A livestock marketing information system for sectoral development in Mali

Research and development question

- How to sustain the delivery of useful and close to real-time market information to livestock value chain actors and stakeholders in a demand-driven livestock product and growing mobile penetration context?

SWOT analysis of the LMIS for Mali

- **Strengths**
  - Mobile technology rapidly penetrating in Africa
  - Existence of a structured framework for data integration and information management

- **Weaknesses**
  - Too numerous seed funding
  - Political and institutional instability
  - Cyclical volatility of feed
  - Weak availability of human and technical capacity

- **Opportunities**
  - Cooperation framework providing experience on MIS with Niger, Ethiopia and Ghana

- **Threats**
  - Increasing awareness about the need to consolidate the various existing systems

Moving forward to a sustainable smart LMIS

- **Accurate, close to real time, affordable and useful market price information**
  - All VC actors and stakeholders engaged and committed
  - Private sector involved
  - Short-term, medium-term and long-term sustainability
  - New information collection pathways identified
  - Focused on actions and activities well aligned with national development goals

- **LMIS commercial and sustained?**
  - Discrimination in marketing price
  - Future market potential
  - Increased access to market information by all VC actors & stakeholders

- **Additional indicators to monitor?**
  - Willingness to adopt technology and innovations
  - Producers’ ability to maintain, with support and incentives, existing and new competencies
  - Quality of service providers
  - Relevance of inputs for selected target groups
  - Evolution of markets
  - Evolution of price indices
  - Volatility of production, prices and the livestock sector

Status and scale of the tool

- The total is currently being tested at country level

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