FRAICHE	CAISSE	20600	20600	11500	0	10600	15600	16600	11600	12600	14000	10600	12600	12000	14075
MELON	CAISSE	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PASTEQUE	PIECE	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PIMENT FRAIS	SAC	10000	9250	9000	9250	11300	10800	10800	11000	13000	12000	14000	14250	12500	11319
PATATE DOUCE	SAC	6375	6375	6500	6500	6500	6625	6375	6375	6125	6625	6625	6250	5750	6385
GOMBO FRAIS	SAC	4750	4417	4833	4667	5250	5250	3917	4250	4250	4333	4667	4375	3750	4516
GOMBO SEC	SAC	6000	8000	9000	9000	9250	8500	10000	6000	7500	7500	8250	9500	8250	8212
AIL	SAC	20250	21000	21500	22250	21750	29500	30000	30000	30000	30000	29500	29500	30000	26558
OIGNON ABECHE	SAC	10750	9000	9250	8500	10500	12500	12500	12500	12000	12500	12250	12250	12000	11269
OIGNON BLANC	SAC	8500	8000	7750	7667	8083	8750	9500	10500	11000	9250	10000	10000	9750	9135
CONCOMBRE	SAC	1750	2250	2000	2250	2000	2250	2250	0	0	2750	0	0	0	2188

COMMENTAIRES DE JUILLET

Durant le mois de Juillet, le prix du sac d'ail s'était brusquement élevé. Au debut du mois le sac était vendu à 20.250 F mais à la fin il avait atteint 30.000 FCFA. Il en est de même pour les oignons d'Abéché. Cette hausse rapide est due à l'impraticabilité de la route. En ce qui concerne les oignons blancs, les prix avaient baissé dans la 2ème semaine du mois par rapport au mois précédent. A la fin du mois le sac était vendu à 9.750 FCFA.

Les tomates fraîches locales n'existent pas sur le marché. Cependant des petites quantités de tomates fraîches en provenance du NIGERIA arrivent uniquement au marché central. Au debut du mois le prix de la caisse s'était élevé à 20.600 F mais à la fin du mois, il avait baissé à 12.000 FCFA. Cette fluctuation est due à la qualité ainsi qu'à la quantité du produit. Dans la journée du 10/07/92 il n'y avait eu pas des arrivages. Pour ce qui est de tomate séchée, le prix du sac avait augmenté de 20% l'avant dernière semaine du mois par rapport à la première. Le prix moyen du sac est de 5.365 FCFA.

C'est la période de récolte de patate douce. Des quantités importantes arrivent au marché de mil. A la fin du mois le sac coûtait 5.750 FCFA. Le prix du sac de piment Cayen frais avait également augmenté car la quantité offerte était moins importante. Il varie entre 9.000 et 14.250 FCFA. Malgré la présence des feuilles comestibles sur le marché, le prix du sac de gombo frais n'avait pas baissé. Les melons et les pastèques n'existent pas sur le marché. Le concombre se fait rare à la fin du mois. Le sac avait coûté 2.188 FCFA.

TABLEAU N02

PRIX MOYEN MENSUEL DE GROS ET POURCENTAGE DES PRODUITS VENDUS SUR LE MARCHE CENTRAL, MIL ET CHOLERA
(% QUANTITE POUR LE MARCHE CENTRAL+ MIL+CHOLERA=100%)

MOIS DE JUILLET

MARCHE DE GROS		CENTRAL		MIL		CHOLERA	
PRODUITS	UNITES	PRIX CFA	QTE %	PRIX CFA	QTE %	PRIX CFA	QTE %
TOMATE SECHEE	SAC	5365	100%	0	0%	0	0%
TOMATE FRAICHE	CAISSE	14075	100%	0	0%	0	0%
MELON	CAISSE	0		0		0	
PASTEQUE	PIECE	0		0		0	
PIMENT CAY.FR	SAC	11319	100%	0	0%	0	0%
PATATE DOUCE	SAC	0	0%	6391	93%	6381	7%
GOMBO FRAIS	SAC	4614	25%	4414	38%	4500	37%
GOMBO SEC	SAC	0		8212	100%	0	
AIL	SAC	26558	100%	0	0%	0	0%
OIGNON ABECHE	SAC	11269	100%	0	0%	0	0%
OIGNON BLANC	SAC	9325	84%	0	0%	8143	16%
CONCOMBRE	SAC	0	0%	2197	80%	2156	20%

