



Ipsos Synovate



# RATIN End User Survey



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As part of the EAGC's broader mandate to promote regional trade in staple foods, strengthen the region's structured trading systems and enhance regional food security, the Eastern Africa Grain Council (EAGC) and USAID/COMPETE commissioned a study to assess the market information needs of current and potential users of EAGC's web based marketing information systems, the Regional Agricultural Trade Intelligence Network (RATIN).

## Rationale and Justification

Various regional stakeholders and RATIN users have expressed the need for a more responsive regional market information system that provides accurate, timely and relevant market intelligence that facilitates improved decision making and reduces transaction costs.

The purpose of the survey was to have a better understanding of their diverse information requirements.

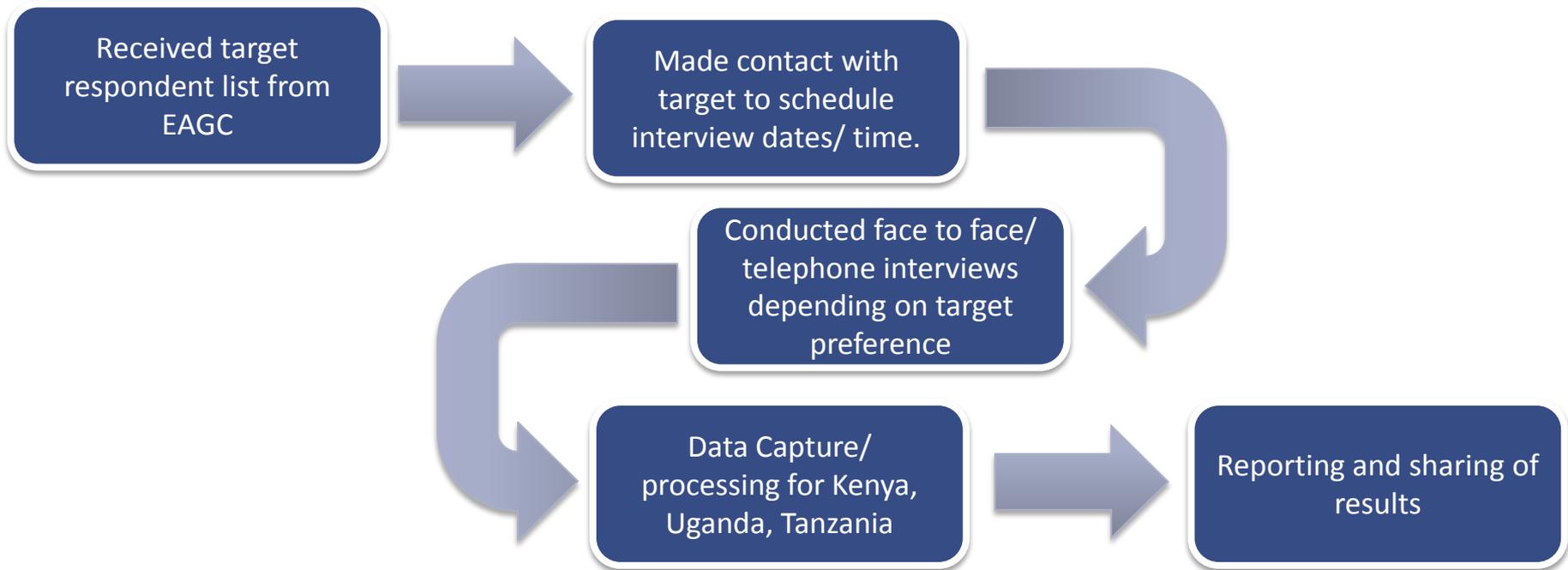
# Objectives

The main objective of the study was to understand the RATIN end users market information needs and preferences.

Specific objectives include:

- To identify the current needs and sources of information to the different RATIN stakeholders
- To evaluate the current uses, core users within businesses, frequency of need and value attached to the market information obtained from the different sources.
- To determine the channels used to access market information and the most preferred channels
- To understand the frequency of receiving information
- Identify profile and segment of end users across three countries

# Survey Process



## Achieved Sample:

- Kenya : 30
- Uganda : 30
- Tanzania : 29

Survey Dates: January/ February 2012

# Achieved Sample Profile

	EAGC Membership			Country		
	Total (89)	Yes (60)	No (29)	Kenya (30)	Uganda (30)	Tanzania (29)
<i>Role in Grain sector</i>						
<b>Producer (farmer or farmer organization representative)</b>	<b>15</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>6</b>
	17%	17%	17%	17%	13%	21%
<b>Trader (local/ regional, warehouse operator, transporter)</b>	<b>24</b>	<b>21</b>	<b>3</b>	<b>11</b>	<b>11</b>	<b>2</b>
	27%	35%	10%	37%	37%	7%
<b>Processor (Miller, Packer)</b>	<b>10</b>	<b>8</b>	<b>2</b>	<b>4</b>	<b>1</b>	<b>5</b>
	11%	13%	7%	13%	3%	17%
<b>Support/ Advisory (Input supplier, NGO, farmers' association)</b>	<b>35</b>	<b>17</b>	<b>18</b>	<b>6</b>	<b>14</b>	<b>15</b>
	39%	28%	62%	20%	47%	52%
<b>Others</b>	<b>5</b>	<b>4</b>	<b>1</b>	<b>4</b>	<b>0</b>	<b>1</b>
	6%	7%	3%	13%	0%	3%

Results are presented by country and by respondent role/ category in the grain sector.



# EXECUTIVE SUMMARY



## Sample:

- A total of 89 stakeholders in the grain sector were interviewed in Kenya (30), Uganda (30) and Tanzania (29).
- Respondents were selected from a pre-approved list provided by EAGC
- For ease of comparison, the same questionnaire was used across the 3 countries.
- Both EAGC members(60) and non-members (29) were sampled

## Role of respondents in grain sector:

- Selected respondents played at least one of the following roles in the grain sector
  - Producer (farmer or farmer organization representative)
  - Trader (local/ regional, warehouse operator, transporter)
  - Processor (Miller, Packer)
  - Support/ Advisory (Input supplier, NGO, farmers' association )

# Executive Summary

## Awareness Vs Usage of RATIN

- Awareness of RATIN is high across the 3 countries with Uganda scoring highest at 97% and Tanzania lowest at 62% - Kenya scored 83%.
- Despite the high awareness, just about half the stakeholders claimed to access RATIN at least once a week or more frequently – the rest access it less frequently with some of the main reasons given being;
  - Lack of reliable/ current information on RATIN
  - Failure to be relevant to business
  - Reliance on other sources of information
- In Tanzania, despite the relatively lower awareness, stakeholders who use RATIN do so more frequently than any other country with at least 39% accessing the site several times a week in Tanzania compared to 20% in Kenya and 14% in Uganda
- There is need to explore further and determine whether this trends means RATIN is more relevant to Tanzania or if it is the lack of other reliable information sources that is driving usage.

## Relevance of information provided by RATIN

- There is high awareness of the various information services offered by RATIN but not all are considered relevant:

The most relevant across the 3 countries were;

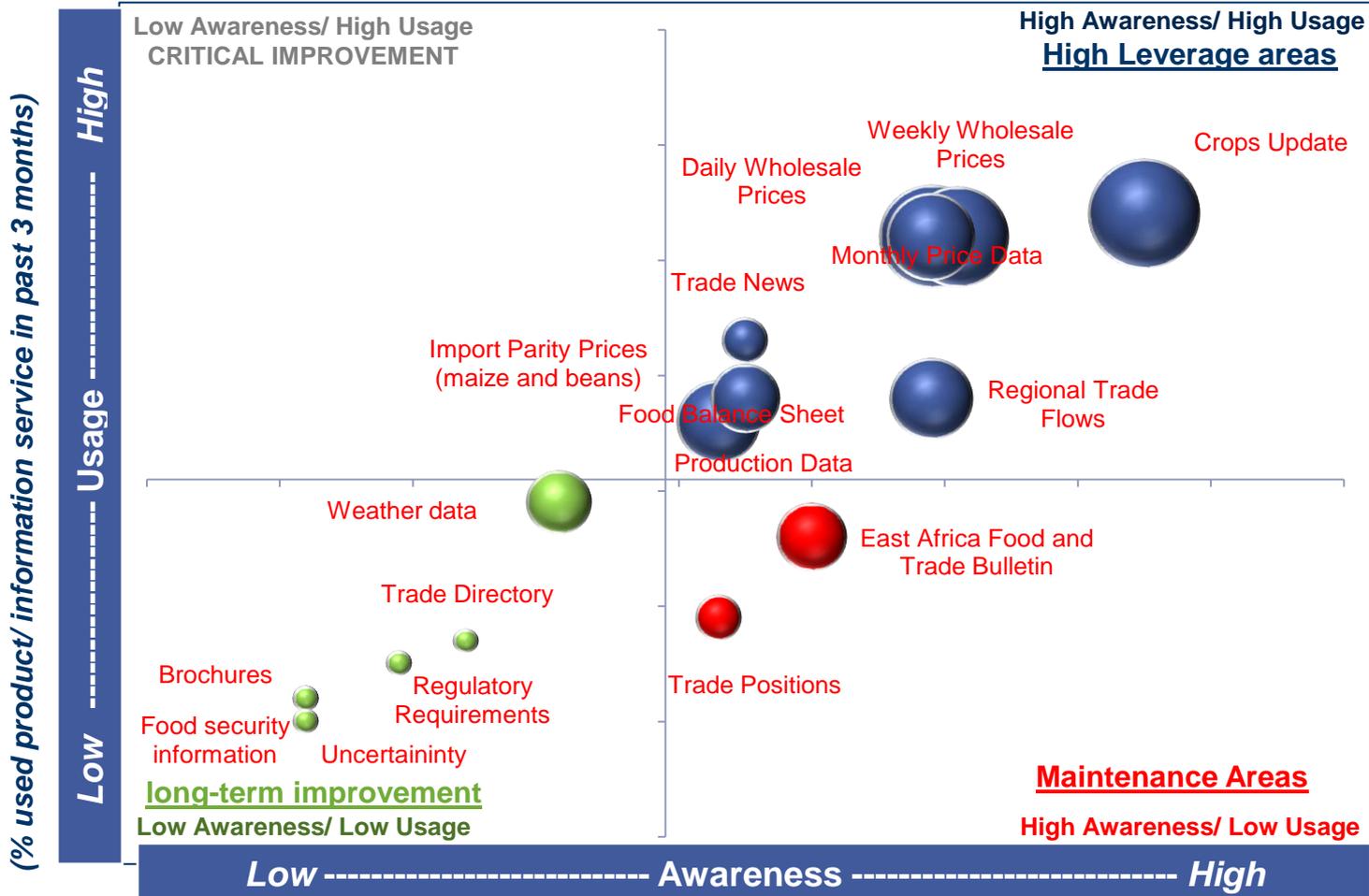
- Crops Update – 42%
- Daily Wholesale Prices – 37%
- Weekly Wholesale Prices – 35%
- Monthly Price Data – 26%

The least relevant information services were;

- Southern Africa Cross Border Bulletin
- Regulatory Requirements
- Food security information
- Brochures

# Awareness Vs Usage and Relevance of product/ information services

There is a strong correlation between awareness, usage and relevance of information services. Continuously monitoring usage statistics of visitors to the RATIN site could be a valuable stream of information to keep track of stakeholders' changing needs



## High Leverage areas

- Improvement increases usage
- Worsening reduces usage

## Maintenance Areas

- Improvement does NOT increase usage
- Worsening reduces usage

## long-term improvement

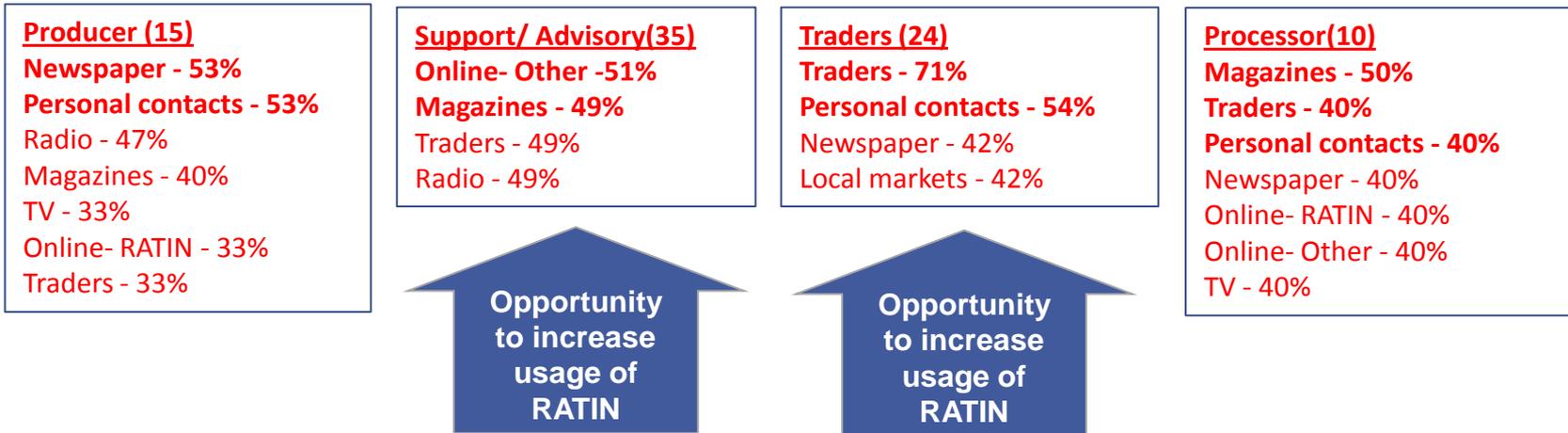
- Improvement does NOT increase usage
- Worsening does NOT reduce usage

(% aware of product/ information service currently offered on RATIN site.)

Note: Bubble size represents % mentioning product/ information service among 3 most relevant

## Current Information Sources and needs

- Reliability and accessibility are the two key features that are currently drawing stakeholders to or away from particular sources of information.
- Currently the most used sources of information are personal contacts (fellow traders and colleagues), Print (Newspapers and Magazines) and online (RATIN and other sites).
- In Kenya the stakeholders appear to have access to a wider array of options as no particular information source stands out however in Uganda, personal contacts and online sources received higher mentions while in Tanzania print (Newspapers and magazines) and electronic (TV and radio) media appear to play a more significant role as sources of information.
- Across the different stakeholder groupings, information is currently sourced differently in-line with their differing roles in the grain sector. Online sources are currently used more by support/ advisory stakeholders as shown below;



## Current Information Sources and needs

- Across the 3 countries there is variance in access to and preference of the various information sources however an opportunity exists across all 3 countries to develop SMS as a relay of information.

### Opportunities to Leverage by country

#### Kenya

Critical priorities – **SMS**

Opportunities to leverage – Local markets, Online (RATIN + Others), Personal contacts, Traders, Radio

#### Uganda

Critical priorities – **SMS**, Radio

Opportunities to leverage – Online (RATIN + Others), Personal contacts, Traders

#### Tanzania

Critical priorities – Online (RATIN + Others), Regional commodity exchange

Opportunities to leverage – Radio, Local markets, Print (News papers & Magazines), **SMS**

# Information for decision making

- Currently the most sought after information across Kenya, Uganda and Tanzania by all stakeholders is on local and regional prices for primary markets.
- However there is some variance in the top 5 mentions by country/ stakeholder as listed below;

## By Country

### Kenya (30) – Top 5

1. Local Prices – primary markets - 77%
2. Regional Prices – primary markets - 63%
3. Trade flow volumes - 50%
4. National price and trend analysis - 40%
5. Production data (historical) - 40%

### Uganda (30) – Top 5

1. Local Prices – primary markets - 93%
2. Information on grains quality standards - 87%
3. National price and trend analysis - 70%
4. Regional Prices – primary markets - 67%
5. Trade flow volumes - 67%

### Tanzania (29) – Top 5

1. Local Prices – primary markets - 97%
2. Regional Prices – primary markets - 66%
3. Local Prices – secondary markets - 66%
4. National Food Balance Sheets - 55%
5. Market volumes (primary markets) by grade - 52%

## By Stakeholder category

### Producer (15)

Local Prices – primary markets	93%
Regional Prices – primary markets	60%
Market volumes (primary markets) by grade	53%
National Food Balance Sheets	53%
Information on grains quality standards	47%

### Processor (10)

Local Prices – primary markets	70%
Regional Prices – primary markets	70%
National Food Balance Sheets	70%
Market volumes (primary markets) by grade	60%
Information on grains quality standards	50%

### Trader (24)

Local Prices – primary markets	92%
Regional Prices – primary markets	67%
Information on grains quality standards	58%
Trade flow volumes	58%
National price and trend analysis	54%

### Support/ Advisory(35)

Local Prices – primary markets	94%
Regional Prices – primary markets	66%
Local Prices – secondary markets	66%
Information on grains quality standards	57%
Regional Prices – secondary markets	57%

# New RATIN – Increasing Relevance

## Kenya (30)

1. RATIN through radio service
2. Review monthly bulletins
- 3. Have prices of the agricultural commodities (K,U)**
- 4. Market services offered by RATIN to non members (KT)**
5. Engage research firms to know what people want
- 6. Make the website user friendly and interactive (KT)**
- 7. Have database of issues affecting grain sector (KT)**
- 8. Show retail prices in the website (K,U)**

## Uganda (30)

1. Real-time and up-to-date market information - news
2. Have links to international markets
3. Flexible way of data distribution
4. Quality alerts via email
- 5. Have prices of the agricultural commodities (KU)**
6. Provide detailed information about financial providers
- 7. Show retail prices in the website (K,U)**

## Tanzania (29)

1. Organise workshops for new and existing clients
2. Provide information on capacity building
3. Use both Swahili and English language
4. To have names of both large and small scale buyers and seller
- 5. Make the website user friendly and interactive (KT)**
- 6. Market services offered by RATIN to non members (KT)**
- 7. Have database of issues affecting grain sector (KT)**

## Common to Kenya and Uganda (KU)

## Common to Kenya and Tanzania (KT)

Note:

- None common to Uganda and Tanzania
- Attributes listed in descending order of association to country

Drivers for Interest in the new RATIN functionality differs by country with only a few functions cutting across more than one country.

To increase relevance and usefulness of RATIN to stakeholders, different strategies may have to be adopted for each of the countries.

Some approaches may include;

- Creating different country landing pages with each highlighting the most relevant functions for that country.
- In country teams can also ensure that any support activities or communications are tailored to emphasize individual country needs rather than having blanket policies.

[See appendix 1 for graphical presentation](#)



# New RATIN – Increasing Relevance

- Similar needs for a more relevant RATIN but the level of interest in individual functionalities differs across the different stakeholder categories.

*Only positively associated functionalities have been highlighted for each stakeholder categories.*

	Producer (15)	Trader	Processor (10)	Support/ Advisory	Other
Regional and global news feeds (relevant topics)					
Data indicative of units used and date data was collected					
Commodity exchange functionality					
A variety of data analysis compared across datasets					
Interactive Maps					
Tabular data generation					
Background information on data to include definition of sample and source of data					
Ability to set preferences and tailor the website to meet my needs					
Flexible options for data distribution (different delivery modes and frequency for different types of data)					
Chart and graph capability					
Link to commodity exchanges and regional balance sheets					
Dynamic search functionality					
Real-time streaming features					
Currency conversion					
Link to regional SPS regulatory institutions					
Guideline on prices inclusive of wholesale & retail prices					
Standards on quality of commodities					
Ability to access archived data					
Email alerts for key national and regional policy issues					
A tool that allows users to interact with other users					
Regional/ provincial/ district and municipal search functionality					

*See appendix 2 for graphical presentation*



# Conclusions and Recommendations

Awareness for RATIN is quite high across the three surveyed countries however this has not translated into high usage.

When choosing where to source for information, stakeholders look for **reliable, up to date** information they can **easily access** and the channels that are scoring best on these are the internet (online) and colleagues (traders and personal contacts).

## Engagement:

RATIN not only needs to own the above attributes by providing relevant and timely information but also improve engagement by positioning itself as a conduit for information not only to the stakeholders but from them as well. This can be done through;

- Periodic emails and or SMS alerts
- Workshops/ seminars to bring together and encourage sharing of knowledge and experiences between the different stakeholders.
- Have an interactive site that enables users to receive and give information/ feedback to RATIN and other like minded users e.g. chat rooms
- Have greater visibility and relevance at functions that bring together key stakeholders such as agricultural shows.

By doing this RATIN will not only endear themselves to the stakeholders but also provide an avenue for continuous improvement through regular feedback and shared ideas.

# Conclusions and Recommendations

## Tailor country sites:

Considering that access to and preference for the different information types and sources differs by country, RATIN could consider having customized ‘home pages’ for each of the 3 countries.

- Highlighting different information preferences for each country
- Tailor currencies and measurement units by country e.g. bag sizes
- Highlight events happening by relevance to country
- E.t.c

## Search engine optimization:

In the short term RATIN can also consider *Search engine optimization* to take advantage of the fact that many of the stakeholders are already using the internet to look for information – search optimization would help drive more traffic to the RATIN site.

After the main survey, 2 unstructured interviews were carried out in each of the three countries to shed more light on the study findings\*. The next slides provide an overview of the findings;

# ADDITIONAL INTERVIEWS

\* See appendix 6 (slide 86) for respondent names



## Overview of findings - Uganda

Overall findings confirmed that timely and accurate information delivered through a universally accessible platform were the most desirable attributes of any MIS provider across Kenya, Uganda and Tanzania.

The interviews also unearthed individual country concerns that need to be addressed as outlined below;

### Uganda

In Uganda RATIN is thought to have distanced itself by not having a visible presence among local stakeholders unlike other MIS providers that are visible right from farms to the end user markets.

Respondents felt that by distancing itself from local stakeholders, RATIN had missed the opportunity to be top of mind.

Other frequently used MIS providers in Uganda include;

- Trade Links Uganda
- Uganda Export Promotion Board
- Centre for Development Innovation (CDI)
- FIT Uganda
- Enterprise Uganda

The strategy for Uganda would need to include a deliberate attempt to be more visible among local stakeholders like farmers and traders in addition to offering richer and more up-to-date information.

## Overview of findings - Tanzania

In Tanzania, despite lower awareness than Kenya and Uganda, RATIN is popular because it is considered more independent than other internally based MIS providers in the country that are prone to government interference.

RATIN's association with USAID and location in Nairobi was considered a guarantee on the quality and impartiality of information provided.

Other frequently used MIS providers in Tanzania include;

- Mobile service providers
- Newspapers
- Radio Tanzania
- Network Farmers and
- The ministry of Agriculture and industrialization

To build on this positivity, RATIN should aim to increase awareness of the service among stakeholders to further increase usage.

# Overview of findings - Kenya

## Kenya

In Kenya RATIN was seen more as a provider of trusted regional statistics rather than information. This is mainly because the data though accurate is usually at least a few days old which makes it better for planning rather than immediate decision making.

Other frequently used MIS providers in Kenya include;

- Search engines like Google
- In-house market intelligence through staff and customers
- Thomson Reuters for global information.
- Ministry of Agriculture

Stakeholders in Kenya would like to see a one stop source of information that provide rich and up to the minute updates on not only crop prices and movements but deeper insights and forecasts of the sector as well.

# Overview of findings - RATIN SWOT

## Strengths

- Strong regional credentials
- Great for historical data
- Strong corporate image
- User friendly data from website
- Credible donor backing

## Weaknesses

- Information is not updated regularly
- Does not provide real time information
- Limited direct interaction with local stakeholders
- No information on demand
- Mode of interaction (online) not suited all stakeholders
- Perceived to be less innovative
  - Viewed as a “Kenyan” company
  - Can be complicated for new users

## RATIN

## Opportunities

- EAC Regional integration highlights the need for a MIS provider with regional presence
- New platforms like mobile can be used to bring information closer to end users
- New technologies like mobile data collection can be used to provide near real time information

## Threats

- Local MIS providers are considered more reliable for local market information
- Other MIS providers engage directly with farmers and local stakeholders creating closer bonds
- Viewed as foreign in Uganda and not an authority on local happenings

**Key take out:** In comparison to other local and regional MIS providers, RATIN enjoys strong positive goodwill in Kenya, Uganda and Tanzania and is considered an authority in its offering however the target would like to see more up-to-date and richer information covering more than just crop prices and delivered in a more universally accessible platform like mobile.



