



ACE MIS AND OUTREACH STRATEGY CONTEXT

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1. ACE MARKET INFORMATION SERVICES

ACE Market Price Alerts

ACE uses the trading platform to compile the current (spot) market price for the key commodities in the key urban centres (Lilongwe, Blantyre).

ACE trade Alerts

ACE sends information on real trade opportunities that are listed on the ACE trade platform. These include messages on the Bid Volume Only auctions; Offer Volume Only auctions; and bids to buy / offers to sell.

ACE Price Differentials

Using the spot prices for Lilongwe and Blantyre mentioned above, ACE calculates a price for commodity in the different districts, based on an average transport cost from the district to Lilongwe or Blantyre.

A FEW FACTS ABOUT THE MARKET INFORMATION SYSTEM

- ▶ Number of contacts on the system: 158,106
- ▶ Number of contacts with numbers on the system: 55,446
- ▶ Number of SMSs sent weekly: 3,014

2. INCREASING THE ADOPTION OF ACE SERVICES

ACE Financial Support 2018 / 2019



How do we increase the adoption of ACE services?

- ▶ Market Information
- ▶ Trade Facilitation
- ▶ Warehouse Receipt System
- ▶ Increasing volumes with Chithumba
- ▶ Structured trade for Farmers



THE ACE MARKETING SCHOOL

- ▶ In depth 3 day training for Farmer Organisations to understand ACE services and how to use them
- ▶ ACE started implementing the training in 2017
- ▶ A number of other activities have been developed and are being implemented alongside the training with the aim of ensuring that Farmer Organisations adopt ACE services
 - ▶ AMS follow-up
 - ▶ AMS for FO leaders
 - ▶ Marketing plan
 - ▶ Closeout meetings



Some figures

	2017	2018	2019
Number of FOs who were trained	75*	94	68
Number of FOs who traded	27	48	41
Number of People within those FOs who traded	288	937	1213
Tonnage traded (MT)	148.3	561.7	901.7
% FO uptake	36%	51%	60%
% Farmer Uptake	13%	33%	59%

*These were not always 30 people per FO - we had trainings with just a few members from each FO

TO SUMMARISE...

- ▶ **Market Information has an impact on sales prices that farmers obtain**
- ▶ **However, it is not enough...**
- ▶ **Farmer capacity needs to be developed, through trainings such as the ACE Marketing School, in order to increase the adoption of ACE services as well as the ability to access structured markets.**

Discussion