OBSERVATIONS FAITES EN JUILLET

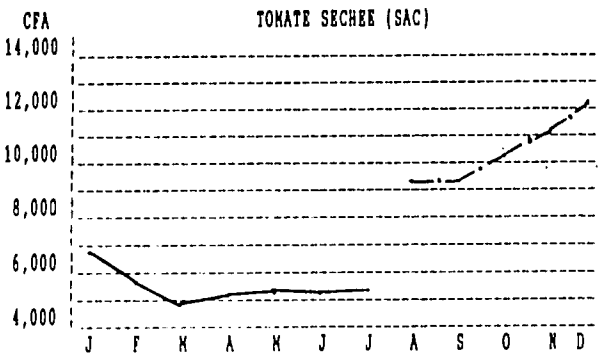
En Juillet le marché Central avait sensiblement vendu 100% de la quantité de tomate sèche, de tomate fraîche, de piment frais d'ail et des oignons en provenance d'Abéché. 84% de la quantité des oignons blancs et 25% de gombo frais avaient été vendus sur ce marché.

Au marché de mil les activités sont moindres. On remarque que 93% de la quantité de patate, 80% de concombre et 38% de gombo frais était vendue sur ledit marché. On retrouve habituellement les mêmes produits dans ce marché.

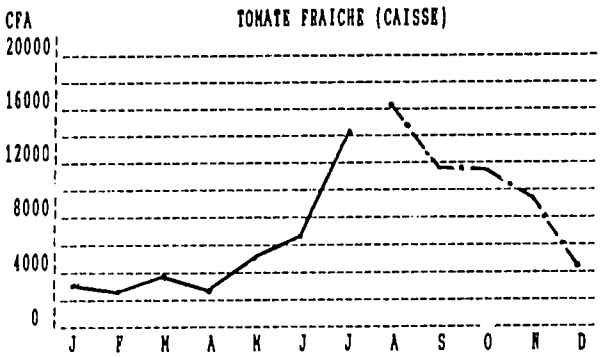
Au cours du mois de Juillet, les activités commerciales sont à un niveau très bas au marché Choléra. On constate de faibles pourcentages de la quantité vendue de gombo frais, de concombre et des oignons blancs. Dans ce marché les prix sont en général abordables.

TABLEAU 3

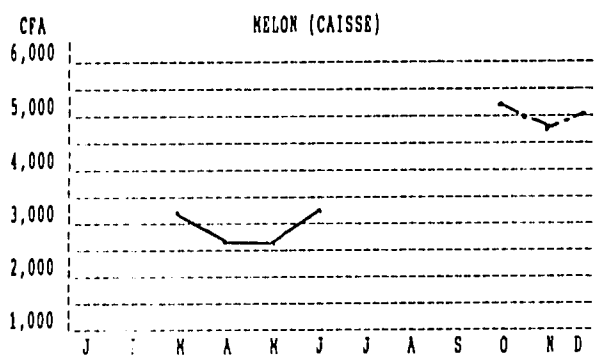
EVOLUTION ANNUELLE DES PRIX DE GROS DES PRODUITS DE N'DJAMENA
JUILLET
1992: —— 1991: —·—



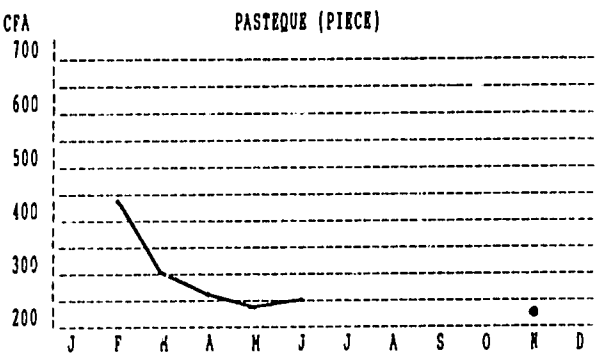
Le prix de tomate séchée qui avait baissé entre Janvier et Mars, était remonté à partir d'Avril et continue à augmenter jusqu'en Juillet. Cette hausse est due au manque de tomate fraîche sur le marché. Le sac est vendu à 5.365 FCFA.



A partir du mois de Juin la tomate fraîche locale n'éxistait pas sur le marché. On constate seulement la présence de quelques quantités de tomates en provenance de Nigéria dont le prix est extrêmement élevé. Le prix moyen de la caisse est de 14.075 FCFA.



En Juillet le melon n'était pas commercialisé sur le marché.



Durant le mois de Juillet, la pastèque n'était pas vendu sur le marché.