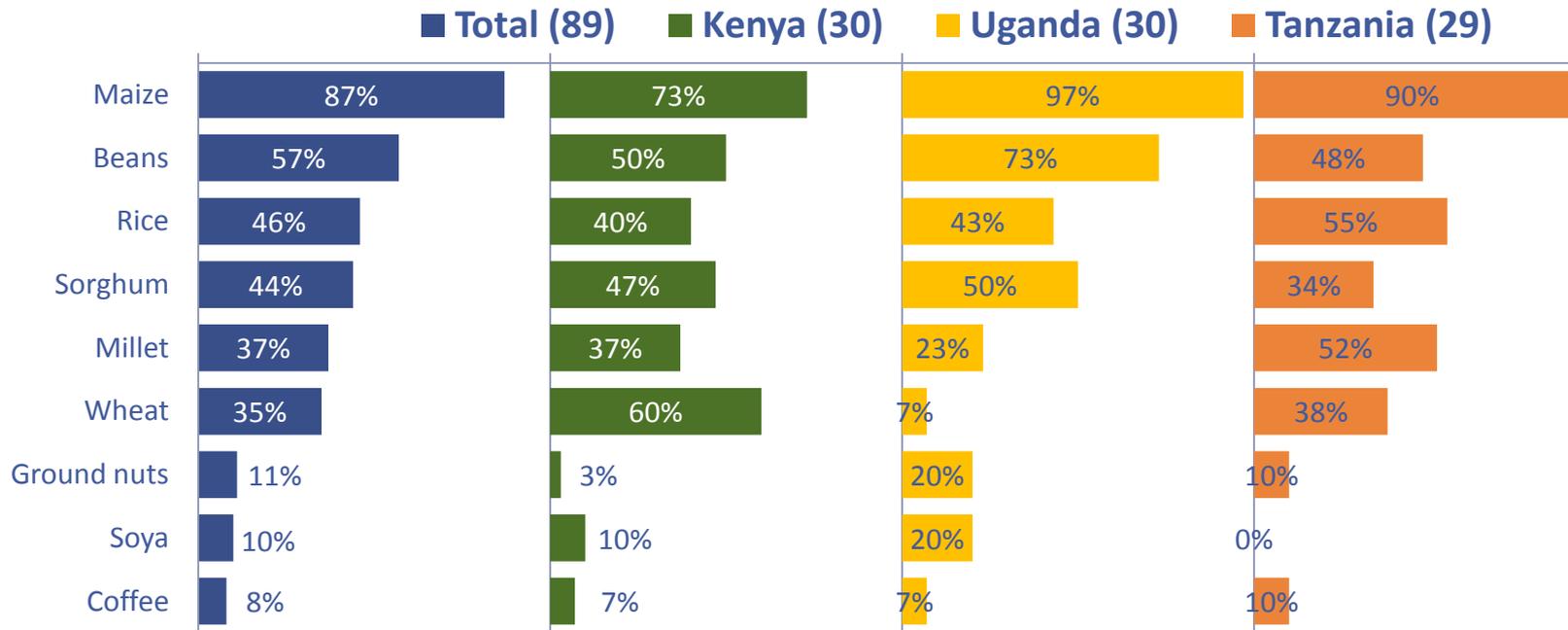
The background features a stylized illustration of a globe. The top half is dark blue, representing the sky, with a few white stars. The globe itself is green and white, showing continents and oceans. On the left side, there are illustrations of a wind turbine, a water tower, and a bird. In the center, there is a brown barn with a yellow roof, a red tractor with a person driving it, and a cow. On the right side, there are illustrations of a city skyline with several buildings and a tree. The text 'Survey Findings' is overlaid on a grey horizontal band across the middle of the globe.

## Survey Findings

# GRAIN PRODUCTS

# Agricultural Commodities Dealt With

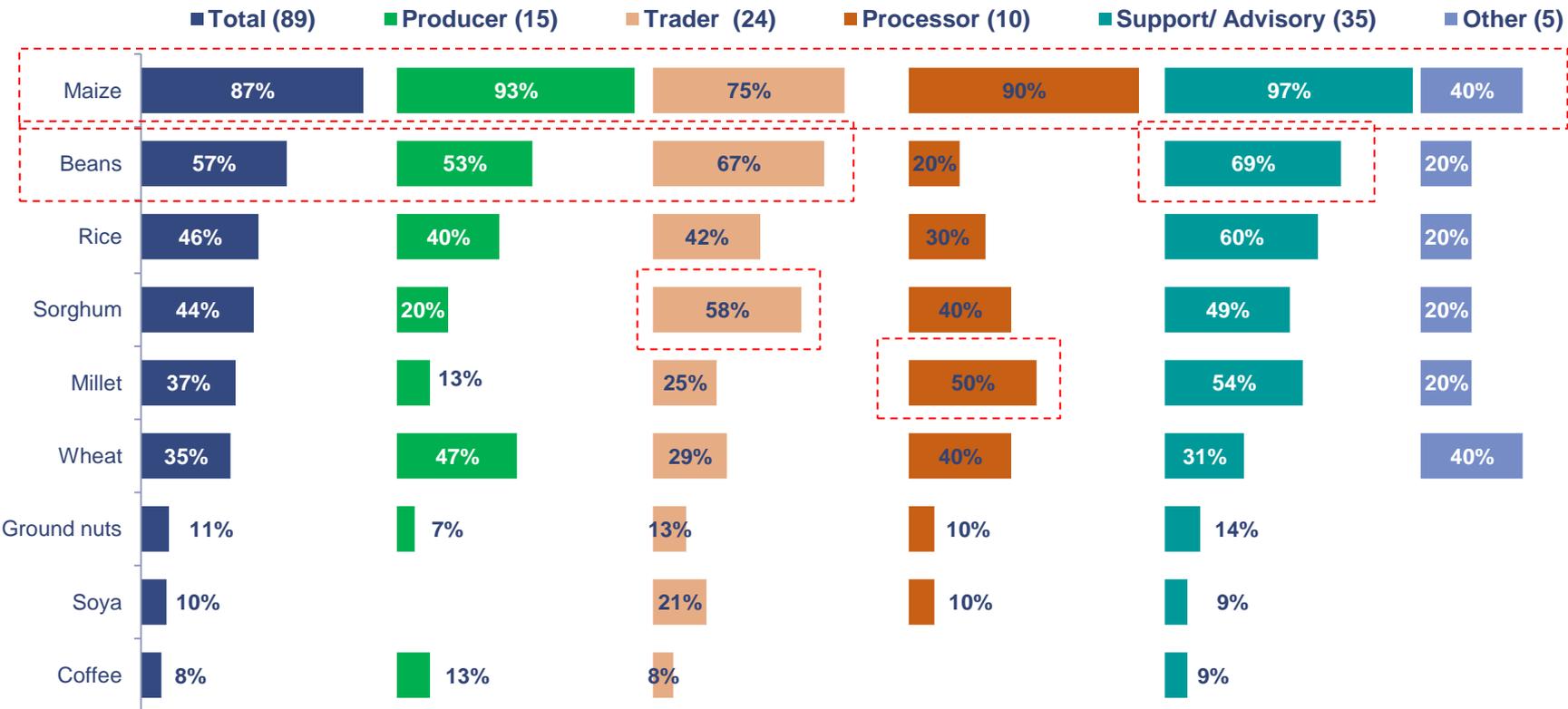
Maize, Beans and Rice are the three most commonly dealt with commodities in East Africa. Across the countries Kenya stands out with upto 60% of the respondents dealing with wheat compared to only 7% in Uganda and 38% in Tanzania.



**Other Crops dealt with:** Barley - 6%, Sun flower - 6%, Simsim - 4%, Palcers - 3%, Green grams - 3%, Peas - 3%, Cowpeas - 2%, Bananas, Onions, Mangoes, Oil seeds, Vegetables, Cocoa, Cassava – All 1%

# Agricultural Commodities Dealt With

Maize, Beans and Rice are the three most commonly dealt with commodities by all categories.



**Other Crops dealt with:** Barley - 6%, Sun flower - 6%, Simsim - 4%, Palcers - 3%, Green grams - 3%, Peas - 3%, Cowpeas - 2%, Bananas, Onions, Mangoes, Oil seeds, Vegetables, Cocoa, Cassava – All 1%

# Ranking of commodities dealt with

Maize is consistently ranked the most important crop across all three countries.

	Total (89)				Kenya (30)				Uganda (30)				Tanzania (30)			
	Overall Rank	Ranked 1st	Ranked 2nd	Ranked 3rd	Overall Rank	Ranked 1st	Ranked 2nd	Ranked 3rd	Overall Rank	Ranked 1st	Ranked 2nd	Ranked 3rd	Overall Rank	Ranked 1st	Ranked 2nd	Ranked 3rd
Maize	<b>78%</b>	65%	18%	3%	<b>69%</b>	60%	13%	0%	<b>92%</b>	83%	13%	0%	<b>74%</b>	52%	28%	10%
Beans	<b>26%</b>	1%	28%	19%	20%	0%	20%	20%	<b>39%</b>	0%	50%	17%	19%	3%	14%	21%
Rice	<b>19%</b>	8%	11%	11%	12%	3%	7%	13%	15%	0%	13%	20%	<b>30%</b>	21%	14%	0%
Bananas	17%	8%	11%	4%	<b>27%</b>	10%	20%	10%	0%	0%	0%	0%	<b>24%</b>	14%	14%	3%
Wheat	13%	7%	8%	2%	<b>28%</b>	17%	17%	0%	0%	0%	0%	0%	10%	3%	7%	7%
Sorghum	12%	6%	4%	10%	13%	7%	7%	3%	<b>17%</b>	10%	0%	20%	7%	0%	7%	7%
Millet	7%	2%	3%	8%	2%	0%	0%	7%	4%	0%	3%	7%	15%	7%	7%	10%
Onions	2%	2%			0%	0%			7%	7%			0%	0%		
Peas	1%		1%		0%		0%		2%		3%		0%		0%	

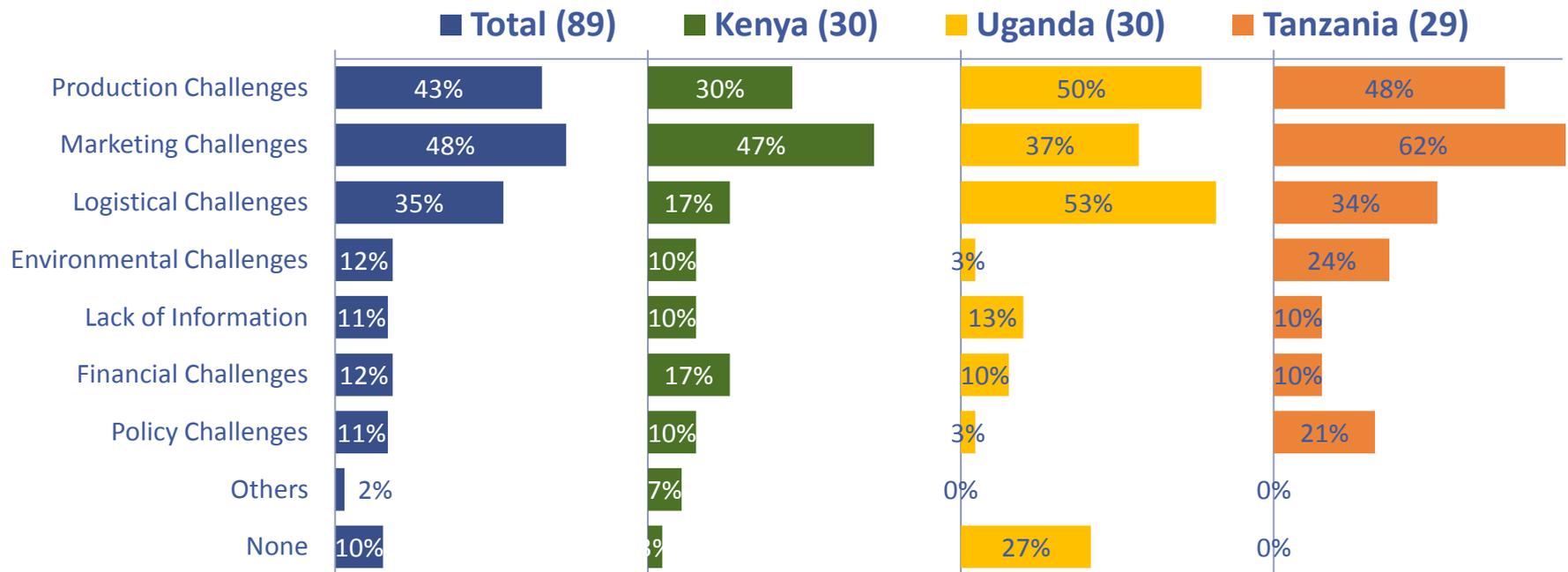
# Ranking of commodities dealt with

Maize is consistently ranked the most important crop across all respondent categories.

	Producer (farmer or farmer organization representative) (15)			Trader (local/ regional trader, warehouse operator, transpor (24)			Processor (Miller, Packer) (10)			Support/ Advisory (Input supplier, NGO, farmers' association (35)			Other (5)			
	Ranked 1st	Ranked 2nd	Ranked 3rd	Ranked 1st	Ranked 2nd	Ranked 3rd	Ranked 1st	Ranked 2nd	Ranked 3rd	Ranked 1st	Ranked 2nd	Ranked 3rd	Ranked 1st	Ranked 2nd	Ranked 3rd	
Maize	73%	13%	7%	63%	8%	4%	40%	50%		74%	20%	3%	40%			
Bananas	7%	20%		4%	13%	8%	10%	10%	10%	6%	9%		40%		20%	
Rice	7%	7%	13%	8%	4%	13%		20%		11%	14%	14%		20%		
Wheat	13%	13%	13%		13%		30%			3%	3%	0%		20%		
Sorghum			7%	17%	4%	8%	10%	10%	10%		6%	11%			20%	
Millet				4%		8%	10%		10%	0%	9%	11%				
Onions				4%						3%						
Beans		33%	20%		42%	17%			10%	3%	29%	26%				
Peas		7%														
Region beans			7%		4%	8%					3%	3%				
Palcers									10%			0%				
Cowpeas						4%						3%				
No Response		7%	33%		13%	29%			10%	50%		9%	29%	20%	60%	60%

# Challenges Faced by Grain Producers/ dealers

Across all three countries the major challenges revolve around production, marketing and logistics of getting produce to the end user. The logistical challenges like lack of storage, processing and transport facilities are more pronounced in Uganda while Tanzania has a bigger challenge with marketing.



**Production Challenges:** High production costs, low quality products, Low yields, Small scale farming.

**Marketing Challenges:** Bad price control/change, Marketing of products, Extortion from middlemen, scarcity of agricultural commodities

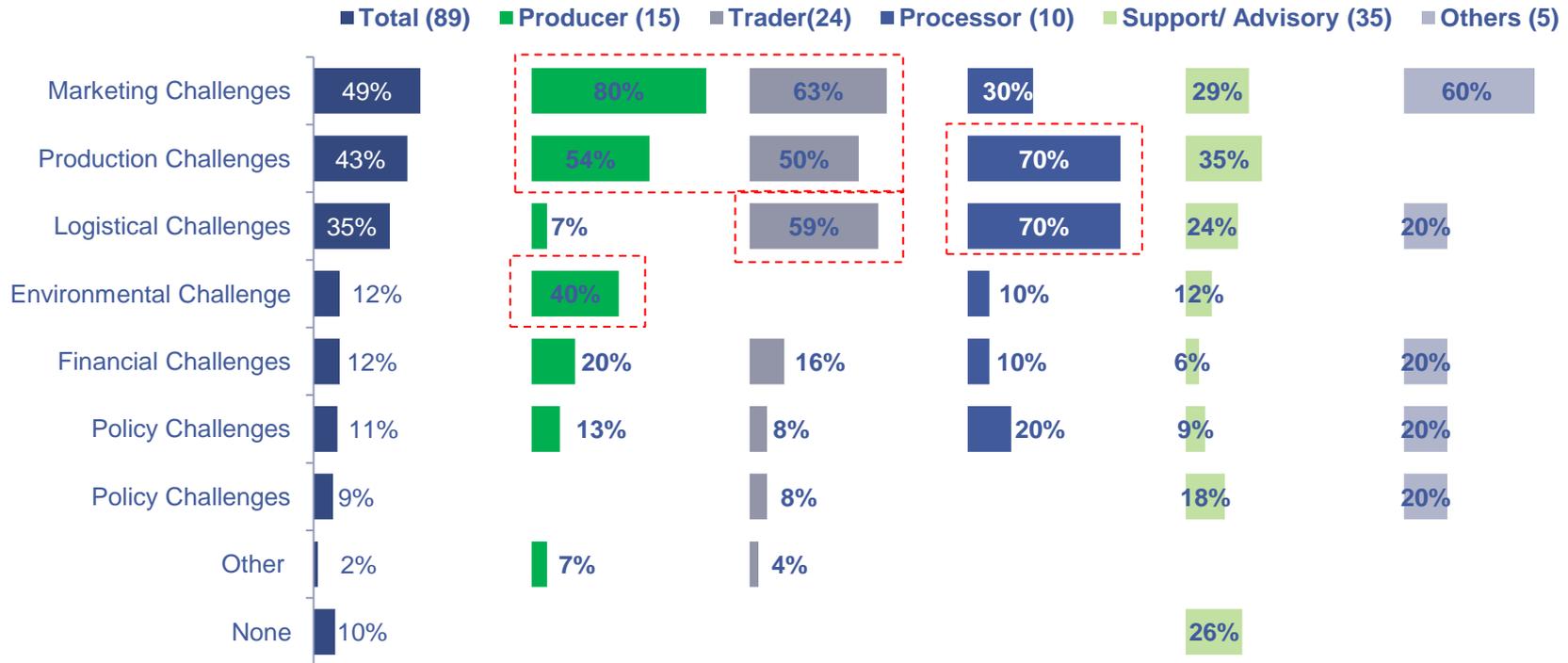
**Logistical Challenges:** Lack of storage facilities, Transportation problem, Lack of processing equipment, Shortage of electric power despite higher charges

**Environmental Challenges:** Poor weather condition, Loss of soil fertility

**Policy Challenges:** Policies governing the sector, Poor coordination, Tax exemptions for local agricultural products

# Challenges Faced by Grain Producers/ dealers

Across all five categories the major challenges revolve around production, marketing and logistics of getting produce to the end user. Production sector is also affected by environmental challenge while processors do not consider marketing a major challenge.



**Production Challenges:** High production costs, low quality products, Low yields, Small scale farming.

**Marketing Challenges:** Bad price control/change, Marketing of products, Extortion from middlemen, scarcity of agricultural commodities

**Logistical Challenges:** Lack of storage facilities, Transportation problem, Lack of processing equipment, Shortage of electric power despite higher charges

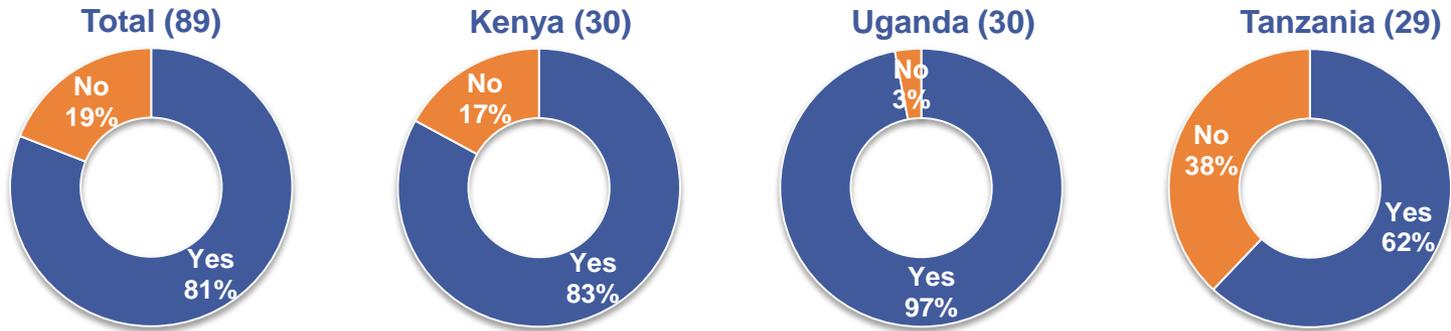
**Environmental Challenges:** Poor weather condition, Loss of soil fertility

**Policy Challenges:** Policies governing the sector, Poor coordination, Tax exemptions for local agricultural products

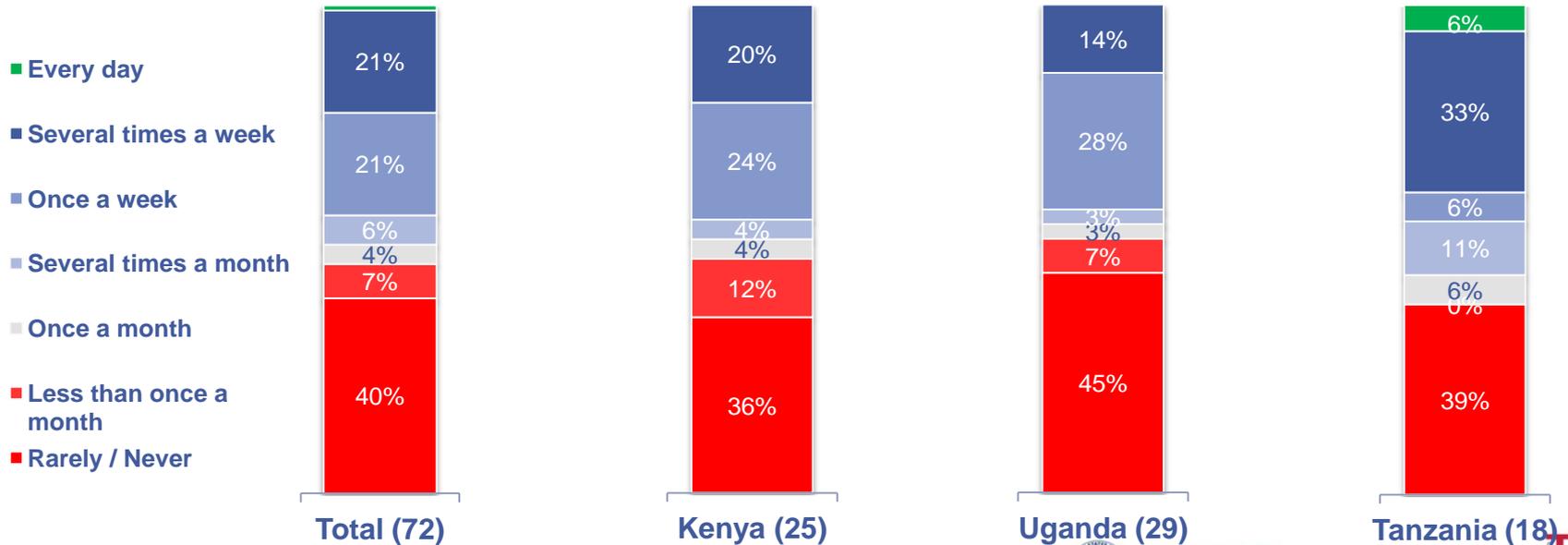
# AWARENESS AND USAGE OF RATIN

# Awareness and Usage frequency of RATIN

Awareness of RATIN is highest in Uganda at 97% and lowest in Tanzania however frequency of Usage among those aware is highest in Tanzania where only 39% rarely or never use it compared to an average of over 45% in Kenya and Uganda.



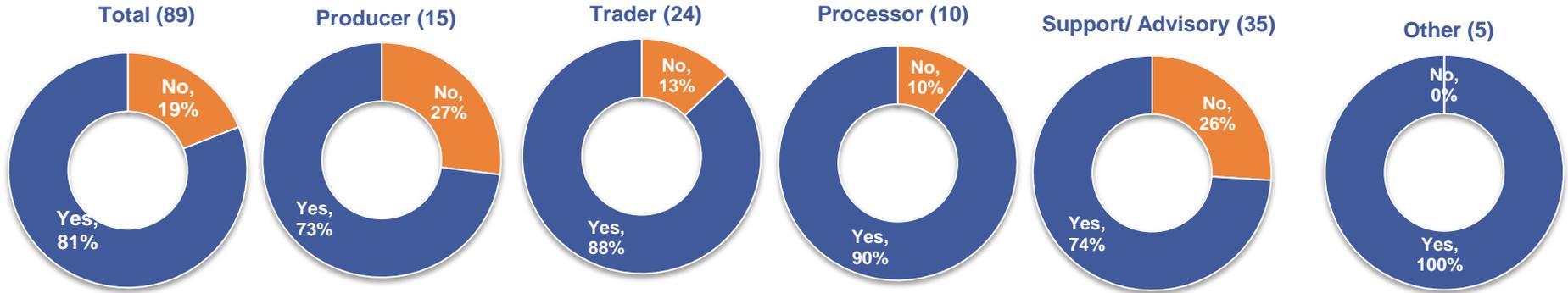
## Usage frequency for those aware of RATIN



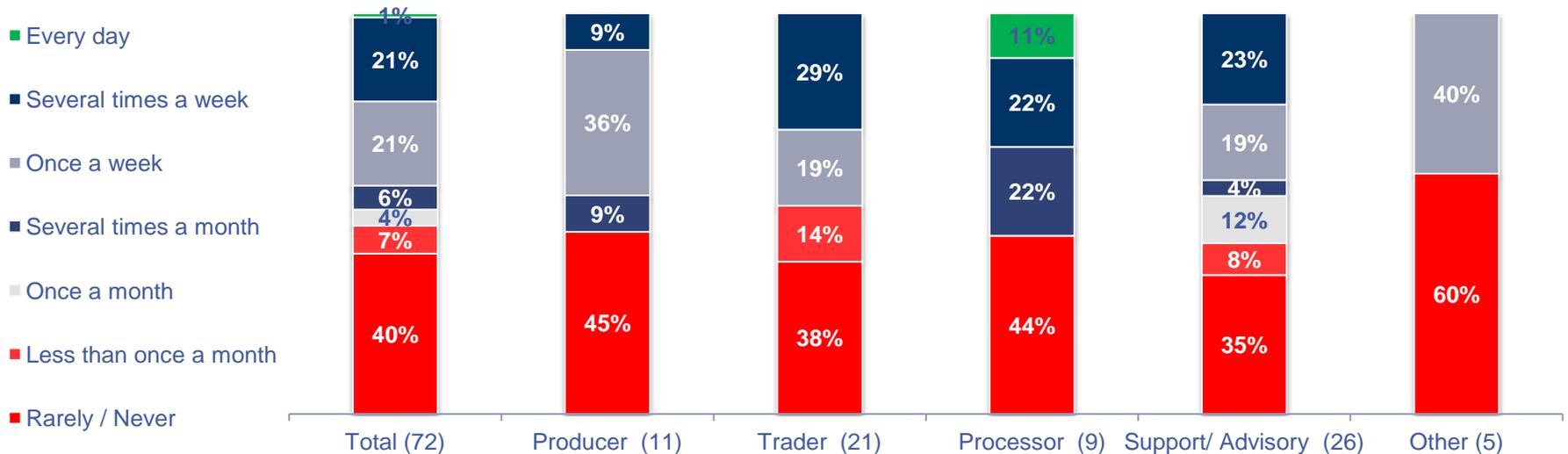
q3.1: Are you aware of the EAGC's Regional Agricultural Trade Intelligence Network (RATIN) system?  
 Q3.2: How frequently do you use RATIN?

# Awareness and Usage frequency of RATIN

Awareness of RATIN is highest among processors and traders and lowest among support/ advisory stakeholders.



