

- ▣ hyperlinks to other information and data suppliers.

The expansion of the system to include more market and trade related information is planned for the next phase of the development of the system.

System access

The Agricultural Marketing Information System may be accessed at the following internet address:

<http://www.agis.agric.za/mis>

CONTACT DETAILS

Directorate: Marketing
Private Bag X 250
Pretoria
0001

Tell: 012 319-8083
Fax: 012 319-8131

E-mail: MarysiaB@nda.agric.za

AGRICULTURAL MARKETING INFORMATION SYSTEM



agriculture

Department:
Agriculture
REPUBLIC OF SOUTH AFRICA

Background

The South African agricultural marketing environment had for a long time been characterised by a highly regulated statutory framework. Since deregulation, provision of critical agricultural marketing information services either collapsed or is being provided in a fragmented manner usually on a private basis. The fees charged for accessing this information is not affordable by the resource poor farmers.

The information that is available in the public domain is often presented in a format that is not user-friendly to the farmer. Considering that information is regarded as a public good, there was a growing need for the Department of Agriculture to intervene in the provision of marketing information.

As a strategy to address the information access challenge, the Department of Agriculture has established the web-based Agricultural Marketing Information System, also known as AMIS, to address the problem.

This web-based system will be complemented by other technologies, e.g. cell phone technology, in the near future to ensure maximum access by all.

Benefits

Lack of market information is an entry barrier to both production and trade. Where farmers have access to information, shifts in cropping to higher value patterns have been noted. In the areas of trade, individuals find it difficult to begin trading without information, therefore reducing competition within markets.

The Agricultural Marketing Information System is intended to provide information to farmers, particularly the beneficiaries of agrarian reform programmes, to enable them to plan their production and marketing activities on an informed basis, and to make farmers and small traders aware of market opportunities. The system is therefore intended to integrate and consolidate the islands of mar-

keting information that is currently available to make it readily accessible, understandable and actionable.

Features

The first phase of the agricultural marketing information system disseminates the following types of information:

- ▣ daily price information of qualities and quantities sold in the fresh produce markets.
- ▣ fresh produce market related information including market fees and market agents.



- ▣ information on fresh produce facilities and services available to the farmers with regard to storage and warehousing, cold storage, grading and repacking, etc.
- ▣ commodity profiles and market related reports.
- ▣ information on grading standards and product quality specifications.