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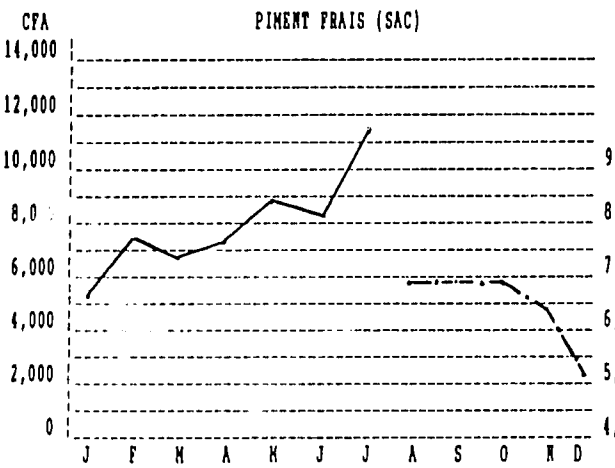
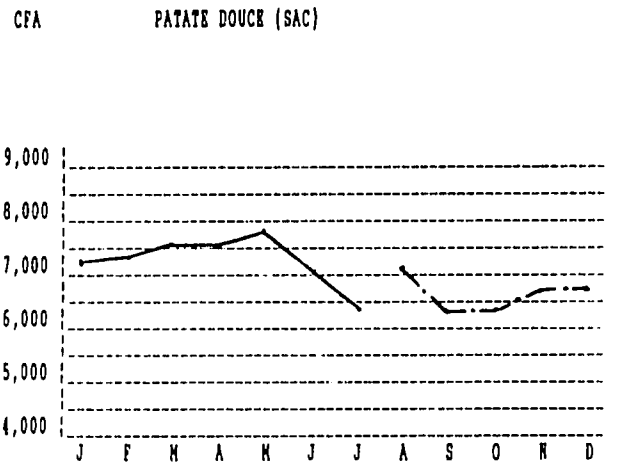
TABLEAU 3 (suite)

EVOLUTION ANNUELLE DES PRIX DE GROS DES PRODUITS DE N'DJAMENA

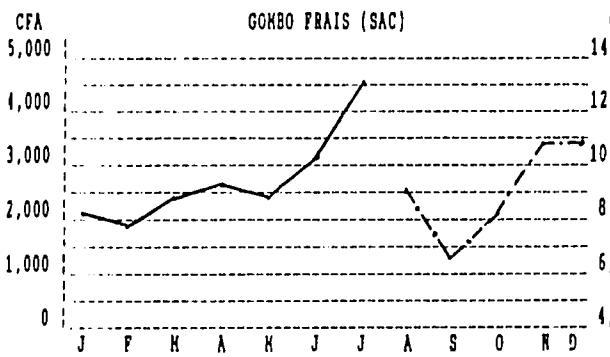
1992: —— 1991: —·—



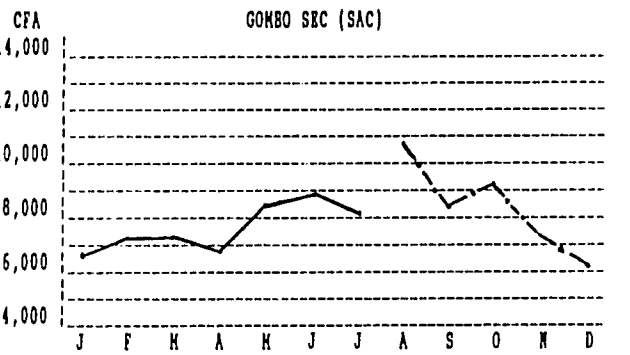
Le prix du piment Cayen s'était subitement élevé. Les quantités qui arrivaient sur le marché étaient moins importantes. Le prix moyen du sac s'élève à 11.319 F.CFA.



La période de récolte de patate douce s'était prolongé jusqu'en Juillet. On constate la présence d'un stock important au marché de mil. Le prix du sac avait baissé par rapport au mois précédent. Le sac coûtait 6.385 FCFA.



En Mai un sac de gombo frais avait coûté 2.420 FCFA soit une baisse de 8% par rapport au mois précédent. Cette baisse est due à la nouvelle récolte, d'où abondance de légumes sur le marché. En Juin et Juillet les prix s'étaient élevés malgré la présence de feuilles comestibles sur le marché. Le sac coûtait 4.516 FCFA.



Au mois de Mai le prix du sac de gombo sec avait augmenté par rapport au mois d'Avril. Cette hausse avait persisté durant le mois de Juin. En Juillet, le prix du sac de gombo avait de nouveau baissé car la demande est faible. En saison de pluie, les consommateurs préfèrent les légumes frais. Le sac était vendu à 8.212 FCFA.