## Usage frequency for those aware of RATIN

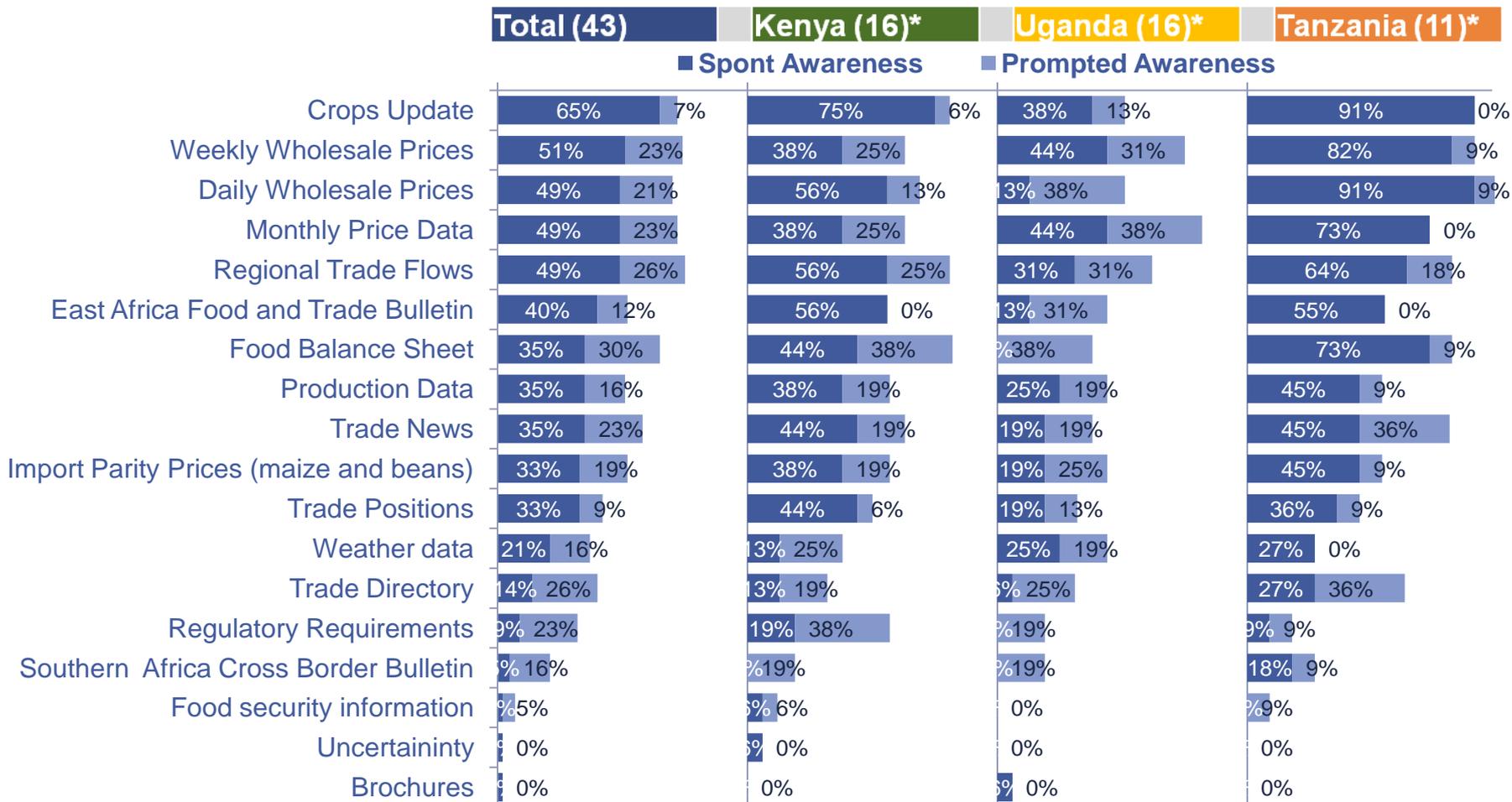




# Awareness of Products / Information Offered by RATIN

The chart below shows a list of products/ information services that respondents who access the RATIN site are aware of sorted in descending order on the total sample.

*Total awareness can be got by combining the spontaneous and prompted scores*



**\* Small bases.**

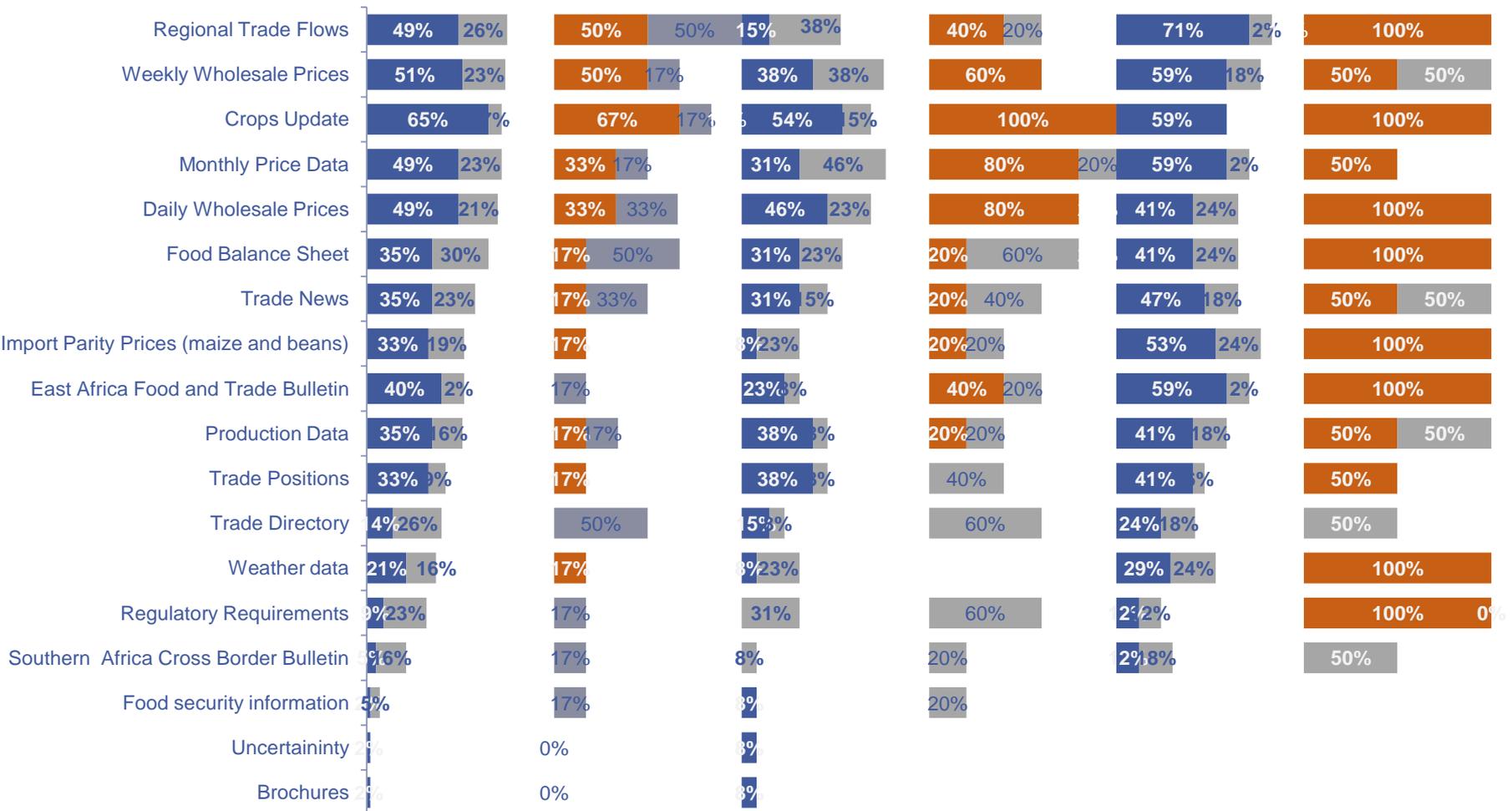
q3.4a: Which products/ information services are you aware of that are currently offered on the RATIN website?





# Awareness of Products / Information Offered by RATIN

■ Total (43) ■ Producer (6)\* ■ Trader (13)\* ■ Processor (5)\* ■ Support/ Advisory (17)\* ■ Other (2)\*



**\* Small bases.**

q3.4a: Which products/ information services are you aware of that are currently offered on the RATIN website?





# Relevance of Products / Information Offered by RATIN

There is a strong correlation between awareness, usage and relevance of information sourced from RATIN with the most relevant information services being crop updates and daily/ weekly/ monthly price data .

This is reflected across Kenya, Uganda and Tanzania.

	Total (43)		Kenya (16)*		Uganda (16)*		Tanzania (11)*	
	Used in P3M	Most Relevant	Used in P3M	Most Relevant	Used in P3M	Most Relevant	Used in P3M	Most Relevant
Crops Update	44%	42%	38%	38%	25%	31%	82%	64%
Daily Wholesale Prices	42%	37%	44%	25%	25%	44%	64%	45%
Weekly Wholesale Prices	42%	35%	31%	19%	50%	50%	45%	36%
Monthly Price Data	42%	26%	31%	25%	50%	38%	45%	9%
Trade News	33%	7%	31%	6%	25%	0%	45%	18%
Food Balance Sheet	28%	9%	31%	13%	19%	6%	36%	9%
Production Data	28%	16%	25%	13%	25%	25%	36%	9%
Regional Trade Flows	28%	23%	25%	19%	31%	25%	27%	27%
Import Parity Prices (maize and beans)	26%	23%	19%	19%	31%	25%	27%	27%
Weather data	19%	14%	6%	0%	25%	31%	27%	9%
East Africa Food and Trade Bulletin	16%	16%	13%	13%	6%	6%	36%	36%
Trade Positions	9%	7%	13%	13%	6%	0%	9%	9%
Trade Directory	7%	2%	0%	6%	6%	0%	18%	0%
Southern Africa Cross Border Bulletin	5%	0%	0%	0%	6%	0%	9%	0%
Regulatory Requirements	5%	2%	6%	6%	0%	0%	9%	0%
Food security information	2%	2%	0%	0%	0%	0%	9%	9%
Uncertainty	2%	2%	6%	6%	0%	0%	0%	0%
Brochures	0%	2%	0%	0%	0%	6%	0%	0%

\* Small bases.

q3.4a: Which products/ information services are you aware of that are currently offered on the RATIN website?





# Relevance of Products / Information Offered by RATIN

Producers, Traders and Processors have relatively similar information needs which are different from what is most relevant to the support/ advisory stakeholders.

	Total (43)		Producer (6)*		Trader (13)*		Processor (5)*		Support/ Advisory (17)*		Other (2)*	
	Used in P3M	Most Relevant	Used in P3M	Most Relevant	Used in P3M	Most Relevant	Used in P3M	Most Relevant	Used in P3M	Most Relevant	Used in P3M	Most Relevant
Crops Update	44%	42%	67%	67%	31%	23%	80%	60%	35%	47%	50%	
Weekly Wholesale Prices	42%	35%	67%	67%	46%	31%	40%	20%	29%	29%	50%	50%
Monthly Price Data	42%	26%	67%	33%	54%	31%	40%	20%	29%	24%		
Daily Wholesale Prices	42%	37%	33%	50%	46%	46%	80%	60%	29%	24%	50%	
Trade News	33%	7%	33%		38%	15%	20%	20%	35%			
Regional Trade Flows	28%	23%	17%		23%	23%	40%		35%	41%		
Production Data	28%	16%	17%		46%	23%	20%	40%	24%	12%		
Food Balance Sheet	28%	9%	17%	17%	38%	15%	20%	20%	24%		50%	
Import Parity Prices (maize and beans)	26%	23%			15%	8%	20%	20%	47%	47%		
Weather data	19%	14%	17%	17%	15%	8%			24%	24%	50%	
East Africa Food and Trade Bulletin	16%	16%		0%	8%		20%	40%	24%	29%	50%	
Trade Positions	9%	7%		17%	15%	8%			12%	6%		
Trade Directory	7%	2%			8%	8%			12%			
Southern Africa Cross Border Bulletin	5%				8%				6%			
Regulatory Requirements	5%	2%							6%	6%	50%	
Uncertainty	2%	2%			8%	8%						
Food security information	2%	2%	17%	17%								
Brochures		2%				8%						

\* Small bases.

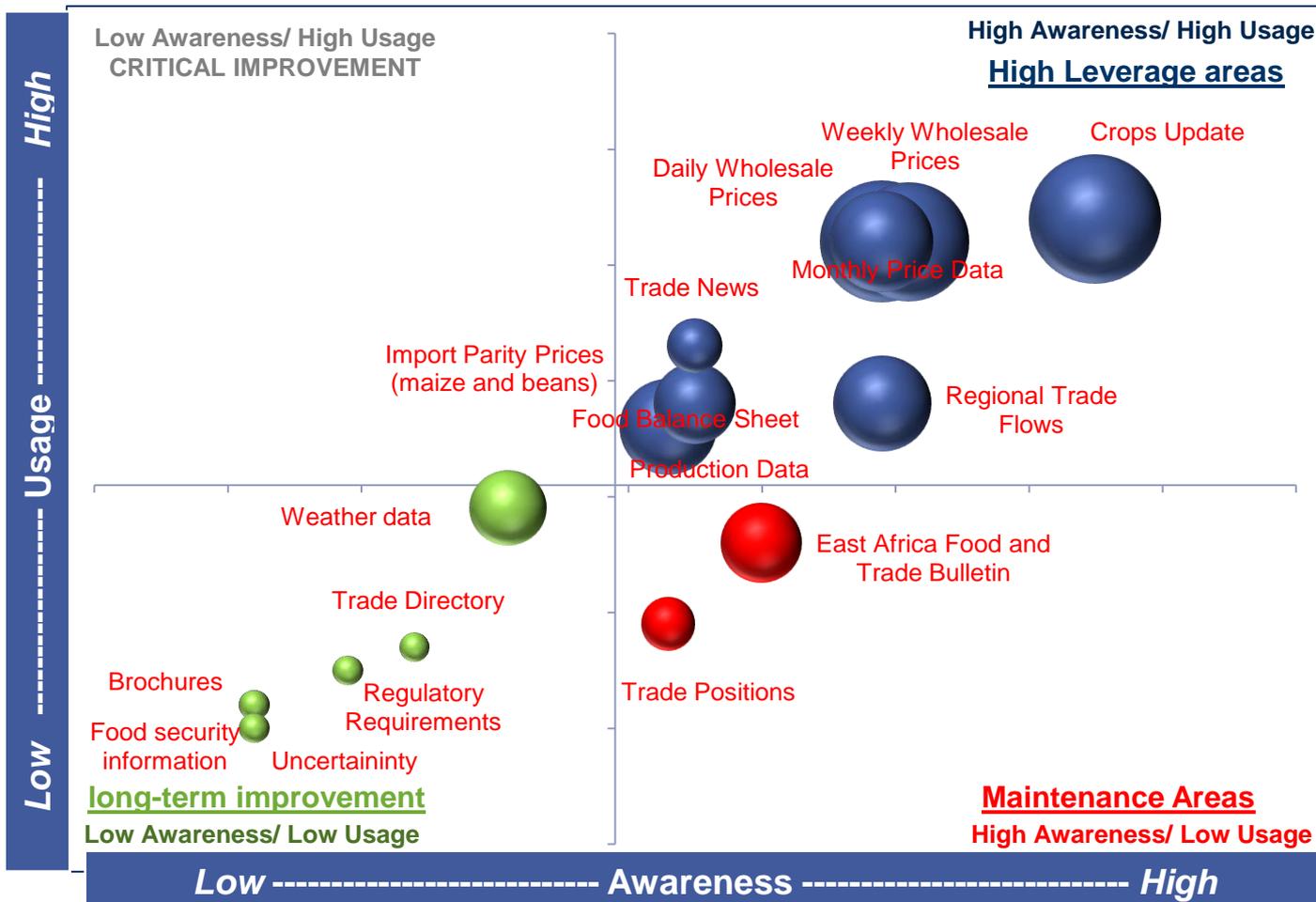
q3.4a: Which products/ information services are you aware of that are currently offered on the RATIN website?



# Awareness Vs Usage and Relevance of product/ information services

There is a strong correlation between usage and relevance of information services. Continuously monitoring usage statistics of visitors to the RATIN site could be a valuable stream of information to keep track of stakeholders' changing needs

(% used product/ information service in past 3 months)



High Leverage areas

- Improvement increases usage
- Worsening reduces usage

Maintenance Areas

- Improvement does NOT increase usage
- Worsening reduces usage

long-term improvement

- Improvement does NOT increase usage
- Worsening does NOT reduce usage

(% aware of product/ information service currently offered on RATIN site.)

Note: Bubble size represents % mentioning product/ information service among 3 most relevant



# Reasons for Not Using RATIN More Often/ at all

*Base: Those that are aware but rarely/never use RATIN*

Reasons for not/ rarely accessing RATIN vary by country with respondents in Kenya saying they rely on other sources of information, Uganda feels the information is not reliable and or current while those in Tanzania that don't use it say it is not relevant for their business lines.

This ties in to earlier results that showed respondents in Kenya having a wider array of information sources to choose from compared to Uganda and Tanzania.

	Total	Kenya	Uganda	Tanzania
	29	9	13	7
Data/information not reliable	6	1	5	0
Not relevant to my business	5	0	0	5
Data/information not current	5	0	4	1
Rely on other sources of information	5	3	2	0
Unaware of its existence	3	1	2	0
Don't understand how its information will benefit me/my business	2	0	1	1
Have trouble accessing the website	2	0	2	0
Not able to access it	2	2	0	0
I do not deal with EAGC directly, the administration manager does	2	1	0	1
Have no access to internet	1	1	0	0
Unreliable	1	1	0	0
Don't Know/ No reason	1	0	1	0

**Note: Because of the small bases, actual number of responses are presented in table above**



# Reasons for Not Using RATIN More Often/ at all

Base: Those that are aware but rarely/never use RATIN

	Total	Producer	Trader	Processor	Support/ Advisory	Other
	29	5	8	4	9	3
Data/information not reliable	6	1	2	0	2	1
Not relevant to my business	5	2	0	1	2	0
Data/information not current	5	1	1	0	3	0
Rely on other sources of information	5	0	1	1	2	1
Unaware of its existence	3	0	1	0	2	0
Don't understand how its information will benefit me/my business	2	1	0	1	0	0
Have trouble accessing the website	2	0	1	0	1	0
Mostly I do not deal with EAGC directly ,the administration manager does	2	0	0	1	0	1
Not able to access it	2	1	1	0	0	0
Don't Know	1	0	1	0	0	0
Have no access to internet	1	0	1	0	0	0
Unreliable	1	0	1	0	0	0

**Note: Because of the small bases, actual number of responses are presented in table above**

# Suggestions to increase usage of RATIN

Base: Those that are aware but rarely/never use RATIN

Provide more updated information on grains

They should make it public

Send emails regularly to players in the sector

Organize seminars for awareness



Include analysis of proposed solutions

To find market for our products world wide

Consider public opinion when determining prices

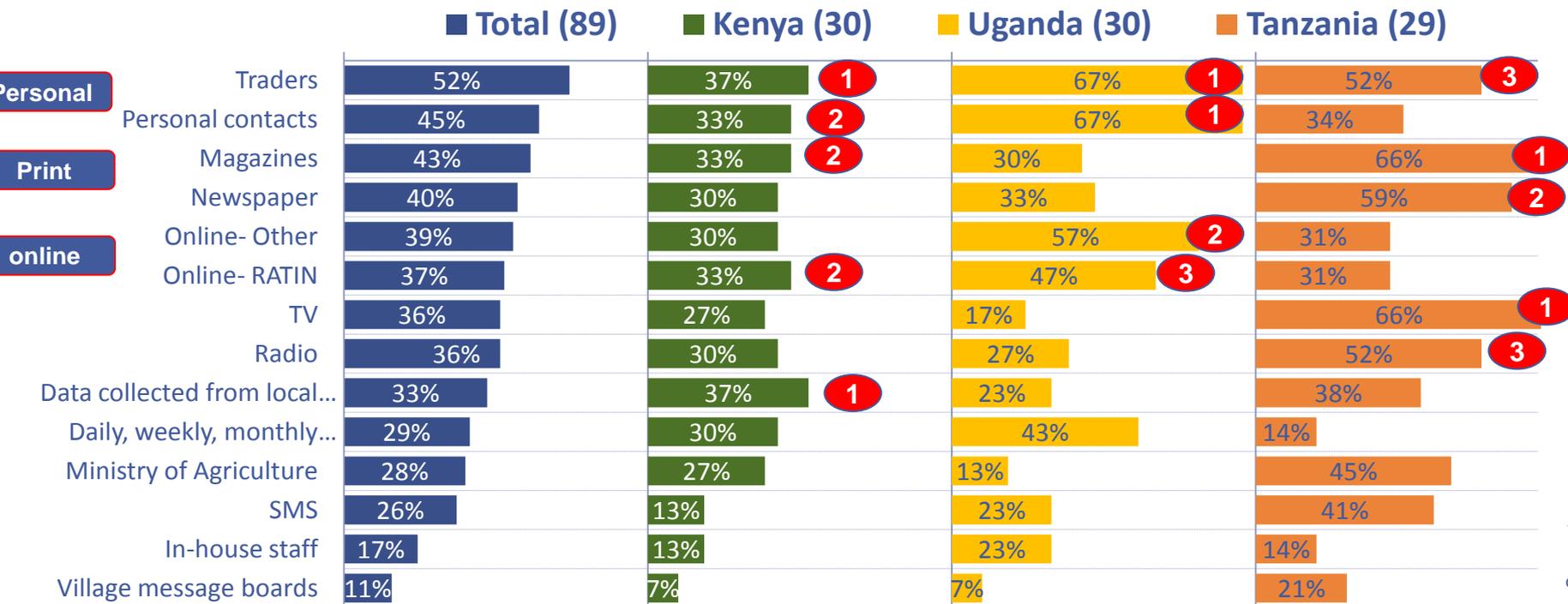
# SOURCES AND TYPES OF INFORMATION

# Current Sources of information

Currently most of the market information is sourced from fellow traders and personal contacts with this trend more evident in Uganda.

Print materials (Newspapers and Magazines) also play a very important role especially in Tanzania while RATIN and other online sites are used more in Uganda than any of the other countries.

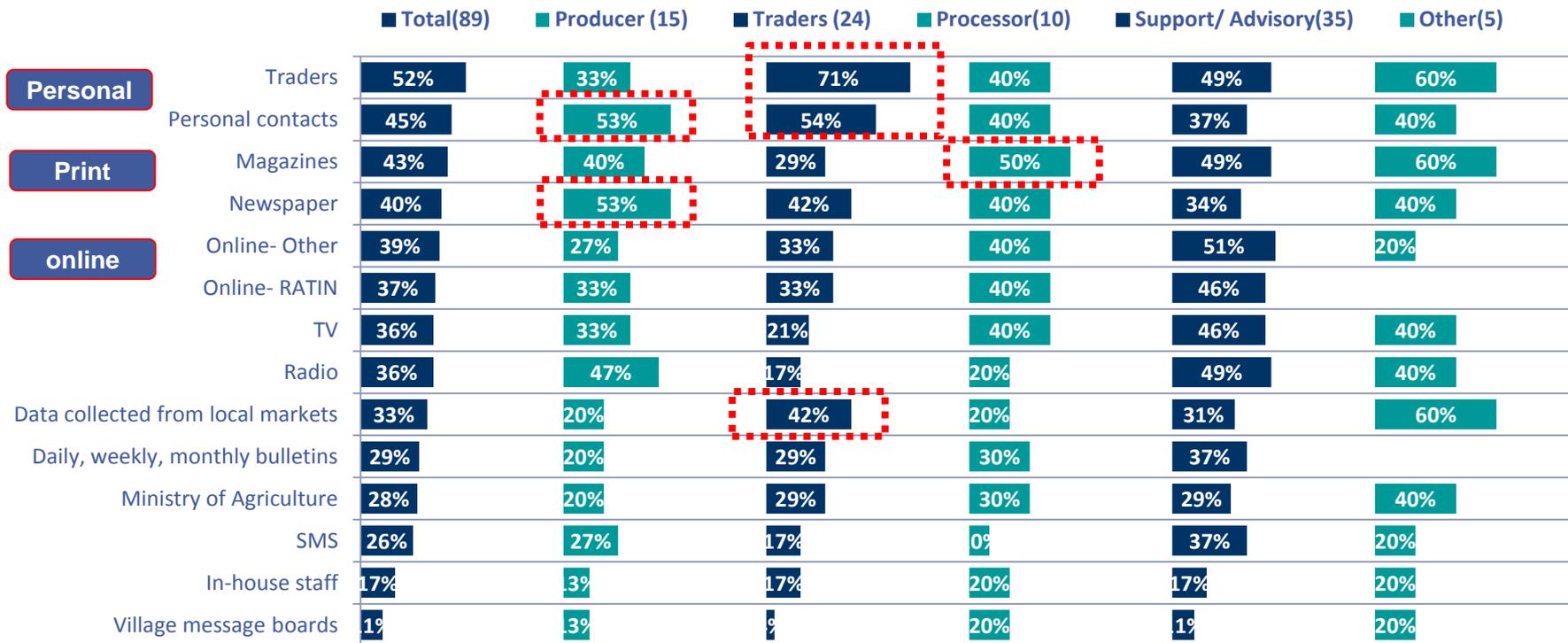
Respondents in Kenya use a much wider array of information sources with no particular medium standing out.



**Other sources include;** National MIS provider, Kenya Agricultural Commodity exchange, Market surveys, Newswire, Emails, Telephone, Talking to farmers, Thomson Reuters, Talking to those in factories, Talking to the locals, Farmers class/farmers education program, Centre of research, Contracts, IMF and World Bank reports, National bureau of statistics(NBS)

# Current Sources of information

Traders currently use personal contacts and local market information more than other sources while producers and processors use more of print (Magazines and news papers).



