

Press Release

Esoko is bringing mobile data services to Northern Sudan for the first time

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Esoko's mobile and web based software is being deployed in Northern Sudan, bringing price information to farmers and data management tools to businesses

Khartoum, Sudan/Accra, Ghana – Under the Food Security Project in Northern Sudan, FAO Sudan will soon begin a deployment of Esoko's web and mobile Market Information System as the FAMIS (Food and Agriculture Market Information System) portion of the overall Food Security project. This project is being implemented through the local ministries in the fifteen northern Sudanese states. The service will be known as Esook, 'sook' being the Arabic word for market, with 'e' added for 'electronic'.

Beginning with grain and livestock data, the new FAMIS will include the ability to digitize and redistribute price information via SMS, an exciting prospect in a country with continually growing mobile coverage and subscribers. It will also go beyond traditional MIS to include price forecasting and stock and volumes tracking for countrywide food security purposes.

Over the next two years, the project plans to create revenue by selling these MIS services to international projects, traders, farmers' associations, private organizations and individual small-scale farmers to make the project sustainable. "This is the next generation of MIS" says Sarah Bartlett, Esoko's project lead in Sudan. "We couldn't be happier to work with such a knowledgeable, dedicated and innovative group, and we have great hopes for the success of the project".

FAMIS plans to launch its Esook services to the public later this year.

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About Esoko

Esoko is a mobile-based Market Information Exchange that is changing the way markets work in Africa. Individuals, businesses, and projects can push and pull market information in a quick and affordable way via SMS. Working with partners in 9 countries across Africa, the Esoko platform provides automatic and personalized price alerts, buy and sell offers, extension messages, contact profiles, and much more by SMS. Esoko also offers strategy, support and trainings to projects rolling out MIS. Esoko was built in and operates out of Accra, Ghana.

About FAO

The Food and Agriculture Organization of the United Nations leads international efforts to defeat hunger. Serving both developed and developing countries, FAO acts as a neutral forum where all nations meet as equals to negotiate agreements and debate policy. FAO is also a source of knowledge and information. We help developing countries and countries in transition modernize and improve agriculture, forestry and fisheries practices and ensure good nutrition for all. Since our founding in 1945, we have focused special attention on developing rural areas, home to 70 percent of the world's poor and hungry people.