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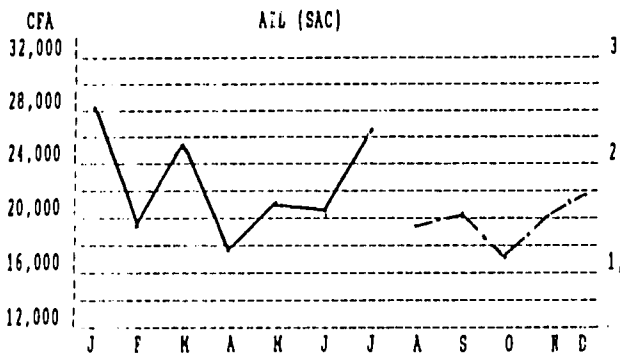
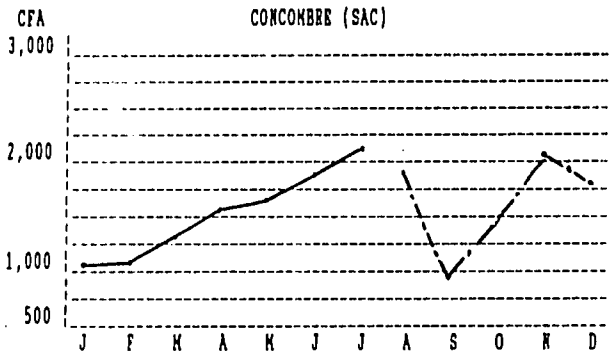
TABLEAU 3 (suite)

EVOLUTION ANNUELLE DES PRIX DE GROS DES PRODUITS DE N'DJAMENA

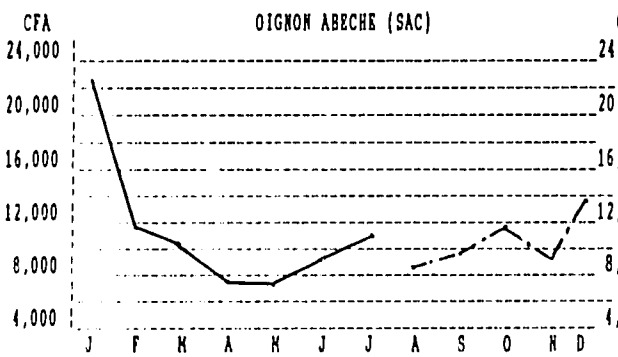
1992: —— 1991: —·—



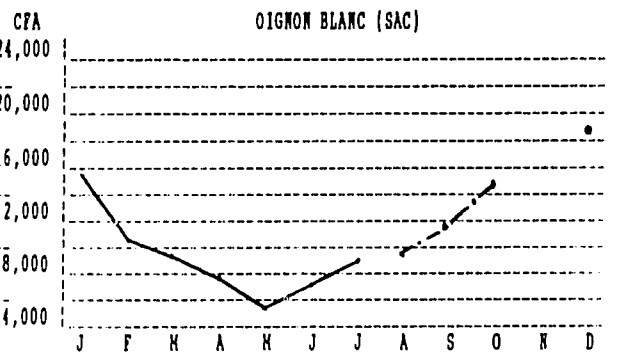
Comme on l'avait signalé dans le précédent bulletin, le prix du sac d'ail continue à de s'élever car la route demeure toujours impraticable. Le ravitaillement à partir de la source est presque impossible. Au niveau de N'Djaména le stock s'épuise, ceci provoque un accroissement rapide du prix. Au mois de Juillet le sac coûtait 26.558 FCFA soit une hausse de 28% par rapport au mois précédent.



Le prix de concombre connait une hausse depuis le mois de Janvier jusqu'au mois de Juin. Cette hausse avait continué en Juillet. On le retrouve très rarement sur le marché. Le sac était vendu à 2.188 FCFA.



A partir de Mai, le prix du sac d'oignon d'Abéché n'avait cessé d'augmenter. Cette montée de prix est due à l'impraticabilité de la route. On avait enregistré un stock de 1.481 sacs d'oignons en Juillet. Le sac était vendu à 11.269 FCFA.



En Mai et Juin, le prix du sac d'oignon blanc s'était élevé et avait persisté jusqu'au mois de Juillet. On enregistre souvent des petites quantités d'oignons blancs. Le prix d'oignon blanc est inférieur à celui d'Abéché. Le prix moyen du sac était de 9.135 FCFA soit une hausse de 23% par rapport au mois passé.

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