**Other sources include;** National MIS provider, Kenya Agricultural Commodity exchange, Market surveys, Newswire, Emails, Telephone, Talking to farmers, Thomson Reuters, Talking to those in factories, Talking to the locals, Farmers class/farmers education program, Centre of research, Contracts, IMF and World Bank reports, National bureau of statistics(NBS)

# Strengths and Weaknesses of Existing Data Source

The key attraction and draw backs of current information sources is rooted in their reliability and accessibility.

Data sources that are easily accessible and can be trusted to deliver accurate information on time, will attract more users than those that cant offer these two qualities.



Strengths				
	Total (89)	Kenya (30)	Uganda (30)	Tanzania (29)
Reliable information	<b>52%</b>	<b>30%</b>	<b>37%</b>	<b>90%</b>
Easily accessible	<b>27%</b>	<b>23%</b>	<b>47%</b>	10%
Up to date	18%	13%	13%	28%
Accurate information	8%	0%	23%	0%
Readily available	7%	20%	0%	0%
Cheap	3%	3%	0%	7%
Others	3%	10%	0%	0%

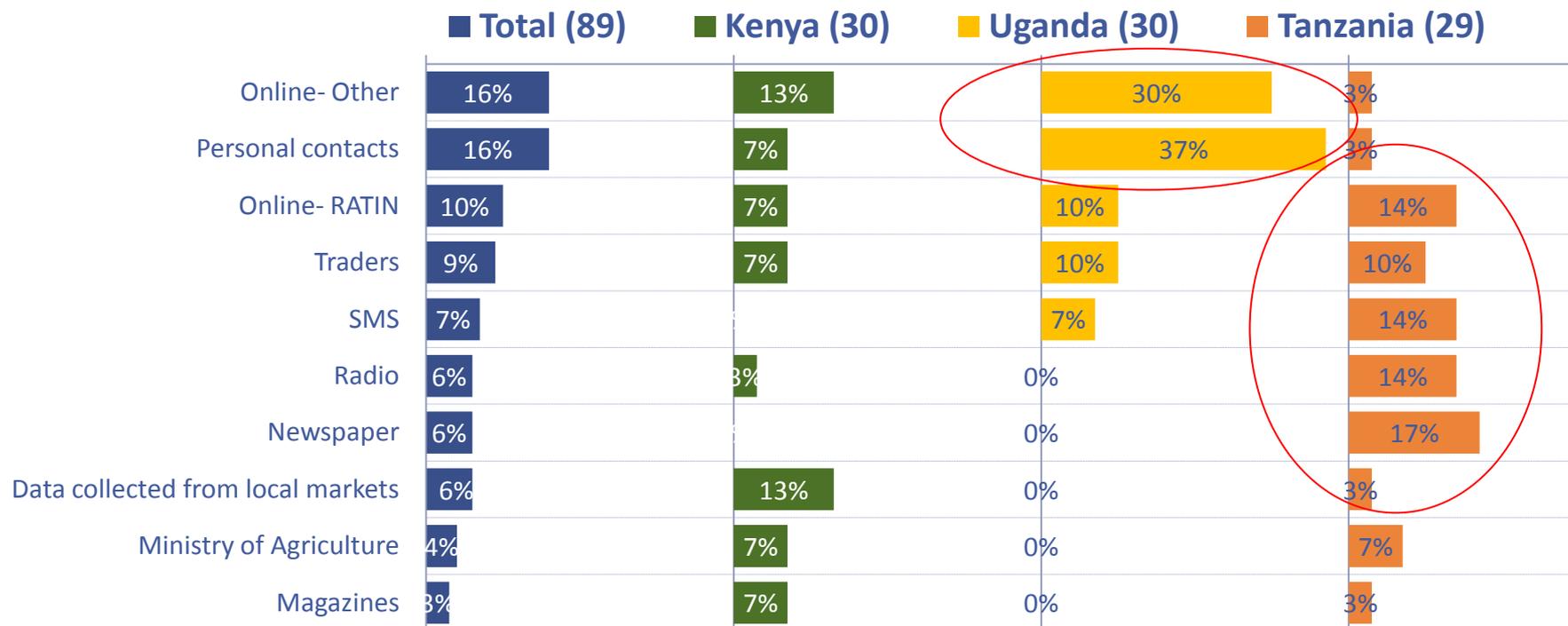
Weaknesses				
	Total (89)	Kenya (30)	Uganda (30)	Tanzania (29)
Not reliable	<b>34%</b>	<b>20%</b>	<b>27%</b>	<b>55%</b>
Accessibility	<b>19%</b>	10%	13%	<b>34%</b>
Not up to date information	18%	10%	<b>43%</b>	0%
Not detailed and comprehensive	13%	13%	17%	10%
Hard to find all information	8%	<b>20%</b>	3%	0%
High cost	7%	7%	7%	7%



# Information sources – Ranking by importance

Among the channels currently used, online sources of information were ranked the most important especially in Uganda and Kenya while in Tanzania a more prominent role is played by long-established channels like Newspapers, Radio and SMS.

The online RATIN site is ranked among the top 3 most important sources in each country which lends more credence to its usefulness in provision of information in the east African region.



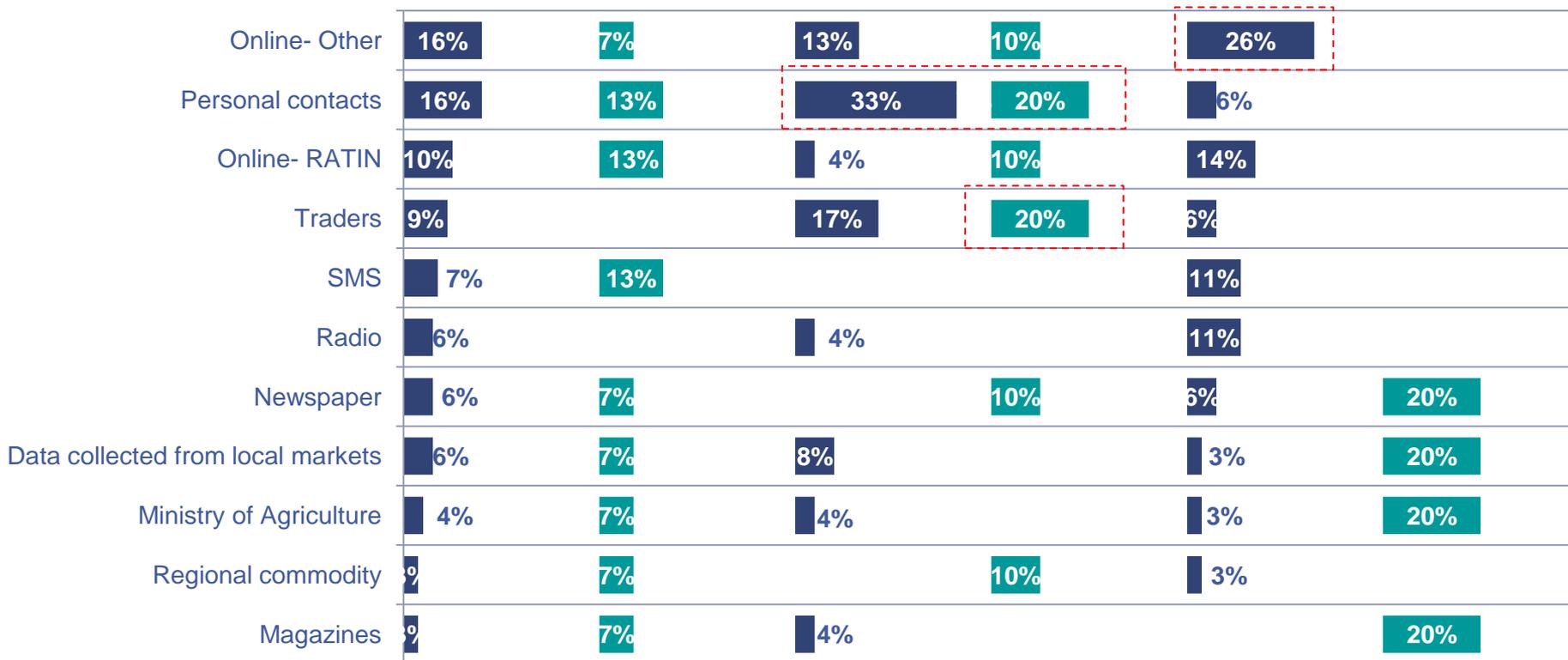
**Others in descending order of importance;** Regional commodity, Daily, weekly, monthly bulletins, Talking to farmers, National MIS provider, In-house staff, Kenya Agricultural Commodity exchange, Emails, Telephone, Talking to those in factories, Talking to the locals, Market surveys, Grain foundation.

# Information sources – Ranking by importance

Traders value personal contacts more than any other information sources while support/ advisory stakeholders value online sources the most.

Processors are more likely to use personal contacts or traders as a key source of information.

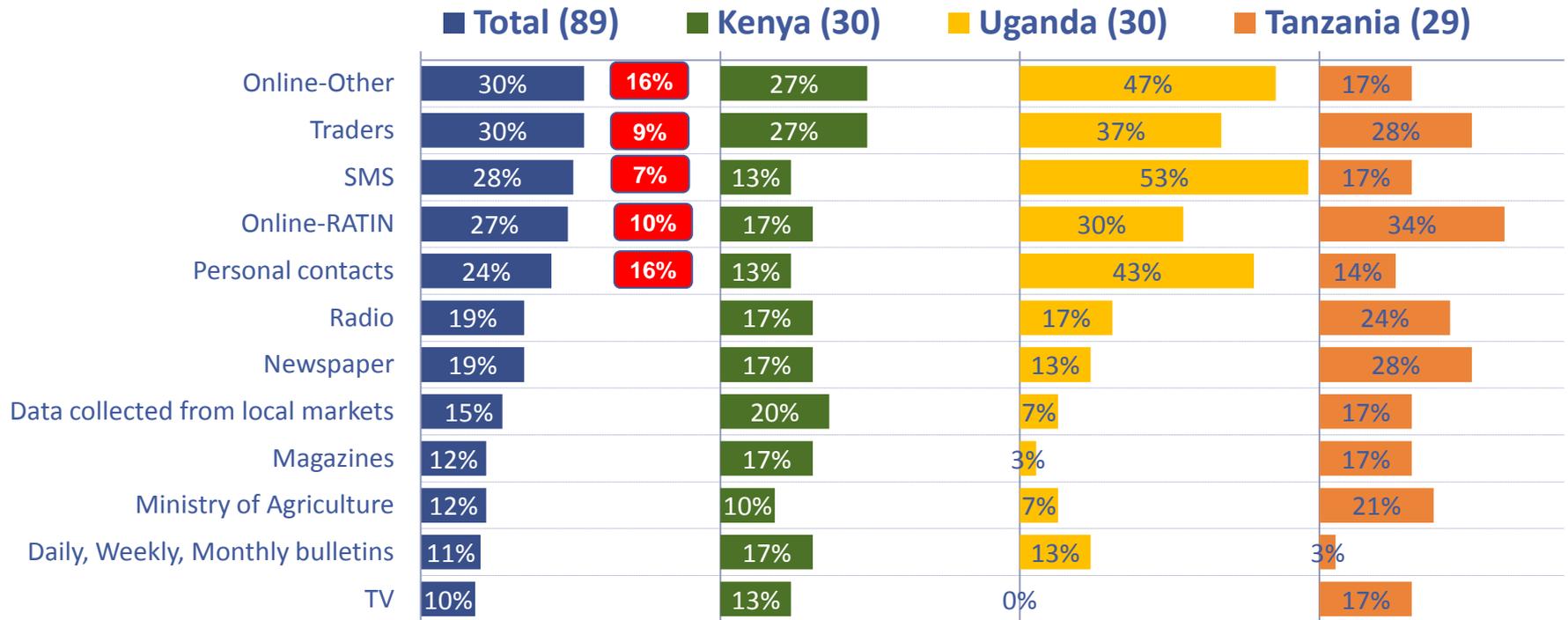
■ Total(89) ■ Producer (15) ■ Trader (24) ■ Processor (10) ■ Support/ Advisory (35) ■ Other(5)



**Others in descending order of importance;** Regional commodity, Daily, weekly, monthly bulletins, Talking to farmers, National MIS provider, In-house staff, Kenya Agricultural Commodity exchange, Emails, Telephone, Talking to those in factories, Talking to the locals, Market surveys, Grain foundation.

# Information sources – Ranking by Preference

Online sources of information including RATIN play an integral part in the stakeholders array of options with stakeholders in Uganda and Tanzania preferring to have online sources play a more important role than they currently do.

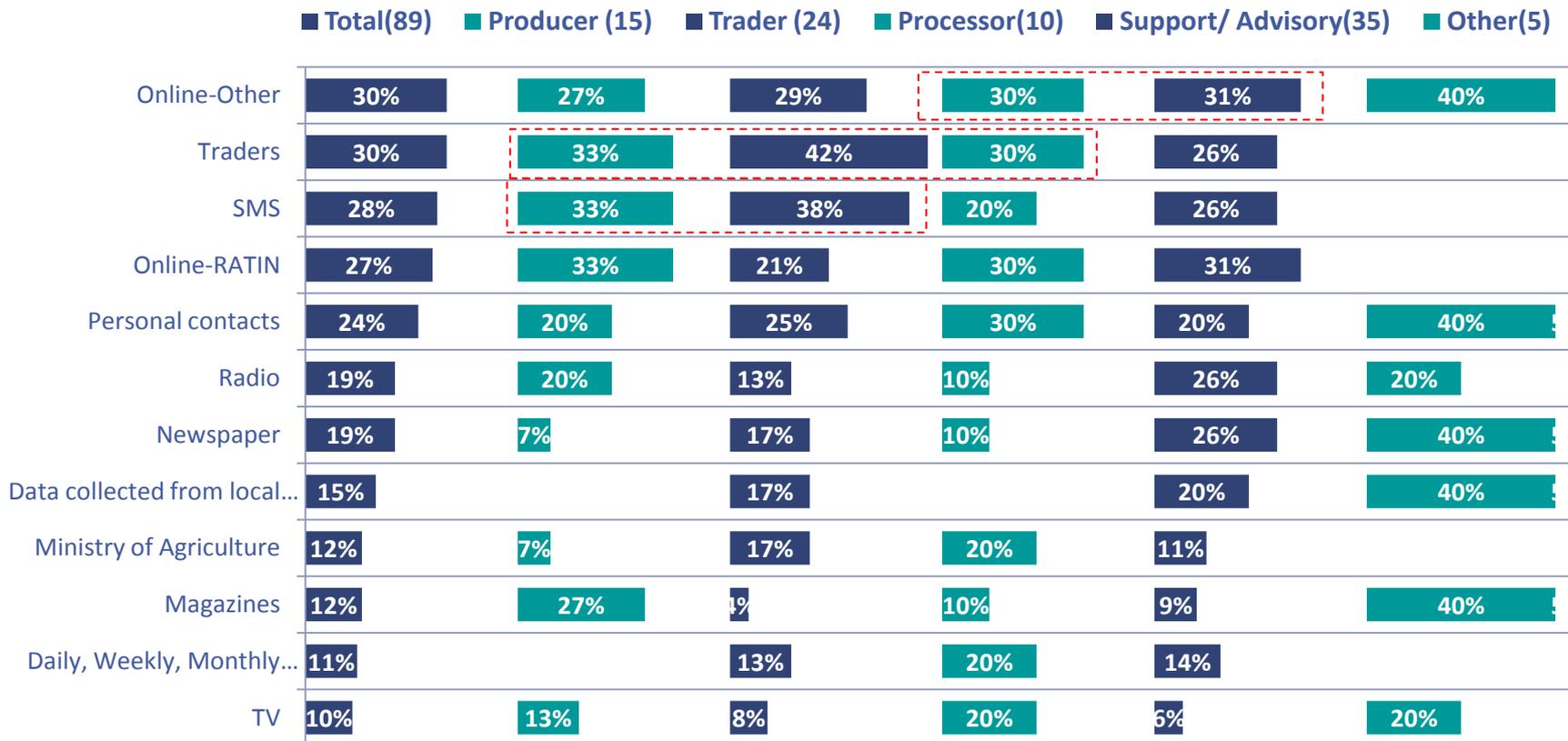


**X%** Importance Score from previous slide

**Others mentioned channels;** Regional commodity market - 9%, In-house staff - 4%, Kenya Agricultural Commodity exchange - 4%, National MIS provider - 2%, Village message boards - 2%, Emails - 2%, Telephone - 2%, Market surveys - 2%, Newswire - 1%, Thomson Reuters - 1%, FIT Uganda - 1%.

# Information sources – Ranking by Preference

Stakeholders are ready to try a number of information sources in their pursuit of reliable information.

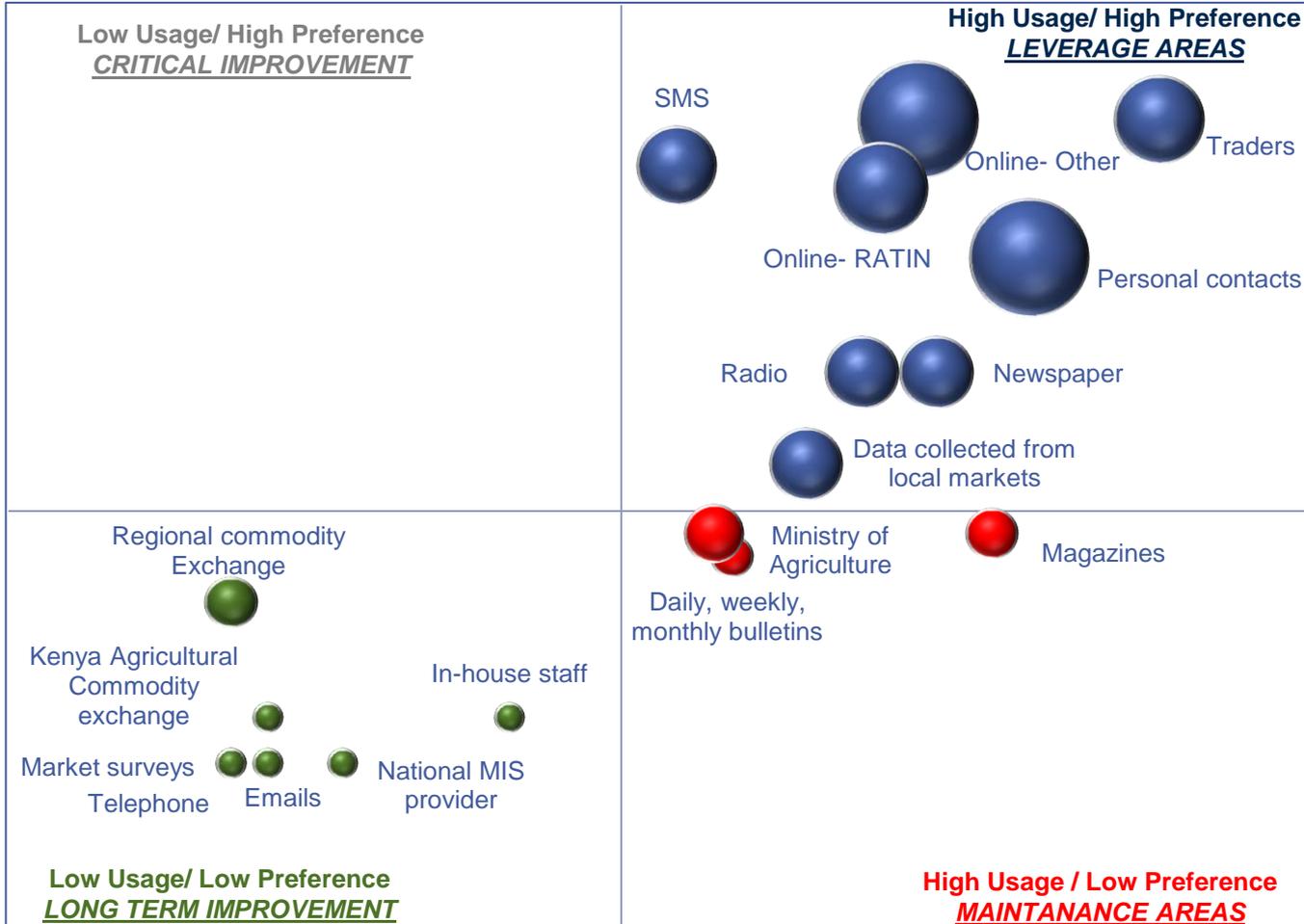


**Others mentioned channels;** Regional commodity market - 9%, In-house staff - 4%, Kenya Agricultural Commodity exchange - 4%, National MIS provider - 2%, Village message boards - 2%, Emails - 2%, Telephone - 2%, Market surveys - 2%, Newswire - 1%, Thomson Reuters - 1%, FIT Uganda - 1%.

# Opportunities to increase access to information - Total Sample

Opportunities to leverage – Online (RATIN + Others), Personal contacts, Traders

(% that would prefer to use information source) ----- High  
 ----- Preferred Usage -----  
 ----- Low



**High Leverage areas**  
 •“Entry points” targeting current usage channels

**Critical Improvement areas**  
 •High priority: Gaps/ opportunities to be targeted

**Maintenance Areas**  
 •Maintain current servicing offering

**long-term improvement**  
 •Low priority

Low ----- Current Usage ----- High

(% currently using information source)

Note: Bubble size represents Level of importance

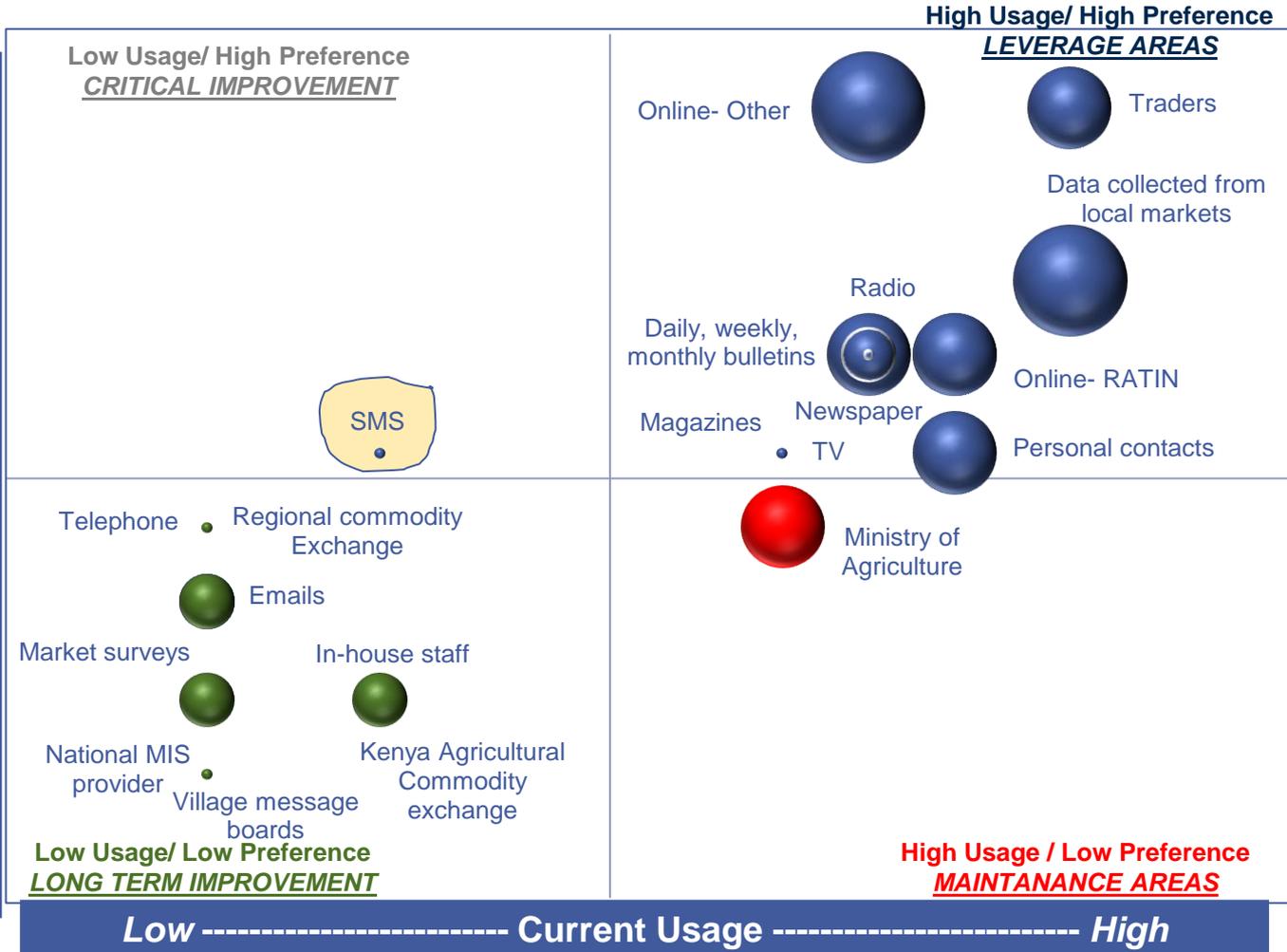
# Opportunities to increase access to information – Kenya

Critical priorities – SMS

Opportunities to leverage – Local markets, Online (RATIN + Others), Personal contacts, Traders, Radio

(% that would prefer to use information source)

High  
-----  
Preferred Usage  
-----  
Low



**High Leverage areas**  
•“Entry points” targeting current usage channels

**Critical Improvement areas**  
•High priority: Gaps/ opportunities to be targeted

**Maintenance Areas**  
•Maintain current servicing offering

**long-term improvement**  
•Low priority

(% currently using information source)  
Note: Bubble size represents Level of importance

