

Sensitization Fact File

- Warehouse Sensitisation
- 33 participants
- Lilongwe 19th March 2012

Board members get first glimpse of Rural Warehouse Receipt.

Following a successful pilot phase of the newly introduced Warehouse Receipt System and ESOKO platform in 2011; ACE, in conjunction with Market Linkages Initiative, and World Food Programme, organized a sensitization meeting in preparation for the 2012 agricultural trading season.

The sensitization meeting was held on 19th March at Public Affairs Section Auditorium in Lilongwe and it targeted NGOs, Government, Donor Community and other stakeholders. The following were therefore represented at this very important meeting: USAID, Ministry of Agriculture, Irrigation and Food Security, Ministry of Trade and Industry, GTPA, Makwacha Project, MALEZA, WFP, Total Land Care, FAFO TRAT, DAPP, IPA, DFID, Agri-Mart, IFPRI, WALA, FICA, Clinton Foundation, Exagris Africa, CRS NASFAM, Goal Malawi, World Vision, Imani Development, CARANA USAID Deliver Project.

PRESENTATIONS

Participants listening to the presentations



ACE

The Principal Advisor for ACE Mr Kristian Schach Moller briefed participants on the role of ACE in structured trade, Malawi Warehouse Receipt System specifics and ACE Smallholder Marketing. ACE has expanded its operations in terms of volumes traded through the trading platform since its inception in 2006. And, with the introduction of ESOKO in 2011 ACE has also increased its outreach to Smallholder farmers and this has created demand for its services in the rural areas. ACE, therefore in partnership with WFP and MLI has embarked on an expansion programme of opening rural trade facilitation centres in order to effectively serve the rural areas.

Warehouse Receipt Model

Professor Emeritus, Gerald M. Nolte Ph.D.



Professor Emeritus, Gerald M. Nolte Ph.D. made a presentation on Warehouse Overview and Modelling. Professor Nolte is a volunteer working with farmer to famer programme funded by USAID. However he is assigned to ACDI/VOCA and ACE to help with Economic model for the WRS and works closely with Market Linkages Initiative. He presented different types of models for participants to have an overview of how the WRS will work.

World Food Programme

Mr Mitsugu, Hamai Procurement Office , World Food Programme, made a presentation on Purchase for Progress (P4P) programme which aims at promoting farmers in Malawi. In his presentation Mr Mitsugu explained that they started using ACE in 2010, but stopped mid 2011 due to high defaults by smallholder actors. However, WFP is optimistic that the WRS will alleviate the default challenge as performance is guaranteed.

ESOKO

The Chief of Party for Market Linkages Initiative Bridging Activity, Mr Rob Turner made a presentation on ESOKO Web-to-SMS System and Market Information System. Esoko is an innovative mobile platform used by businesses, individuals and projects to push or pull market information in a quick and affordable way. It is a web and SMS based service.