



## MANOBI

**Application Names:** Time to Market (T2M), <sup>2</sup>GIS + T2M, Fresh Food Trace

**Area of Focus:** Market Information System, Supply Chain

**How it works:**

Manobi has developed a range of mobile and web-based applications focused on improving weaknesses in value chains. T2M enables farmers to check market prices on their mobile phones via SMS, WAP, MMS, or mobile internet—all of which are designed for low literacy. The information is updated by a team of market researchers who map and enter it into their mobile phones.

<sup>2</sup>GIS + T2M is currently being used with karaya gum producers. Using their PDA/GPRS/GSM, they are able to record inventory, which are then displayed on exporters' screens via mobile GIS maps. With Fresh Food Trace, mango growers in Senegal and Mali are able to post complete product information via a mobile internet system. Every single action touching the mango is logged into the system, thus ensuring complete traceability from field to market.

**Technology used:** Mobile phones

**Implementer/Funder:** Manobi has received funding from the William and Flora Hewlett Foundation, although it is currently largely financed by large clients.

**Fees:** Free entry level services (market information) for growers making less than \$2/day. Value added services (such as on farm management and local market linkages) and third party services (such as market integration, certification, contracts, bulk procurement, and financial services) are provided for a fee.

**Primary Markets:** Senegal, Mali, Ivory Coast, Niger

**Users:** Farmers, local markets, and third parties

**Business Model:** Entry level services are paid for by public-private partnership grants, which are matched by Manobi through revenue generated from value added services and third party services. The company estimates that it needs at least 50,000 users at the value added services level per country in order to be sustainable.

**Impact:** Manobi claims that the income of gum growers using the <sup>2</sup>GIS + T2M platform have increased by 40-50% and that farmers using T2M have doubled their income.

**For more information visit:** <http://www.manobi.net>

**Sources:** Presentation by Daniel Annerose, CEO Manobi delivered at the World Bank on August 12, 2010.

### DISCLAIMER

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This profile is supported by USAID's Fostering Agriculture Competitiveness Employing Information Communication Technologies (FACET) project under the Financial Integration, Economic Leveraging, Broad-Based Dissemination and Support Leaders with Associates award (FIELD-Support LWA). It was written by Josh Woodard of AED. FACET offers on-demand field support to help missions with the challenges of using these ICT interventions in agricultural development. To learn more about field support options, contact Judy Payne, ICT Advisor, ([jpayne@usaid.gov](mailto:jpayne@usaid.gov)).