# Opportunities to increase access to information – Uganda

Critical priorities – SMS, Radio

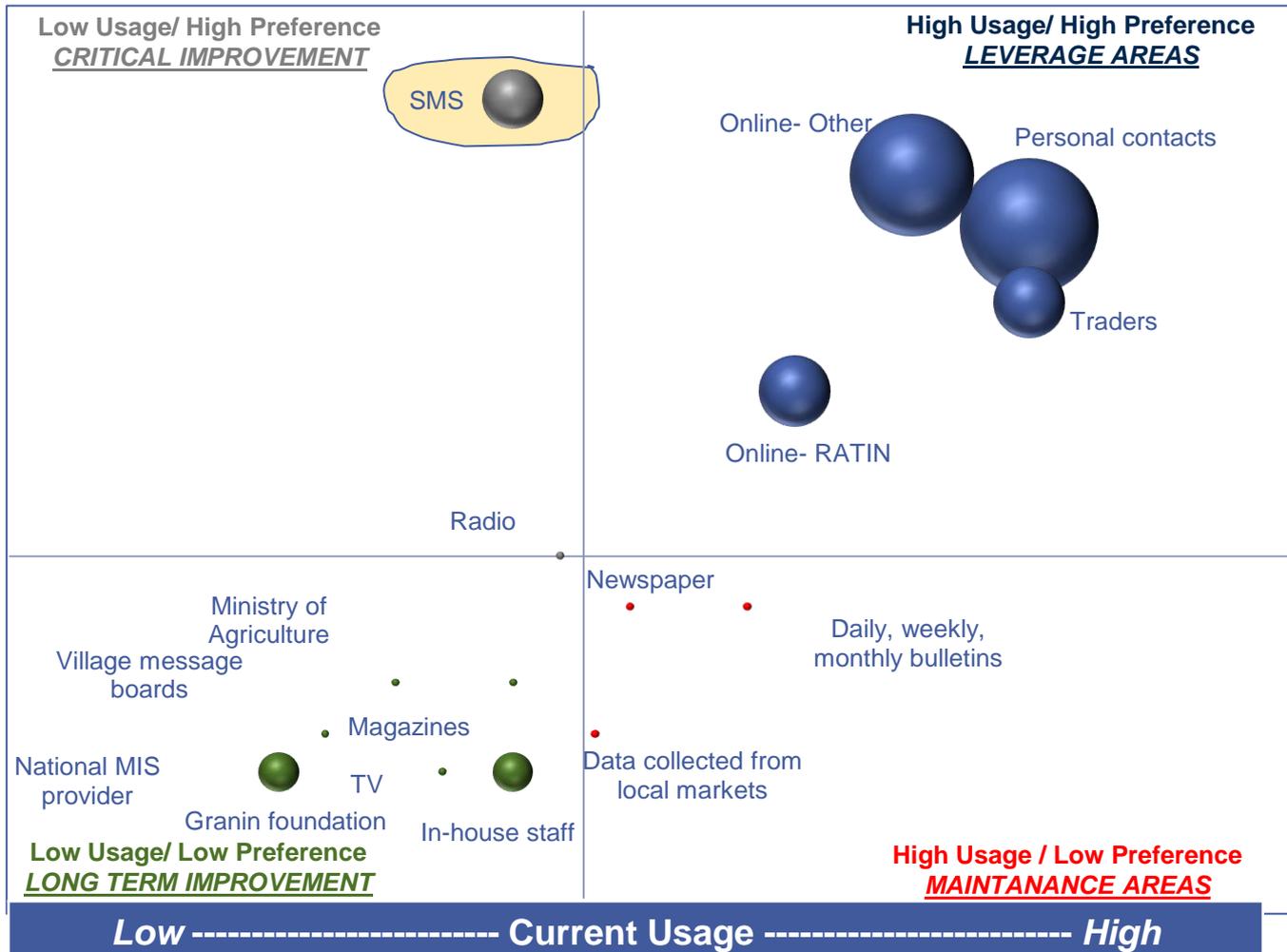
Opportunities to leverage – Online (RATIN + Others), Personal contacts, Traders

(% that would prefer to use information source)

High

Preferred Usage

Low



### High Leverage areas

- “Entry points” targeting current usage channels

### Critical Improvement areas

- High priority: Gaps/ opportunities to be targeted

### Maintenance Areas

- Maintain current servicing offering

### long-term improvement

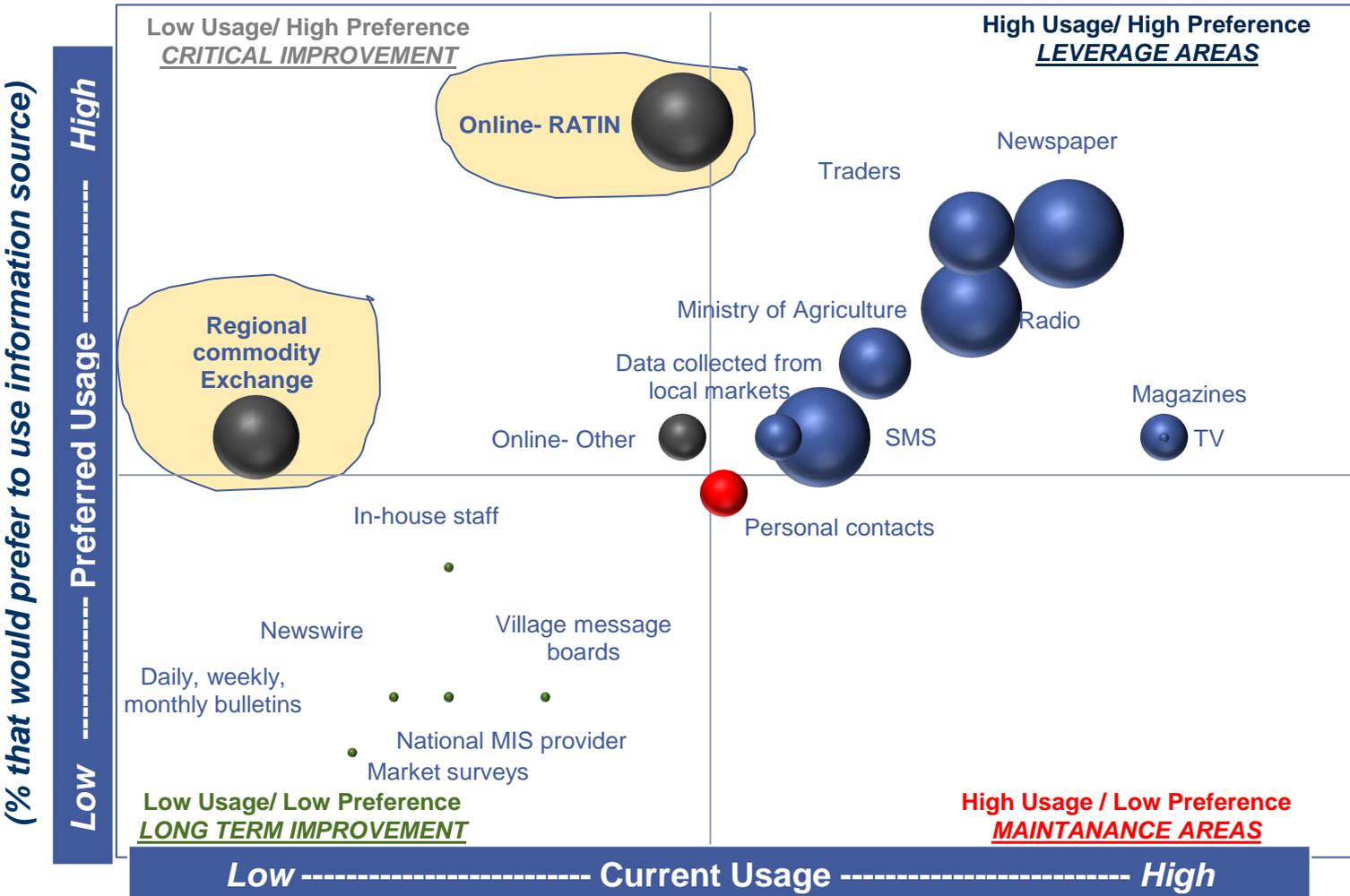
- Low priority

(% currently using information source)  
**Note: Bubble size represents Level of importance**

# Opportunities to increase access to information – Tanzania

Critical priorities – Online (RATIN + Others), Regional commodity exchange

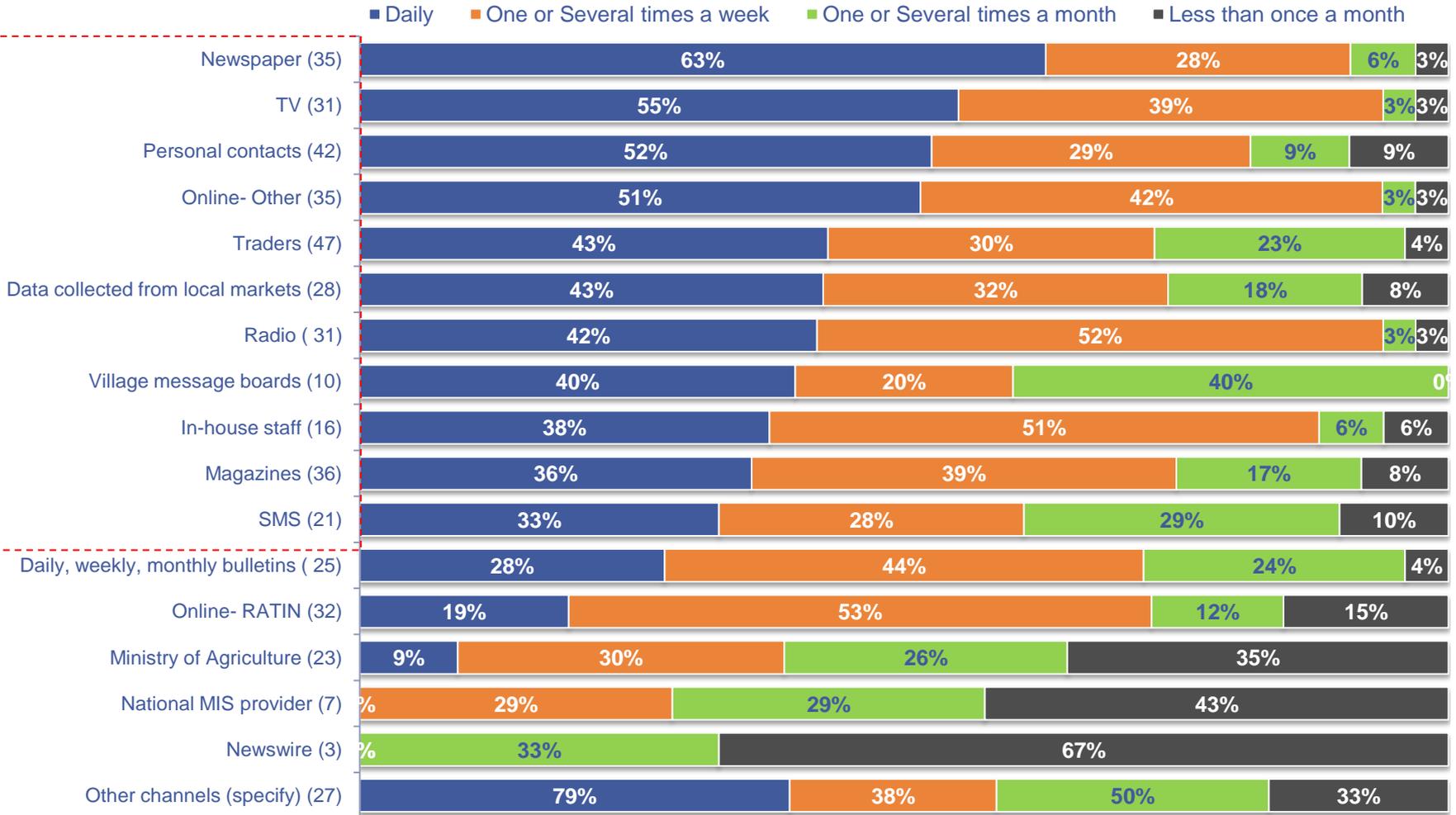
Opportunities to leverage – Radio, Local markets, Print (News papers & Magazines), SMS



(% currently using information source)  
 Note: Bubble size represents Level of importance

# Frequency of Access of Channels - All countries

More than half Access the channels at least once a week

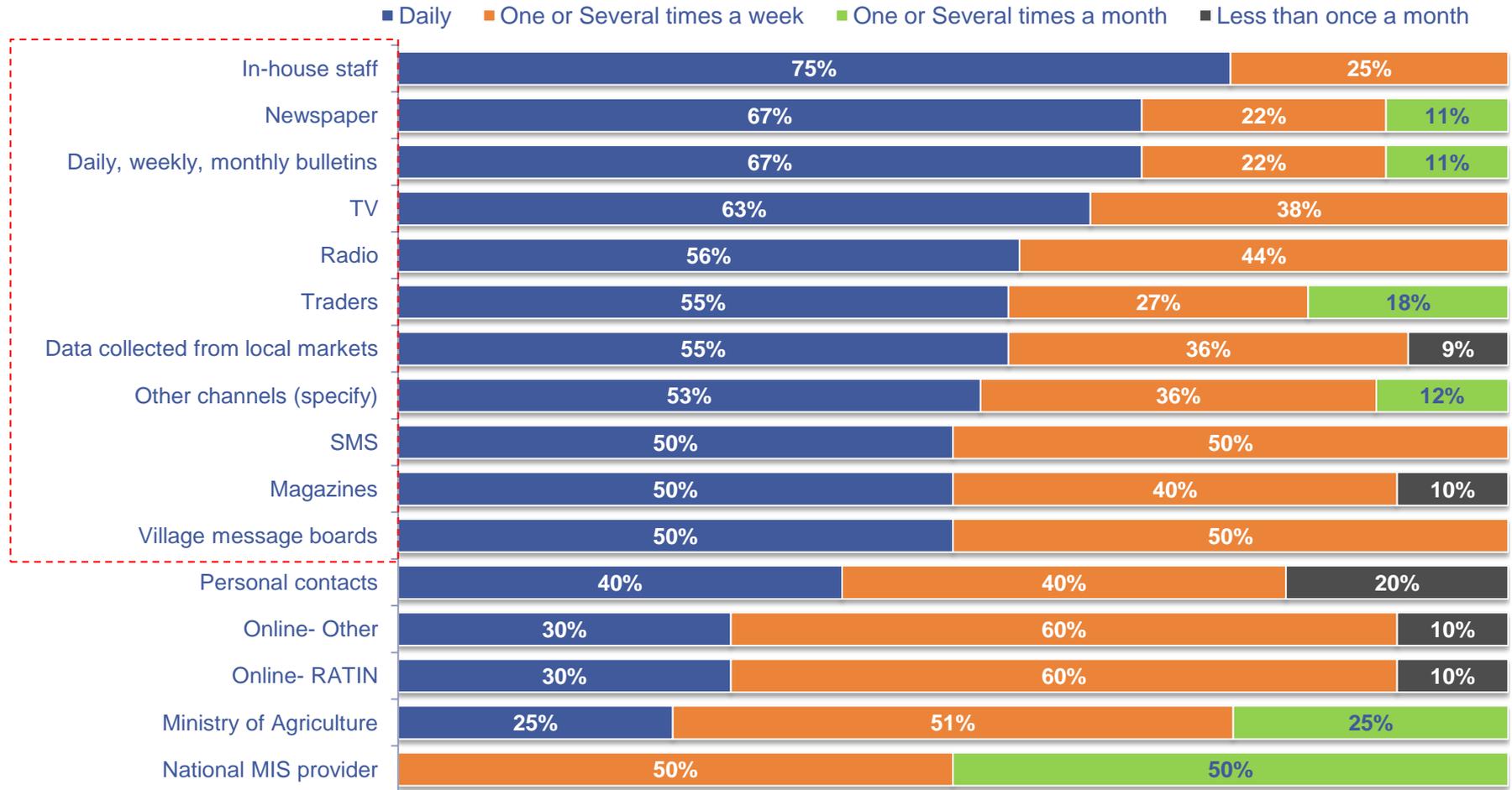


**Newspaper, TV and Personal contact are the channels frequently visited (more than half of those who use the channel visit everyday).**

Note: Village message boards, National MIS provider and News wire have small bases which may not represent the population



# Frequency of Access of Channels - Kenya



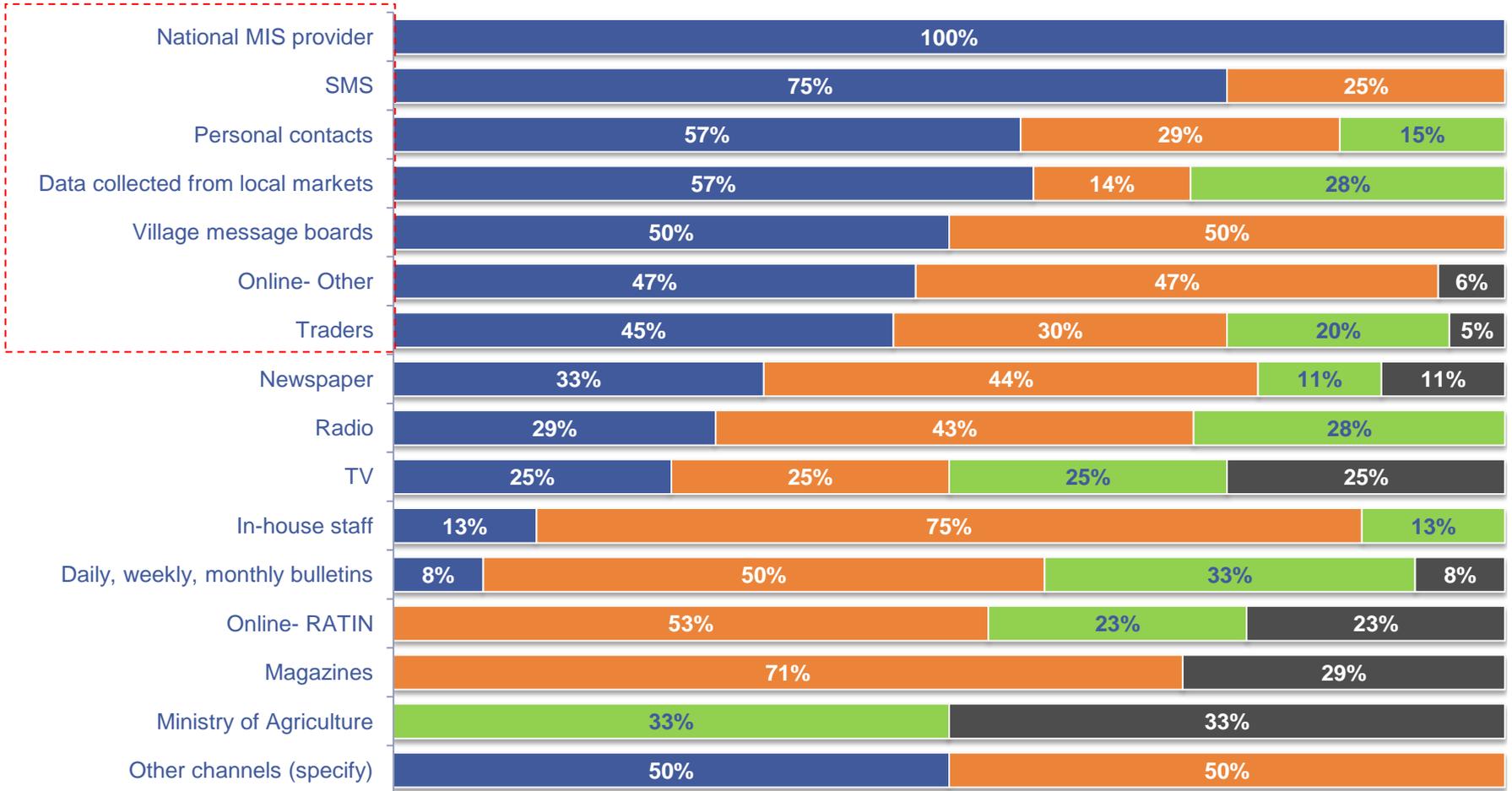
**More than half of the each channel user visit the channels at least once a week. I-house staff, News paper, Daily, weekly, monthly bullet and TV take lead in terms of everyday's frequency of accessibility.**

Note: Village message boards, National MIS provider and News wire have small bases which may not represent the population



# Frequency of Access of Channels - Uganda

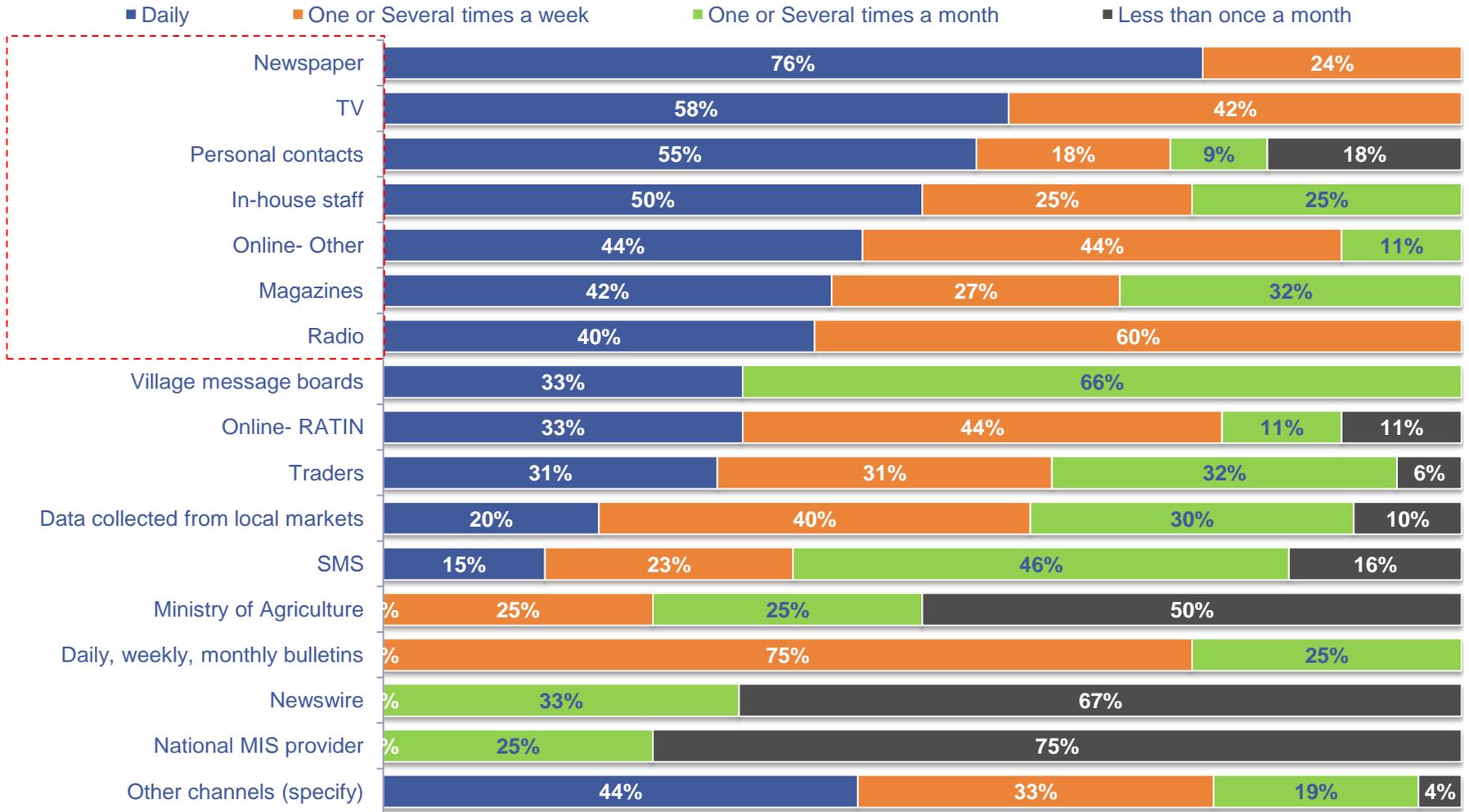
■ Daily 
 ■ One or Several times a week 
 ■ One or Several times a month 
 ■ Less than once a month



Majority of the users of National MIS provider, SMS, personal contact, Data collection from local markets and village message board access the channels either everyday or several times a week.

