

## Press Release

# Agro-Input market information system using Esoko launches across Eastern and Southern Africa

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**Thanks to AMITSA, thousands of agro-dealers and farmers in eight African countries will have access to critical market information on their mobile phones and online for the first time**

NAIROBI, Kenya – AMITSA, The Regional Agricultural Input Market Information and Transparency System, was formally launched during the Farm Chemicals International (FCI) Trade Summit in Nairobi this week.

A joint initiative of IFDC, the East Africa Community (EAC) and COMESA, AMITSA is improving access to market and technical information on agricultural inputs (fertilizers, seeds and crop protection products) in eastern and southern Africa. The lack of accurate, up-to-date information on agro-inputs is one of the major constraints to increasing agricultural productivity and developing business linkages and trade in the region. To address this problem, AMITSA was created to provide accessible data through an open and collaborative market information system. The AMITSA network covers eight countries – Burundi, Kenya, Malawi, Mozambique, Rwanda, Tanzania, Uganda and Zambia.

AMITSA staff members have identified and trained more than 150 agro-dealers in 65 towns in the region to share monthly prices and sales trends from their agro-input shops. Statistics, directories, publications and market news are compiled and shared via an interactive, web-based portal ([www.amitsa.org](http://www.amitsa.org)).

Esoko's mobile phone applications were also integrated into the AMITSA system, which broadened availability to nearly every farmer and agro-dealer in the region by allowing data to be transmitted via text messages. The use of cellular telephone technology has skyrocketed across Africa in the past decade, and more than 65 percent of the population has access to mobile coverage. With AMITSA, price information, technical, extension or marketing messages will be distributed to more than 5,000 agro-dealers and to hundreds of thousands of farmers for the first time in history.

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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 using text messaging. Working with partners in 15 countries, the Esoko platform provides automatic and personalized price alerts, buy and sell offers, bulk SMS messaging, stock counts and SMS polling. Esoko also offers strategy, support and trainings to projects rolling out MIS. Esoko was built in and operates out of Accra, Ghana.

## About AMITSA

AMITSA is a multi-country, web- and mobile-based market information system on agro-inputs for eastern and southern Africa implemented in collaboration with IFDC, Esoko, COMESA and EAC. [www.amitsa.org](http://www.amitsa.org)



## About IFDC

IFDC is a public international organization that focuses on increasing and sustaining food security and agricultural productivity in developing countries through the development and transfer of effective and environmentally sound crop nutrient technology and agribusiness expertise. [www.ifdc.org](http://www.ifdc.org)