Note: Village message boards, National MIS provider and News wire have small bases which may not represent the population

# Frequency of Access of Channels - Tanzania



**Majority of the users of Newspaper, TV and Personal contacts visit /access the channels more frequently (daily)**

Note: Village message boards, National MIS provider and News wire have small bases which may not represent the population

# Most sought trade and market information

**Top 5** mentions by country **highlighted** in table below

	Total (89)	Kenya (30)	Uganda (30)	Tanzania (29)
Local Prices – primary markets	<b>89%</b>	<b>77%</b>	<b>93%</b>	<b>97%</b>
Regional Prices – primary markets	<b>65%</b>	<b>63%</b>	<b>67%</b>	<b>66%</b>
Information on grains quality standards	<b>54%</b>	33%	<b>87%</b>	41%
Local Prices – secondary markets	<b>53%</b>	37%	57%	<b>66%</b>
Market volumes (primary markets) by grade	<b>51%</b>	37%	63%	<b>52%</b>
Trade flow volumes	<b>51%</b>	<b>50%</b>	<b>67%</b>	34%
National Food Balance Sheets	<b>51%</b>	33%	63%	<b>55%</b>
National price and trend analysis	46%	<b>40%</b>	<b>70%</b>	28%
Regional Prices – secondary markets	44%	23%	60%	48%
Production data (historical)	40%	<b>40%</b>	57%	24%
Trade policy updates	39%	27%	43%	48%
Market volumes (secondary markets) by grade	38%	23%	50%	41%
Information on staple foods trade requirements and forms	38%	27%	57%	31%
Market profiles	37%	30%	37%	45%
Regional Food Balance Sheet	37%	20%	50%	41%
Access to global and regional market analysis	36%	30%	63%	14%
Production forecasts (country-specific)	34%	23%	53%	24%
Regional price and trend analysis	34%	30%	57%	14%
Input costs/availability	33%	33%	50%	14%
Real-time price information (links to commodities exchanges)	31%	37%	50%	7%
Meteorological data links	27%	27%	47%	7%
Links to transportation providers	27%	17%	43%	21%
Import parity prices	26%	23%	43%	10%
Real-time warehouse volume tracking(national and regional availability)	24%	30%	30%	10%
Registry of storage operators	24%	27%	37%	7%
Interactive map of the region’s storage facilities (location, capacity, contacts)	22%	17%	37%	14%

# Most sought trade and market information

**Top 5** mentions by stakeholder category **highlighted** in table below

	Total(89)	Producer (15)	Trader (24)	Processor (10)	Support/ Advisory(35)	Other(5)
Local Prices – primary markets	89%	93%	92%	70%	94%	60%
Regional Prices – primary markets	65%	60%	67%	70%	66%	60%
Information on grains quality standards	54%	47%	58%	50%	57%	40%
Local Prices – secondary markets	53%	40%	46%	50%	66%	40%
Market volumes (primary markets) by grade	51%	53%	42%	60%	54%	40%
National Food Balance Sheets	51%	53%	46%	70%	49%	40%
Trade flow volumes	51%	47%	58%	30%	54%	40%
National price and trend analysis	46%	47%	54%	50%	43%	20%
Regional Prices – secondary markets	44%	33%	42%	30%	57%	20%
Production data (historical)	40%	27%	50%	30%	43%	40%
Trade policy updates	39%	33%	38%	40%	43%	40%
Information on staple foods trade requirements and forms	38%	47%	29%	30%	46%	20%
Market volumes (secondary markets) by grade	38%	40%	25%	30%	49%	40%
Market profiles	37%	47%	29%	20%	43%	40%
Regional Food Balance Sheet	37%	33%	29%	40%	43%	40%
Access to global and regional market analysis	36%	40%	38%	20%	40%	20%
Production forecasts (country-specific)	34%	27%	25%	20%	43%	60%
Regional price and trend analysis	34%	20%	33%	30%	40%	40%
Input costs/availability	33%	47%	21%	30%	37%	20%
Real-time price information (links to commodities exchanges)	31%	20%	42%	30%	31%	20%
Links to transportation providers	27%	27%	29%	20%	29%	20%
Meteorological data links	27%	27%	33%	10%	26%	40%
Import parity prices	26%	20%	29%	30%	26%	20%
Real-time warehouse volume tracking(national and regional availability)	24%	13%	29%	40%	20%	20%
Registry of storage operators	24%	33%	17%	10%	29%	20%
Interactive map of the region’s storage facilities (location, capacity, contacts)	22%	7%	21%	30%	29%	20%

# Importance of information types

**Top 5** information types by country **highlighted** in table below. Information on grain quality standards cuts across all 3 countries.

**Scale: 1 (Not important) – 5 (Very important)**

	Total (89)	Kenya (30)	Uganda (30)	Tanzania (29)
Local Prices – primary markets	<b>4.4</b>	4.4	<b>4.8</b>	<b>4.0</b>
Input costs/availability	<b>4.3</b>	4.2	<b>4.4</b>	<b>4.3</b>
Information on grains quality standards	<b>4.3</b>	<b>4.5</b>	<b>4.4</b>	<b>3.9</b>
Import parity prices	<b>4.2</b>	4.3	4.2	<b>4.0</b>
Regional price and trend analysis	<b>4.2</b>	4.1	<b>4.4</b>	3.5
Real-time price information (links to commodities exchanges)	4.1	4.4	4.1	3.0
Interactive map of the region’s storage facilities (location, capacity, contacts)	4.1	<b>4.6</b>	<b>4.4</b>	2.8
Real-time warehouse volume tracking(national and regional availability)	4.1	4.1	4.3	3.3
Information on staple foods trade requirements and forms	4.1	<b>4.5</b>	4.0	<b>3.9</b>
Meteorological data links	4.1	4.3	4.1	3.0
Links to transportation providers	4.1	<b>4.6</b>	4.0	3.8
Trade policy updates	4.0	<b>4.5</b>	4.1	3.7
National price and trend analysis	4.0	<b>4.6</b>	4.1	2.9
Access to global and regional market analysis	4.0	4.3	4.0	3.0
Production data (historical)	3.9	4.4	4.1	2.9
Market volumes (primary markets) by grade	3.9	3.9	4.2	3.6
Local Prices – secondary markets	3.9	3.9	4.2	3.7
Production forecasts (country-specific)	3.9	4.4	4.0	3.1
Trade flow volumes	3.9	3.9	4.2	3.4
Market volumes (secondary markets) by grade	3.8	4.3	4.1	3.3
Market profiles	3.8	4.1	3.8	3.6
National Food Balance Sheets	3.8	4.1	3.9	3.5
Regional Prices – primary markets	3.8	3.7	4.3	3.3
Regional Food Balance Sheet	3.8	4.0	3.9	3.5
Regional Prices – secondary markets	3.7	4.4	3.8	3.2
Registry of storage operators	3.7	3.5	3.9	3.0

# Importance of information types

**Top 5** information types by stakeholder category **highlighted** in table below. Information on grain quality standards cuts across all 3 stakeholder categories.

*Scale: 1 (Not important) – 5 (Very important)*

	Total	Producer	Trader	Processor	Support/ Advisory	Other
Local Prices – primary markets	4.4	4.2	4.8	4.0	4.4	3.7
Input costs/availability	4.3	4.3	4.0	4.7	4.3	5.0
Information on grains quality standards	4.3	4.3	4.4	4.0	4.3	5.0
Import parity prices	4.2	4.7	3.7	4.7	4.2	5.0
Regional price and trend analysis	4.2	4.3	4.3	4.3	4.0	4.5
Real-time price information (links to commodities exchanges)	4.1	4.7	4.2	3.3	4.0	5.0
Interactive map of the region’s storage facilities (location, capacity, contacts)	4.1	5.0	4.0	3.7	4.1	5.0
Real-time warehouse volume tracking(national and regional availability)	4.1	4.5	4.3	3.5	4.0	5.0
Information on staple foods trade requirements and forms	4.1	4.1	4.0	4.7	3.9	5.0
Meteorological data links	4.1	4.0	4.1	5.0	3.8	5.0
Links to transportation providers	4.1	3.5	4.6	4.0	3.9	5.0
Trade policy updates	4.0	3.8	4.3	4.3	3.7	5.0
National price and trend analysis	4.0	4.1	4.1	4.4	3.7	5.0
Access to global and regional market analysis	4.0	3.2	3.9	4.5	4.2	5.0
Production data (historical)	3.9	4.0	4.0	4.0	3.7	5.0
Market volumes (primary markets) by grade	3.9	3.9	4.2	3.7	3.8	4.5
Local Prices – secondary markets	3.9	3.8	3.9	3.6	4.0	3.5
Production forecasts (country-specific)	3.9	3.5	4.0	3.5	4.0	4.0
Trade flow volumes	3.9	3.4	4.5	4.0	3.6	4.0
Market volumes (secondary markets) by grade	3.8	3.3	4.2	4.0	3.8	4.5
Market profiles	3.8	3.3	3.6	4.5	4.0	4.5
National Food Balance Sheets	3.8	3.6	3.7	4.1	3.8	4.0
Regional Prices – primary markets	3.8	3.1	3.9	4.0	3.8	3.7
Regional Food Balance Sheet	3.8	3.4	4.0	3.0	3.8	5.0
Regional Prices – secondary markets	3.7	2.6	4.0	3.3	3.8	5.0
Registry of storage operators	3.7	2.4	4.3	3.0	4.0	5.0

# Proffered access channels by information type

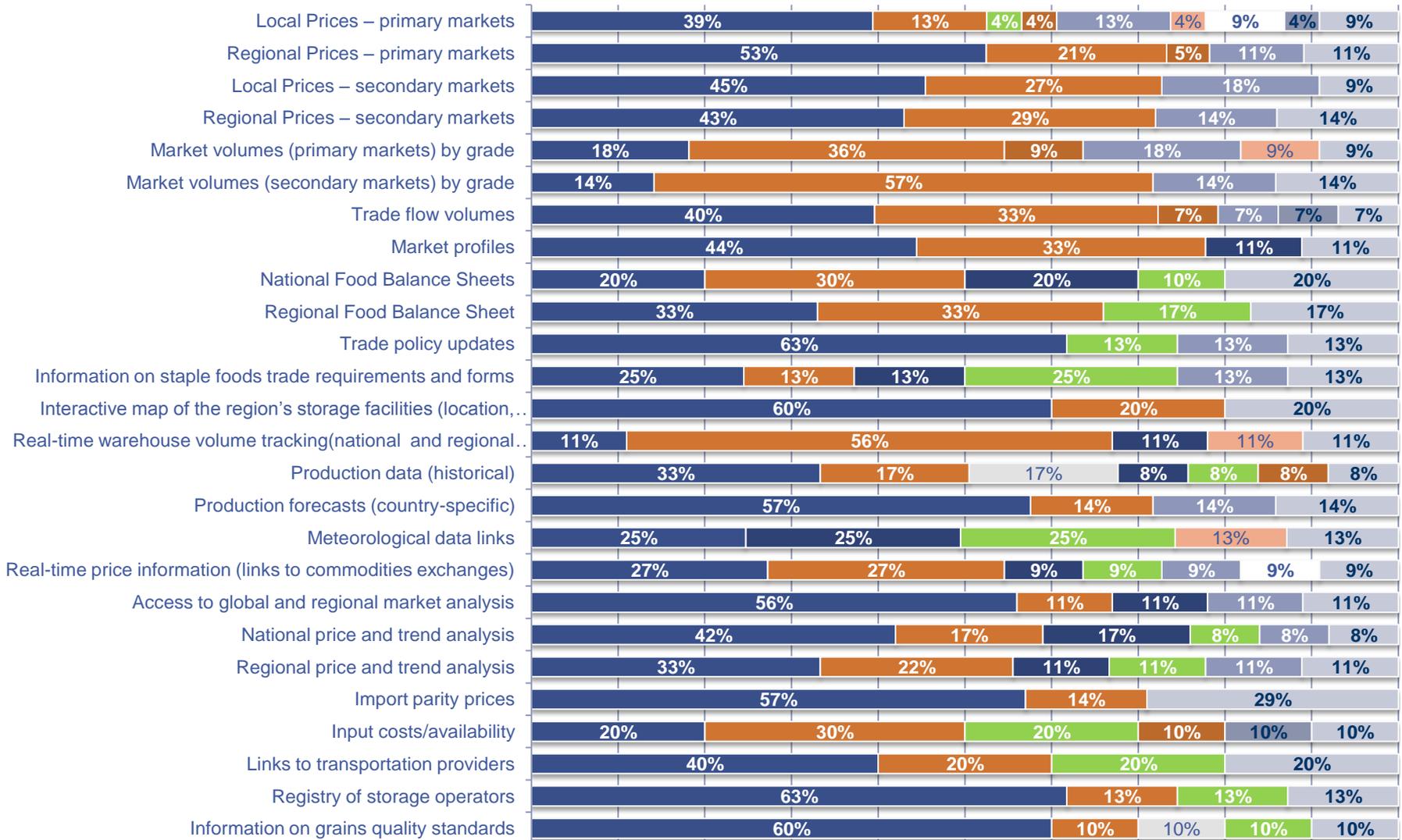
Main preference by information type **highlighted** in table below. Email and internet most preferred for most information types.

	Emails	Internet	CD Roms	Bulletins	Newspapers	Magazines	Word of mouth	Radio	SMS	Phone GPRS Data	TV
Local Prices – primary markets	19%	34%	0%	1%	3%	5%	8%	13%	11%	1%	5%
Regional Prices – primary markets	21%	43%	0%	2%	9%	3%	9%	3%	7%	0%	3%
Local Prices – secondary markets	17%	36%	0%	2%	4%	4%	9%	13%	11%	0%	4%
Regional Prices – secondary markets	23%	36%	0%	3%	8%	0%	8%	5%	13%	3%	3%
Market volumes (primary markets) by grade	11%	47%	0%	0%	4%	7%	9%	9%	11%	0%	2%
Market volumes (secondary markets) by grade	12%	59%	0%	0%	0%	0%	9%	3%	12%	0%	6%
Trade flow volumes	31%	47%	0%	4%	4%	2%	2%	0%	4%	2%	2%
Market profiles	18%	55%	0%	6%	9%	0%	0%	3%	6%	0%	3%
National Food Balance Sheets	18%	51%	2%	9%	7%	9%	0%	0%	0%	0%	4%
Regional Food Balance Sheet	12%	61%	0%	6%	6%	9%	0%	0%	0%	0%	6%
Trade policy updates	26%	43%	0%	0%	6%	6%	6%	6%	3%	0%	6%
Information on staple foods trade requirements and forms	21%	44%	0%	6%	9%	3%	3%	9%	3%	0%	3%
Interactive map of the region's storage facilities (location, capacity, contacts)	25%	60%	0%	0%	10%	0%	0%	0%	0%	0%	5%
Real-time warehouse volume tracking(national and regional availability)	19%	48%	0%	10%	0%	0%	0%	5%	14%	0%	5%
Production data (historical)	25%	39%	0%	8%	6%	6%	3%	0%	8%	0%	6%
Production forecasts (country-specific)	27%	43%	0%	3%	0%	0%	3%	7%	7%	3%	7%
Meteorological data links	25%	33%	0%	13%	8%	4%	0%	4%	4%	0%	8%
Real-time price information (links to commodities exchanges)	25%	36%	0%	7%	4%	0%	4%	4%	18%	0%	4%
Access to global and regional market analysis	38%	38%	0%	6%	0%	0%	3%	0%	13%	0%	3%
National price and trend analysis	34%	44%	0%	7%	5%	0%	2%	2%	2%	0%	2%
Regional price and trend analysis	33%	40%	0%	7%	7%	0%	3%	3%	3%	0%	3%
Import parity prices	39%	35%	0%	4%	0%	0%	4%	4%	4%	0%	9%
Input costs/availability	21%	38%	0%	0%	17%	3%	3%	0%	7%	7%	3%
Links to transportation providers	29%	33%	0%	4%	4%	0%	4%	4%	13%	4%	4%
Registry of storage operators	43%	38%	5%	5%	5%	0%	0%	0%	0%	0%	5%
Information on grains quality standards	29%	33%	4%	6%	6%	0%	2%	4%	10%	0%	4%



# Preferred Mode of Accessing/Receiving Information- Kenya

■ Emails 
 ■ Internet 
 ■ CD Roms 
 ■ Bulletins 
 ■ Newspapers 
 ■ Magazines 
 ■ Word of mouth 
 ■ Radio 
 ■ SMS 
 ■ Phone GPRS Data 
 ■ TV



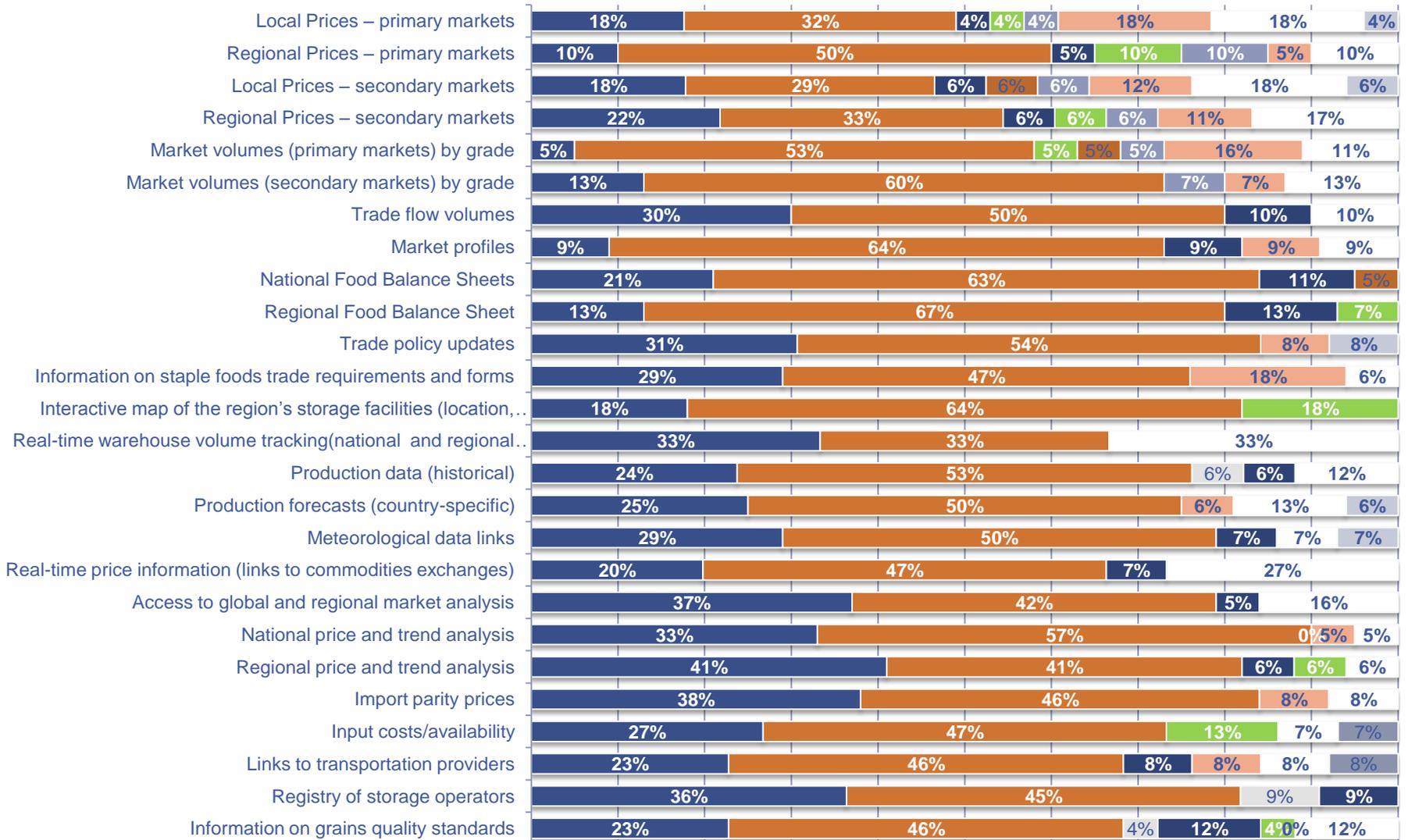
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# Preferred Mode of Accessing/Receiving Information- Uganda

■ Emails 
 ■ Internet 
 ■ CD Roms 
 ■ Bulletins 
 ■ Newspapers 
 ■ Magazines 
 ■ Word of mouth 
 ■ Radio 
 ■ SMS 
 ■ Phone GPRS Data 
 ■ TV



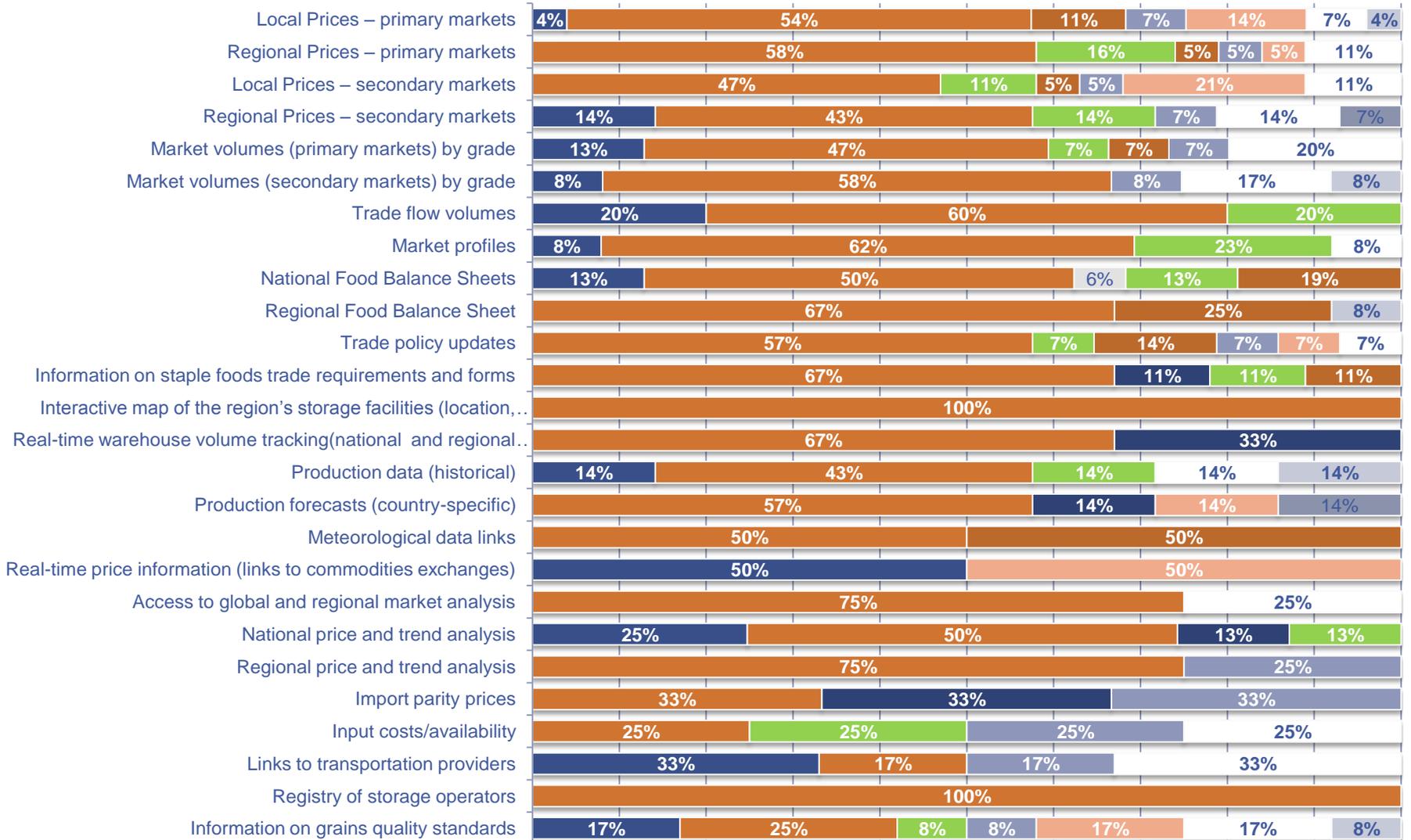
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# Preferred Mode of Accessing/Receiving Information- Tanzania

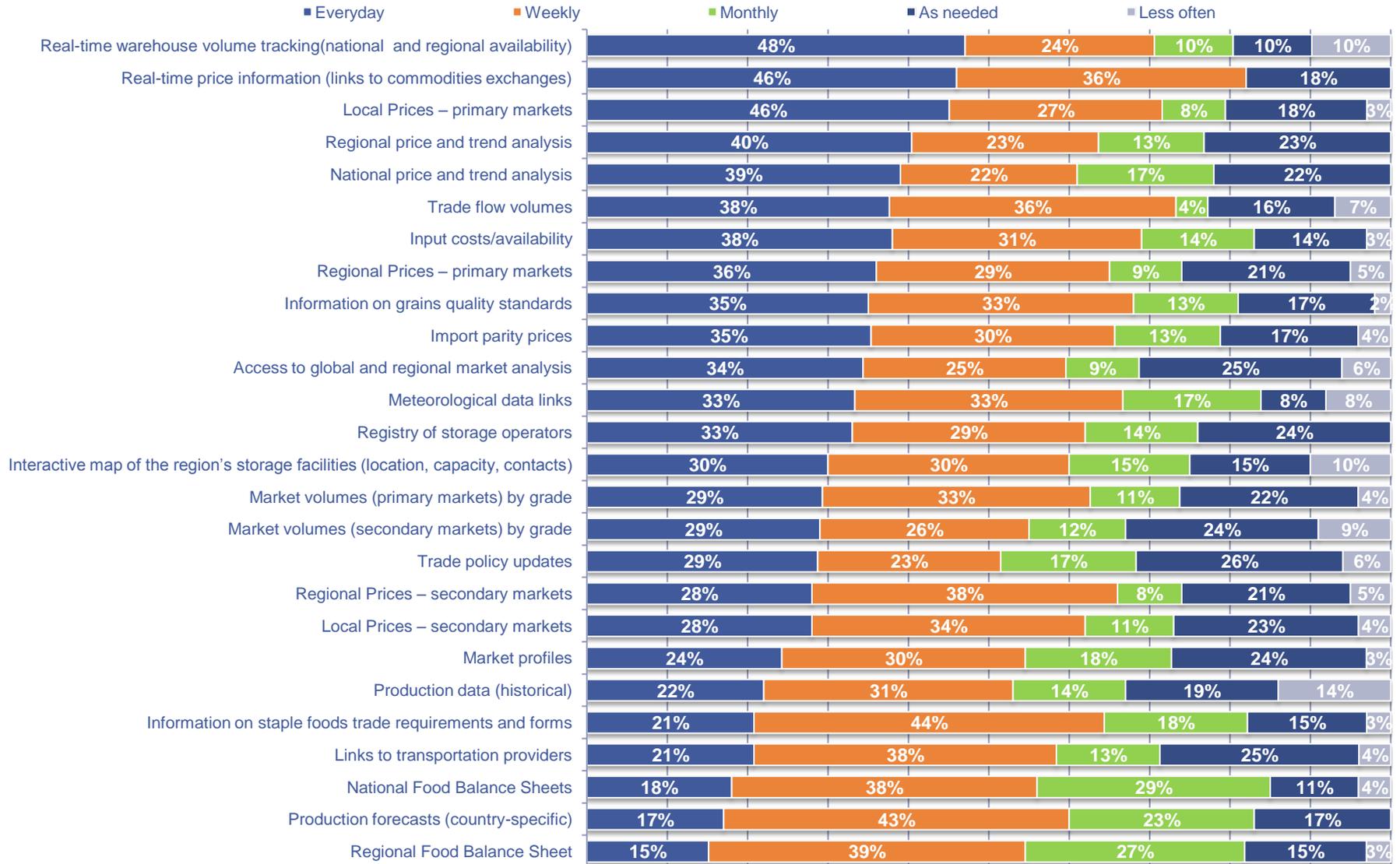
■ Emails 
 ■ Internet 
 ■ CD Roms 
 ■ Bulletins 
 ■ Newspapers 
 ■ Magazines 
 ■ Word of mouth 
 ■ Radio 
 ■ SMS 
 ■ Phone GPRS Data 
 ■ TV



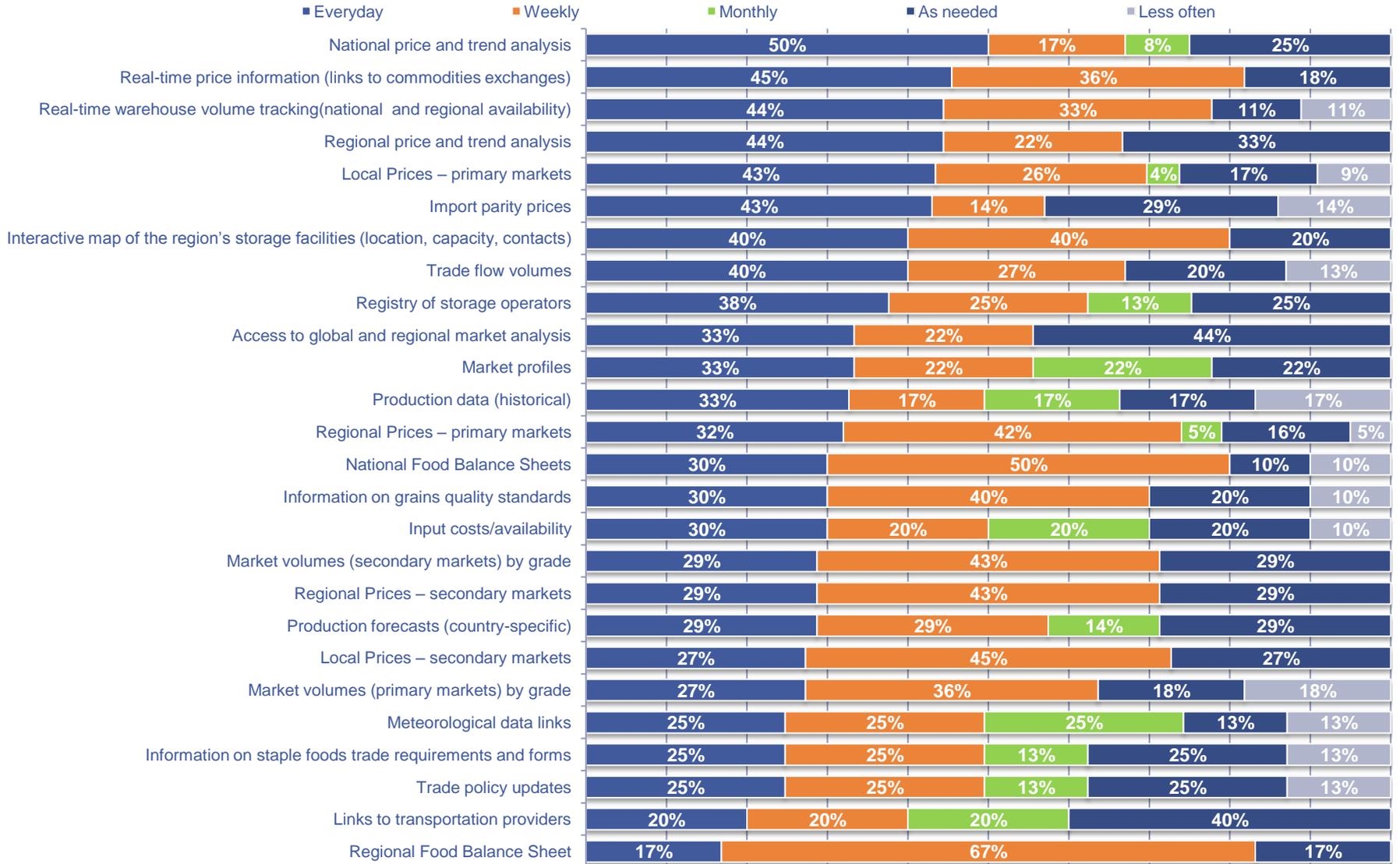
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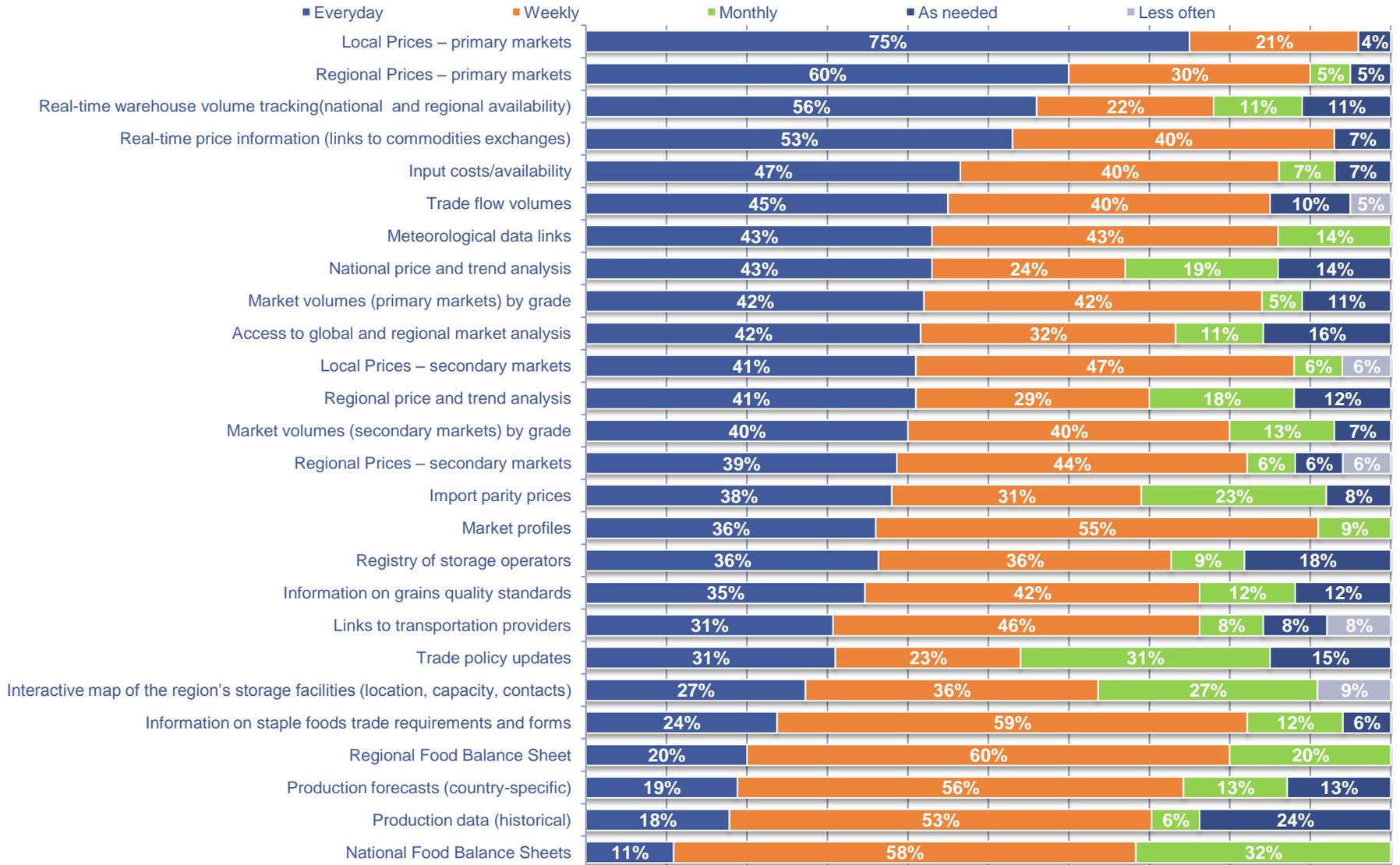
# Frequency Of Access Information – East Africa



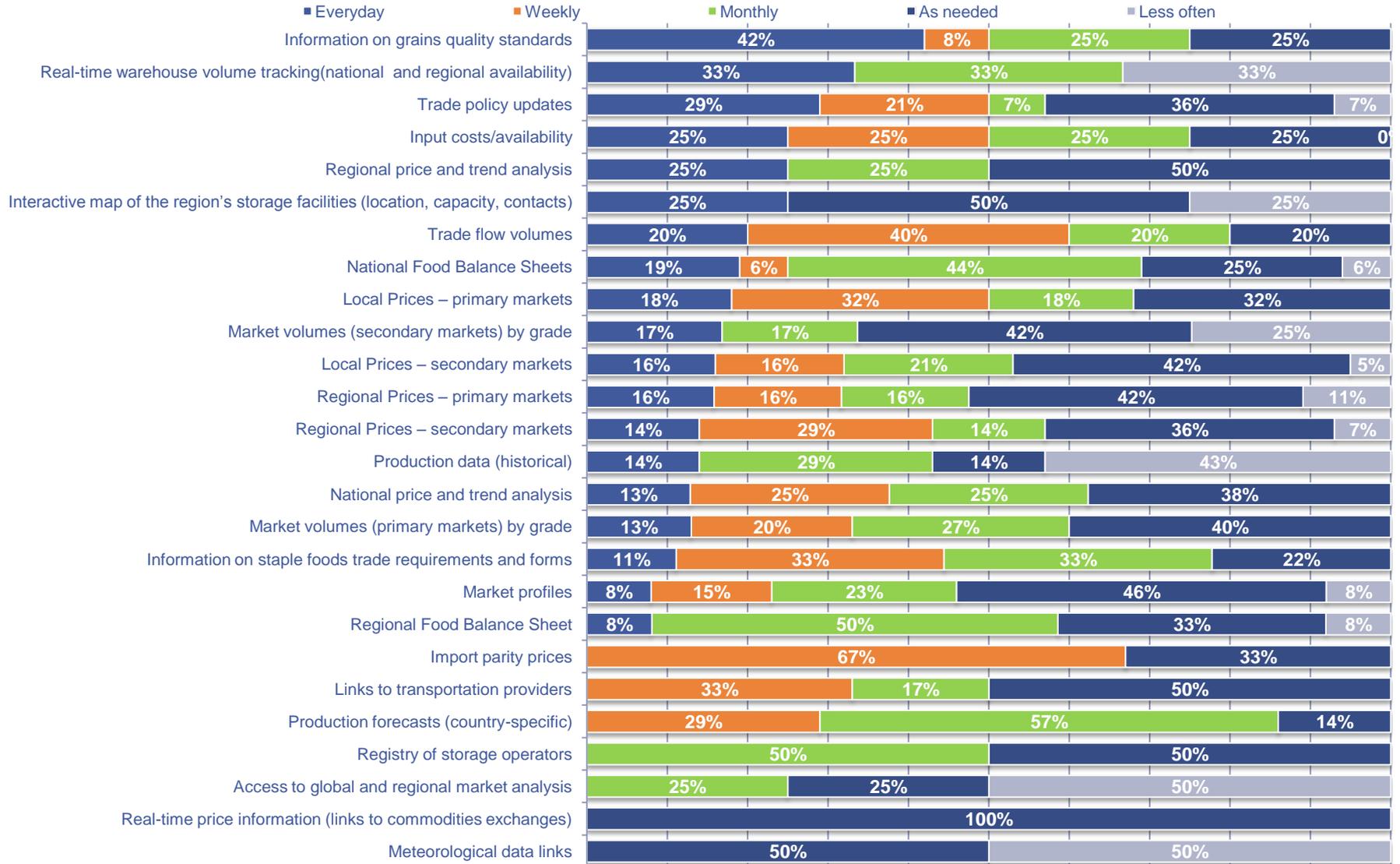
# Frequency Of Accessing Information - In Kenya



# Frequency of Access Information - In Uganda



# Frequency of Access information - In Tanzania





# NEW RATIN



# Making RATIN more Useful and Relevant

To increase stakeholders' endearment to RATIN, the three major items that should be emphasized are;

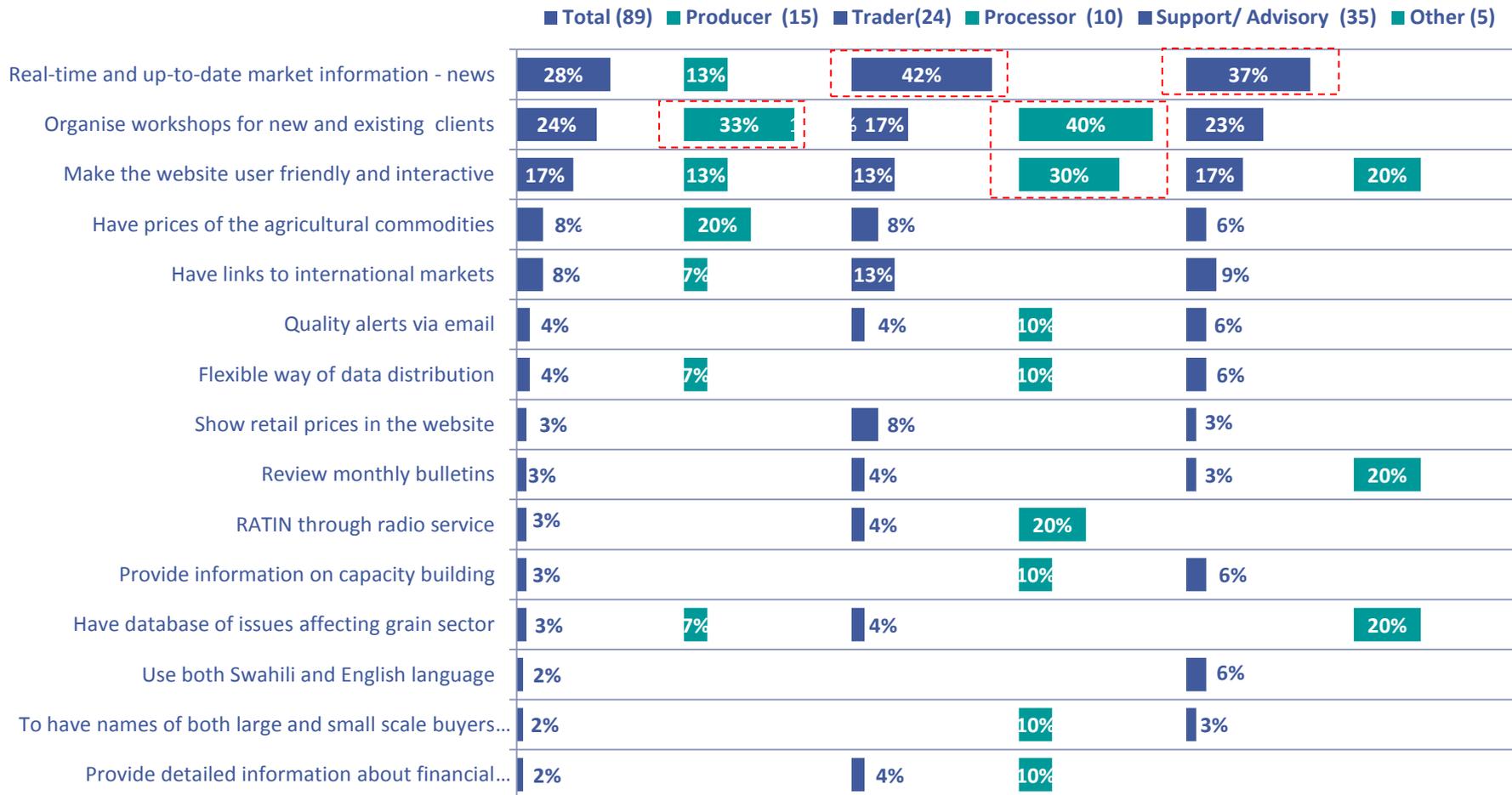
1. **Efficiency:** offering real time and up to date information,
2. **Putting a face to RATIN:** by organizing periodic workshops to engage the stakeholders and
3. **Ease of use:** by making the site more interactive and user friendly

	Total (89)	Kenya (30)	Uganda (30)	Tanzania (29)
Real-time and up-to-date market information - news	28%	20%	60%	3%
Organise workshops for new and existing clients	24%	10%	0%	62%
Make the website user friendly and interactive	17%	17%	13%	21%
Have prices of the agricultural commodities	8%	10%	13%	0%
Have links to international markets	8%	3%	17%	3%
Flexible way of data distribution	4%	3%	10%	0%
Quality alerts via email	4%	3%	10%	0%
Show retail prices in the website	3%	3%	7%	0%
Have database of issues affecting grain sector	3%	3%	3%	3%
RATIN through radio service	3%	10%	0%	0%
Review monthly bulletins	3%	10%	0%	0%
Provide information on capacity building	3%	0%	0%	10%
market services offered by RATIN to non members	2%	3%	0%	3%
Engage research firms to know what people want	2%	3%	3%	0%
Use both Swahili and English language	2%	0%	0%	7%
To have names of both large and small scale buyers and sellers	2%	0%	0%	7%
Provide detailed information about financial providers	2%	0%	7%	0%

Other items that were not as relevant to stakeholder include:

- Focus on advising members on storage
- Set up a committee to manage information
- Premium discounts off workers compensation policies
- Have international prices of the products
- Introduce Entrepreneurship skills programmes
- Have to provide information about diary products
- Provide food balance sheets (national and regional)

# Making RATIN more Useful and Relevant



Other items that were not as relevant to stakeholder include:

- Focus on advising members on storage
- Set up a committee to manage information
- Premium discounts off workers compensation policies
- Have international prices of the products

- Introduce Entrepreneurship skills programmes
- Have to provide information about diary products
- Provide food balance sheets (national and regional)

# Functionality that would increase relevance of RATIN

Stakeholders in Uganda have a greater consensus on the items that would make RATIN more relevant to them as represented by the larger proportions for individual functions (*Highlighted in table below*) and to a lesser extent those in Tanzania as well.

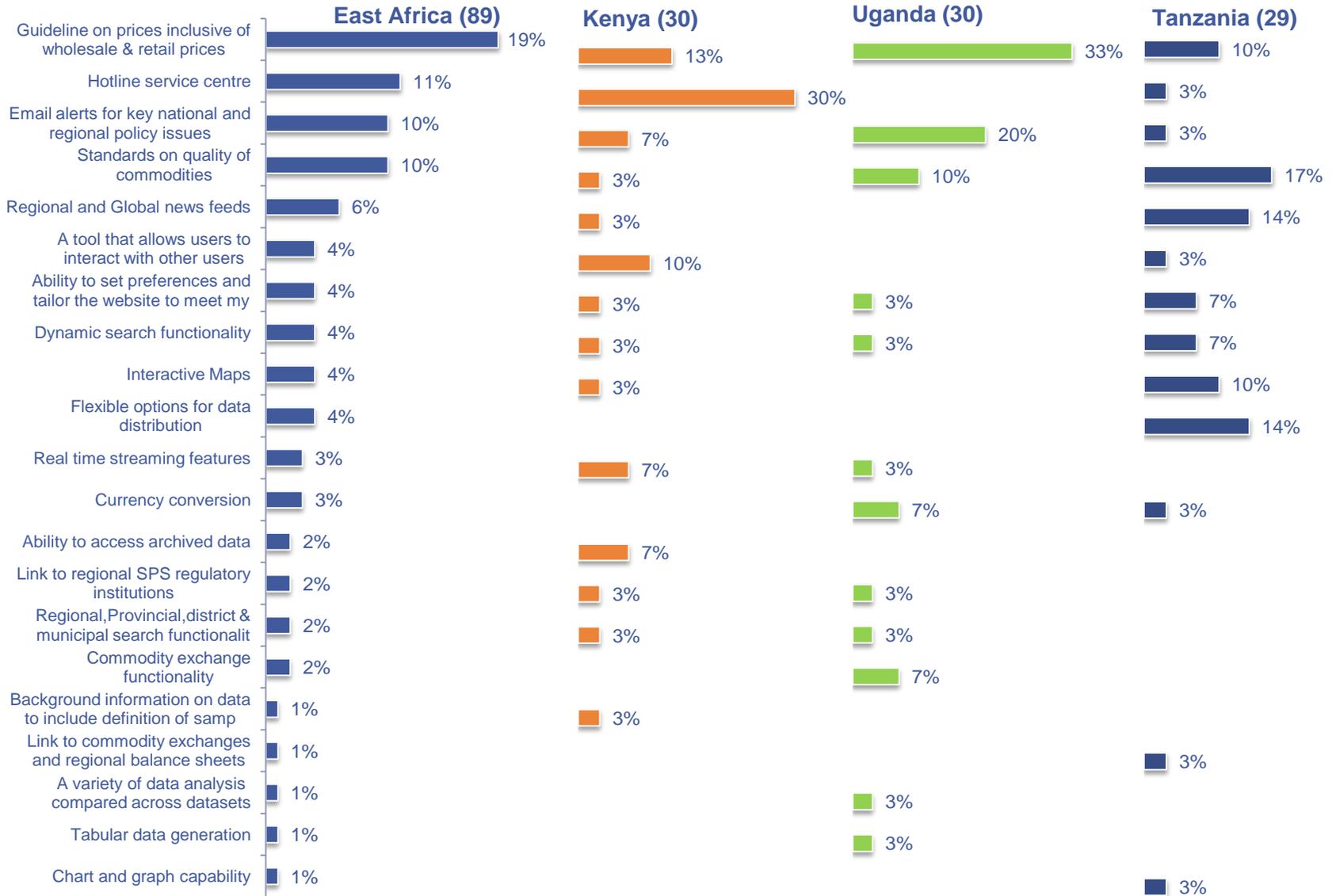
In Kenya, other than email alerts selected by 57% of the stakeholders, there is no clear pointer on particular functionalities that would increase RATIN's relevance to them.

	Total (89)	Kenya (30)	Uganda (30)	Tanzania (29)
Email alerts for key national and regional policy issues	56%	<b>57%</b>	<b>77%</b>	34%
Guideline on prices inclusive of wholesale & retail prices	53%	33%	<b>83%</b>	41%
Standards on quality of commodities	53%	37%	<b>73%</b>	48%
Ability to access archived data	51%	<b>40%</b>	<b>67%</b>	45%
A tool that allows users to interact with other users	49%	<b>43%</b>	<b>70%</b>	34%
Currency conversion	46%	27%	<b>60%</b>	<b>52%</b>
Regional and global news feeds (relevant topics)	46%	33%	<b>53%</b>	<b>52%</b>
Commodity exchange functionality	46%	23%	50%	<b>66%</b>
Interactive Maps	44%	30%	47%	<b>55%</b>
Regional, provincial, district and municipal search functionality	42%	33%	50%	41%
Chart and graph capability	35%	30%	33%	41%
Tabular data generation	35%	27%	40%	38%
Link to commodity exchanges and regional balance sheets	34%	33%	37%	31%
Dynamic search functionality	33%	20%	40%	38%
Ability to set preferences and tailor the website to meet my needs	33%	23%	33%	41%
Flexible options for data distribution (different delivery modes and frequency for different types of data)	33%	33%	30%	34%
Background information on data to include definition of sample and source of data	33%	27%	47%	24%
Data indicative of units used and date data was collected	33%	20%	50%	28%
A variety of data analysis compared across datasets	30%	27%	47%	17%
Real-time streaming features	29%	37%	37%	14%
Link to regional SPS regulatory institutions	21%	20%	37%	7%

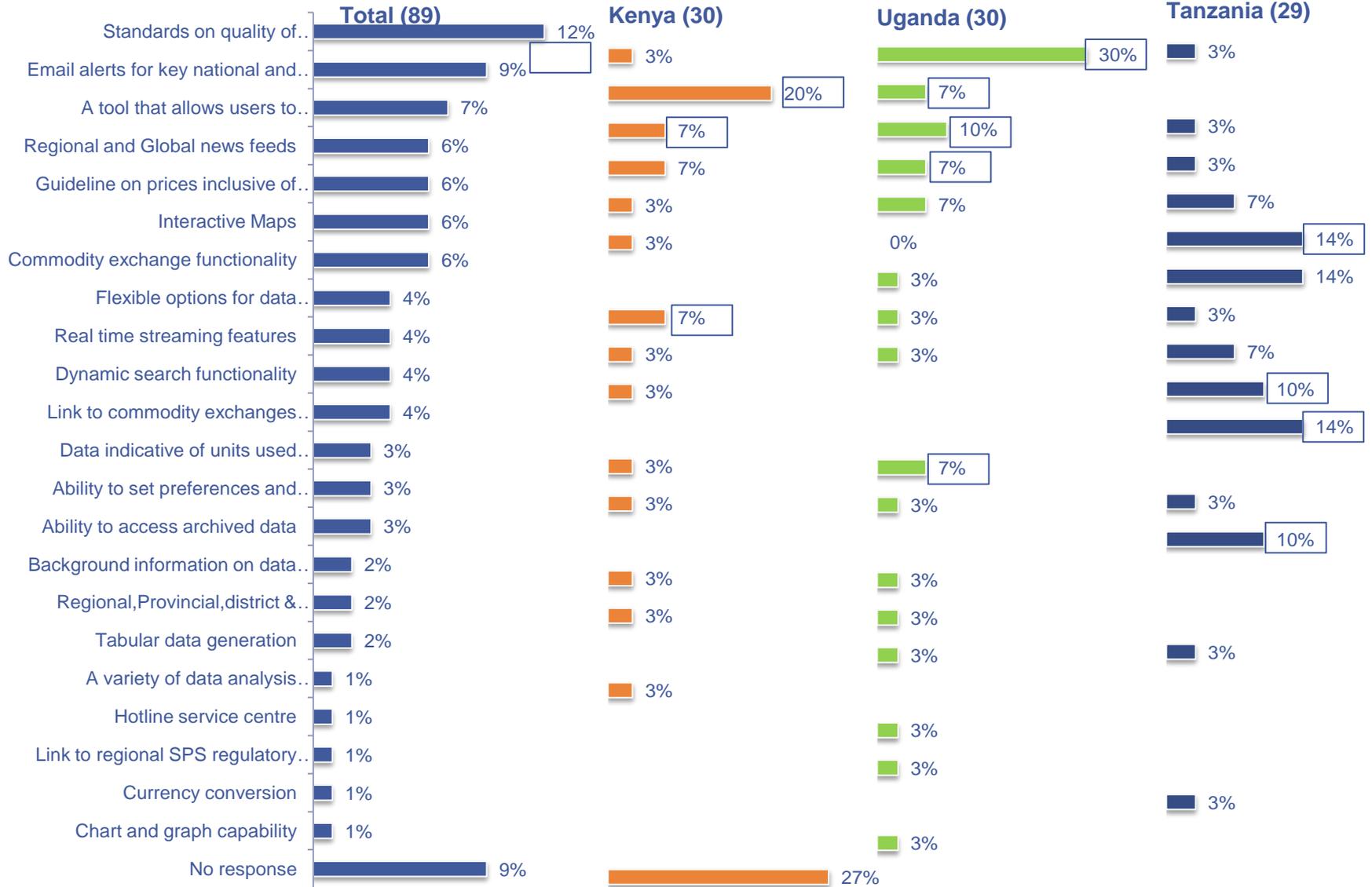
# Functionality that would increase relevance of RATIN

	Total (89)	Producer (15)	Trader (24)	Processor (10)	Support/ Advisory (35)	Other (5)
Email alerts for key national and regional policy issues	56%	53%	71%	60%	49%	40%
Guideline on prices inclusive of wholesale & retail prices	53%	40%	67%	40%	54%	40%
Standards on quality of commodities	53%	40%	46%	30%	69%	60%
Ability to access archived data	51%	47%	54%	40%	54%	40%
A tool that allows users to interact with other users	49%	33%	58%	40%	49%	80%
Commodity exchange functionality	46%	47%	46%	50%	51%	0%
Currency conversion	46%	27%	38%	50%	57%	60%
Regional and global news feeds (relevant topics)	46%	60%	46%	20%	46%	60%
Interactive Maps	44%	47%	42%	40%	49%	20%
Regional, provincial, district and municipal search functionality	42%	40%	38%	40%	43%	60%
Chart and graph capability	35%	33%	25%	20%	46%	40%
Tabular data generation	35%	40%	33%	40%	31%	40%
Link to commodity exchanges and regional balance sheets	34%	33%	29%	40%	34%	40%
Ability to set preferences and tailor the website to meet my needs	33%	33%	29%	40%	34%	20%
Background information on data to include definition of sample and source of data	33%	33%	29%	10%	40%	40%
Data indicative of units used and date data was collected	33%	47%	38%	30%	23%	40%
Dynamic search functionality	33%	27%	25%	40%	40%	20%
Flexible options for data distribution (different delivery modes and frequency for different types of data)	33%	40%	25%	40%	29%	60%
A variety of data analysis compared across datasets	30%	40%	33%	20%	26%	40%
Real-time streaming features	29%	13%	29%	30%	34%	40%
Link to regional SPS regulatory institutions	21%	13%	17%	20%	29%	20%

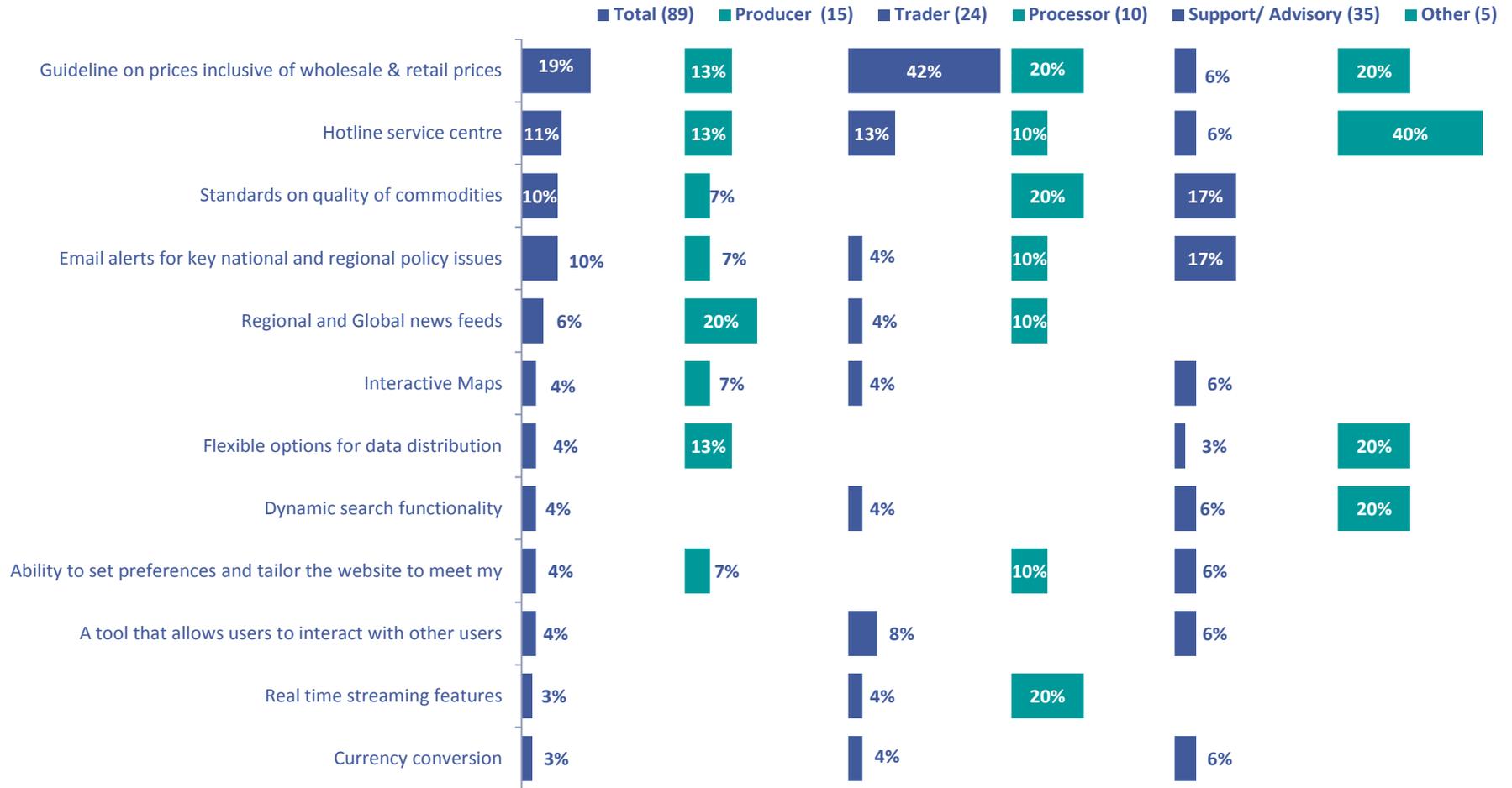
# Top Most important Required Functionality



# Second Most Important Required Functionality



# Top Most Important Required Functionality

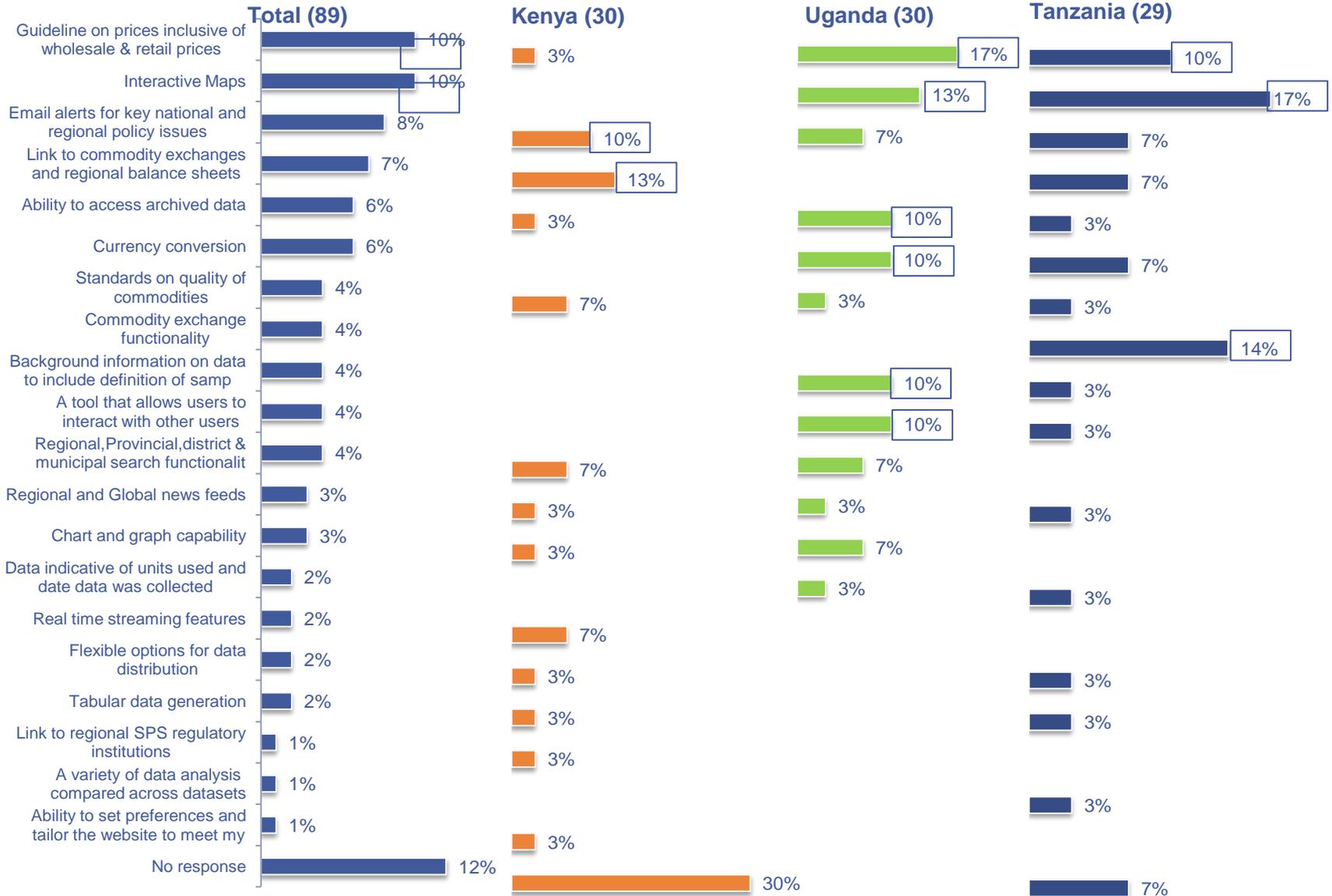


### Others Include:

- A variety of data analysis compared across datasets
- Background information on data to include definition of samp
- Chart and graph capability
- Link to commodity exchanges and regional balance sheets

- Tabular data generation Ability to access archived data
- Commodity exchange functionality
- Link to regional SPS regulatory institutions
- Regional, Provincial, district & municipal search functionality

# Third Most Important Required Functionality



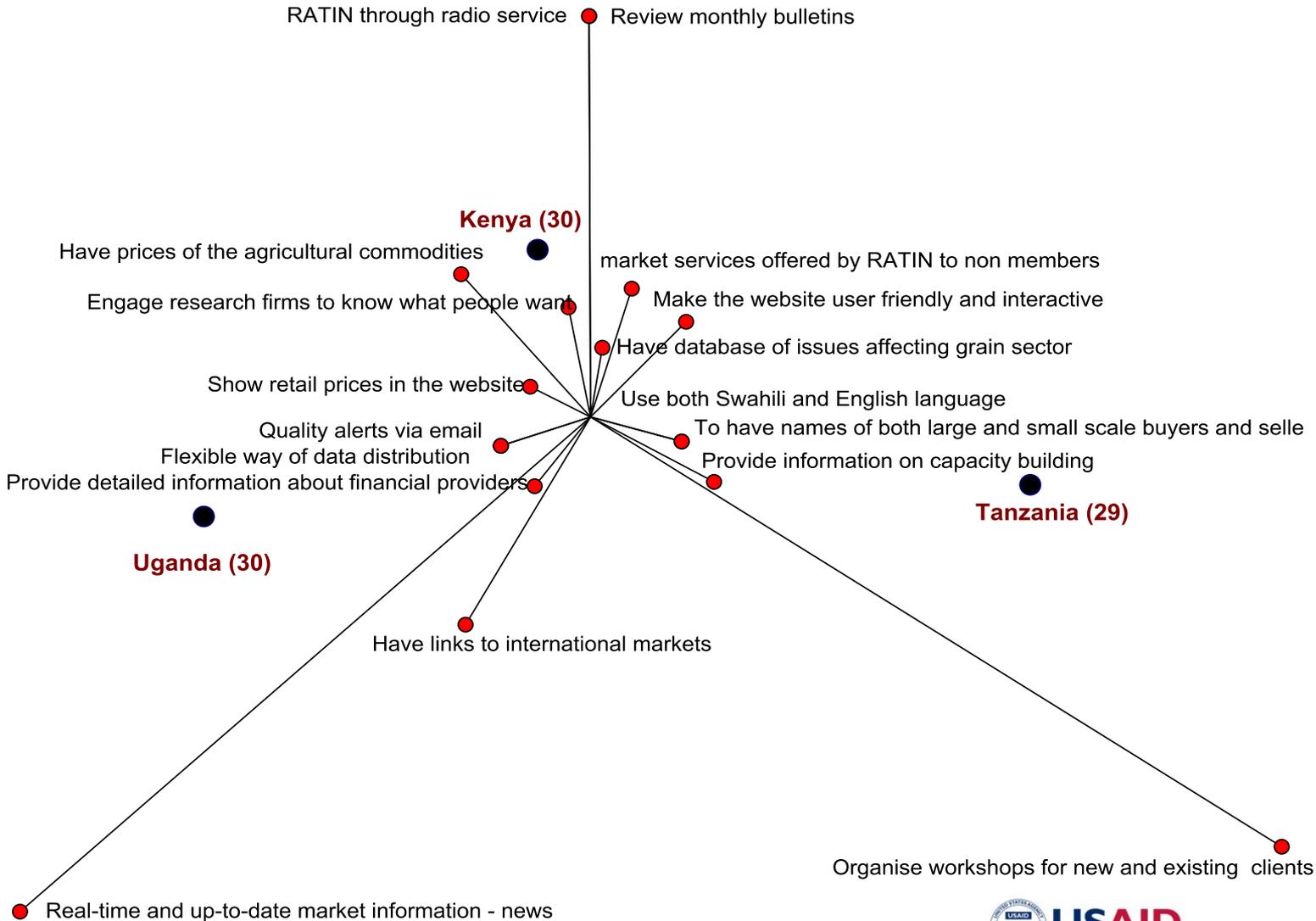
# Thank you





# Appendix 1: RATIN Functionality needs by country

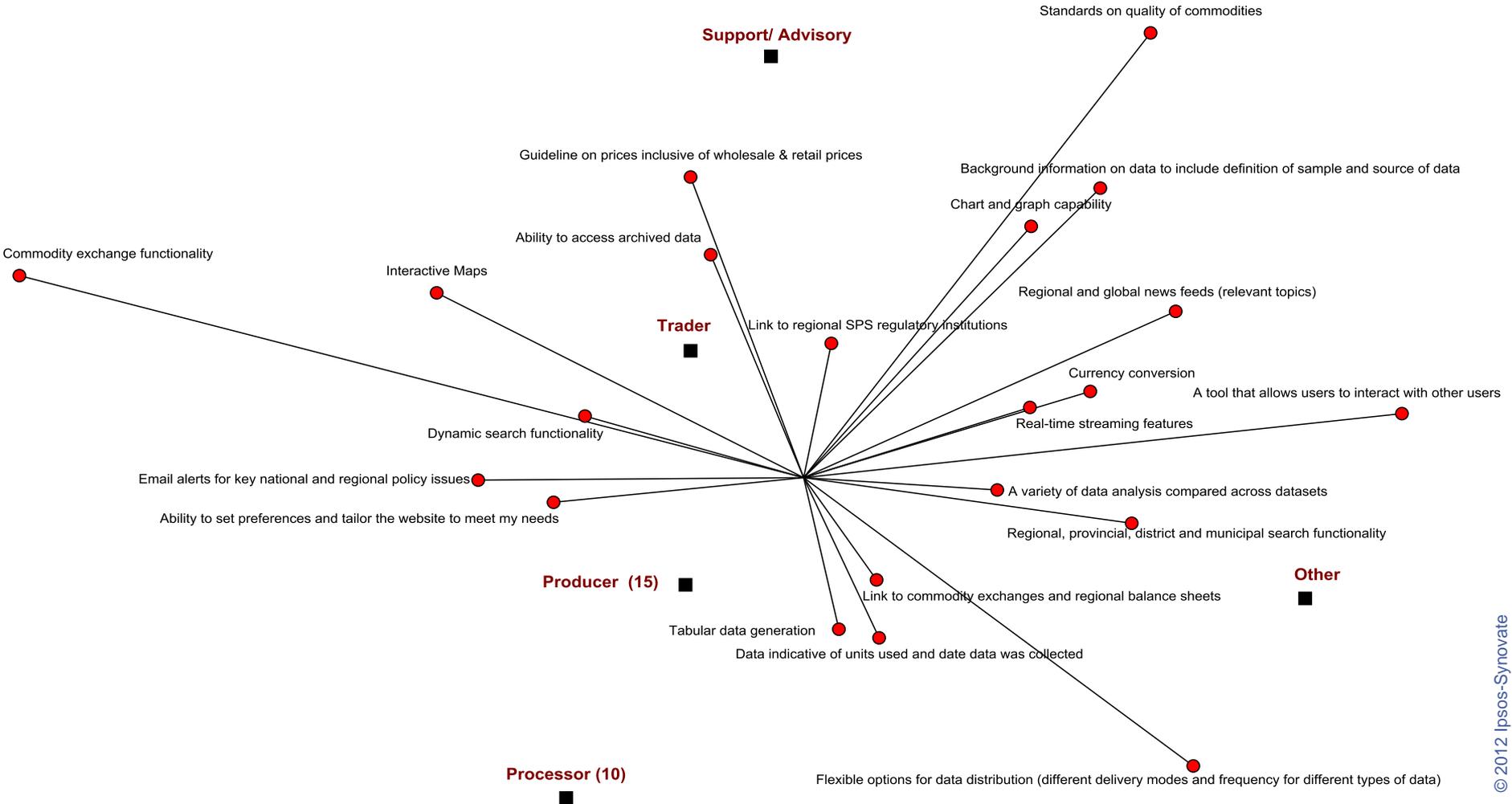
Information needs across the 3 countries differ with Tanzania standing out on its own more than Kenya and Uganda. To make RATIN more relevant and useful we will need different priorities for each country.





# Appendix 2: RATIN Functionality needs by Category

Information needs across categories are similar but the different information types are desired to varying degrees.



# Appendix 3: Respondent List - Uganda

	Organization/Institution	Sector	Contact Person
1	Allied Cereal Growers Association	Farmers	Mr. Narcis Tumushabe
2	Farmers Centre	Farmers	Janet Otim
3	Kinoni Produce Farm LTD	Farmers	Bruno Bakasambe Matovu
4	Kapchorwa Commercial Farmers	Farmers	Wilson Chemusto
5	Askar Enterprises Ltd	Processors	Sarah Namara
6	Chemiphar (U) Ltd	Processors	Mr. Kephah Kateu
7	Coronet Group Ltd	Processors	Chris Baine
8	Nakisenhe adult Literacy Group	Service Sector	Moses Balikowa
9	USAID- LEAD	Service Sector	Ahmed Magumba
10	Housing Finance Bank	Service Sector	Hosea Katamba
11	USAID Uganda	Service Sector	Martin Fowler
12	Technoserve	Service Sector	Kirunda Herbert
13	ABI Trust (Danida)	Service Sector	Clive Drew
14	Opportunity International	Service Sector	John Magnay
15	ASARECA	Services Sector	Michael Waitbaka
16	Agrinet	Traders	Mr. Paul Nyende
17	WFP Uganda	Services Sector	Genevieve Chicoine
18	AfroKai Ltd	Traders	Mr. Chris Kaijuka
19	Agoways Ltd	Traders	Mr. Herbert Kyeyamwa
20	AGTRADE (U) LTD	Traders	Henry Kasumba
21	Aponye (U) Traders Ltd	Traders	Baker Beehamya
22	Busia Produce Dealers Multi-purpose Co-op. Ltd	Traders	David Ngereza
23	Export Trading Company Ltd	Traders	Mr. Rameysh
24	Namukat General Supplies and logistics	Traders	Hilda Mugune
25	Produce and Export ltd	Traders	Timothy Bakainaga
26	Uganda Commodity Exchange	Traders	Alex Rwego
27	Uganda Cooperative Alliance Ltd	Traders	Samwel Sentumbwe
28	M- Purpose Training & Comm. Empowerment Ass.	Traders	Peter Owor
29	National Agricultural Advisory Services	Service Sector	John Wakikona
30	MASSGL	Service Sector	Kagoro Godfrey

# Appendix 4: Respondent List - Kenya

	Organization/Institution	Sector	Contact Person
1	Olerai Farming Ltd	Farmer	Hugo Wood
2	Cereal Growers Association	Farmers	David Nyameino
3	Kijabe Ltd	Farmers	M.R Higgins
4	Kenya Small Scale Cereal Growers Assoc.	Farmers	Booker Owuor
5	Ministry of Agriculture -Agribusiness Division	GOK	Annastacia Kivuva
6	BIDCO OIL Refineries Limited	Manufacturers	Dileswar Pradhan
7	Pembe Flour Mills	Processors	David Okwaro
8	Koibatek Millers Ltd	Processors	Stephen Kipkebut
9	FIT Resources	Service Sector	Richard Isiaho
10	GrainPro Inc	Service Sector	Badi Maulidi Omar
11	Agricultural Mkt Devt Trust	Service Sector	James Mutonyi
12	Farm Concern	Service Sector	Mumbi Kimathi
13	IFDC	Service Sector	Bridget Okumu
14	Equity Bank	Service Sector	Esther Muiruri
15	Export Trading Company	Traders	Pradip Patel
16	Capital Reef Kenya Ltd	Traders	Hiten Kanabar
17	Mwanga General Stores	Traders	Fostina Mani
18	Smart Logistics Solution Ltd	Traders	Rose Mutuku
19	Kimende Vegetax Service Store	Traders	S. Kimani
20	Wakulima Ltd	Traders	Lesaan D Shani
21	Silanga Traders Ltd	Traders	Geofrey K. Ndugu
22	Kabansora Ltd	Traders	John Lundu
23	Kenya Agricultural Commodity Exchange	Traders	James Kundu
24	John M. Ndonga	Traders	John M. Ndonga
25	Cimbria	Traders	Peter Wanjohi
26	Minua Commercial Agencies	Traders	Ngahu
27	Mwailu Enterprises	Traders	Gachuhi
28	Leshiolo	Traders	Kevin Manyara
29	Chicofar Farmer Group	Farmer	Dedan Kimotho
30	KPMC	Traders	Bilha Maina

# Appendix 5: Respondent List - Tanzania

	Organization/Institution	Sector	Contact Person
1	Selous Farming	Farmers	Ben Moshi
2	Rural Urban Development Initiatives(RUDI)	Farmers	Abel Lyimo
3	Quality Food Products	Farmers	Ekko Oosterhuis
4	Mwangaza	Farmers	Frank Swai
5	Kilototoni Groups	Farmers	Allen Ngowi
6	KIMSIRU Group	Farmers	Cuthbert Milaho
7	MUMALIHA	Farmers	Irene Kessy
8	Chapakazi	Farmers	Mary Maeda
9	Tanzania Bureau of Standards	GoT	Claude Mosha
10	Ministry of Agriculture, Food Security & Cooperatives	GoT	Mukwenda Edwin
11	Ministry of Industry, Trade and Marketing	GoT	Kassim S. Mbufu
12	Ministry of Agriculture, Food Security & Cooperatives	GoT	Jacqueline B. Mbuya
13	World Vision	NGO	Rita Mgullo
14	WFP Tanzania	NGO	Juvenal Kisanga
15	Said Salim Bakhresa & Company Ltd	Processors	Patrick Mdadila
16	Frabho Enterprises Ltd	Processors	Julius Wambura
17	TechnoServe	Service Sector	Neema Mrema
18	Agricultural Council of Tanzania	Service Sector	Janet Bitegeko
19	KADERES	Service Sector	Leonard Kachebonaho
20	Sokoine University of Agriculture	Service Sector	Vedasto R.M
21	EAC Tanzania	Service Sector	Moses Marwa
22	Glencore Grain B.V	Traders	Rakesh Vohora
23	Export Trading Company Co. Ltd	Traders	Jayesh Patel
24	Corporate Business Advisory Co. Ltd	Traders	David Tuhoje
25	Mohamed Entreprises Ltd	Traders	Amninderjit Singh
26	Union Service Stores Ltd	Traders	Evarist Silayo
27	Soko la Kibaigwa Ltd	Traders	Kusekwa N. Dalali
28	Fidahussein & Co Ltd	Traders	Mushtak Ali Faza
29	Faida Market Link Co. Ltd	Traders	Esther Yamat

# Appendix 6: Respondent List – Additional interviews

Tanzania		
Frabho Enterprises Ltd	Processors	Julius Wambura
Rural Urban Development Initiatives(RUDI)	Farmers	Abel Lyimo
Kenya		
National Cereals & Produce Board	Traders	John M. Ndonga
Smart Logistics Solution Ltd	Traders	Ngumbau Muteti
Uganda		
Chemiphar (U) Ltd	Processors	Mr. Kephara Kateu
Aponye (U) Traders Ltd	Traders	Baker Beehamya



# Contacts – For Inquiries

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**Ipsos Synovate**



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