

IFA INTERNATIONAL WORKSHOP on Effective Last-Mile Delivery

10-12 February 2010, New Delhi, India

AGRICULTURAL INPUT SUPPLY AND DISTRIBUTION: THE CASE OF THE GHANA AGRO-INPUT DEALERS' ASSOCIATION

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Agricultural Input Supply and Distribution: The Case of the Ghana Agro-Input Dealers' Association

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*Presented at the IFA workshop on Effective Last-mile delivery,
New Delhi, India, Feb 10-12, 2010*

Celebrating 35 Years



Outline

- **IFDC's Agro-Input Development Experience**
- **GAIDA**
 - **Background, Progress & Achievements**
 - **Delivery Mechanisms**
 - **Sustainability Efforts**

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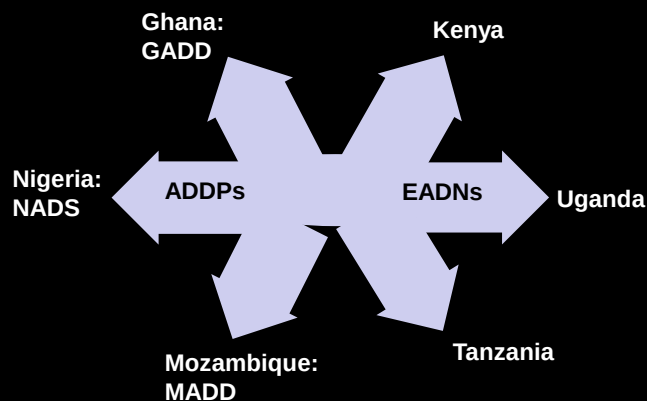


IFDC's Agro-Input Development Experience

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In Africa and with AGRA funding....



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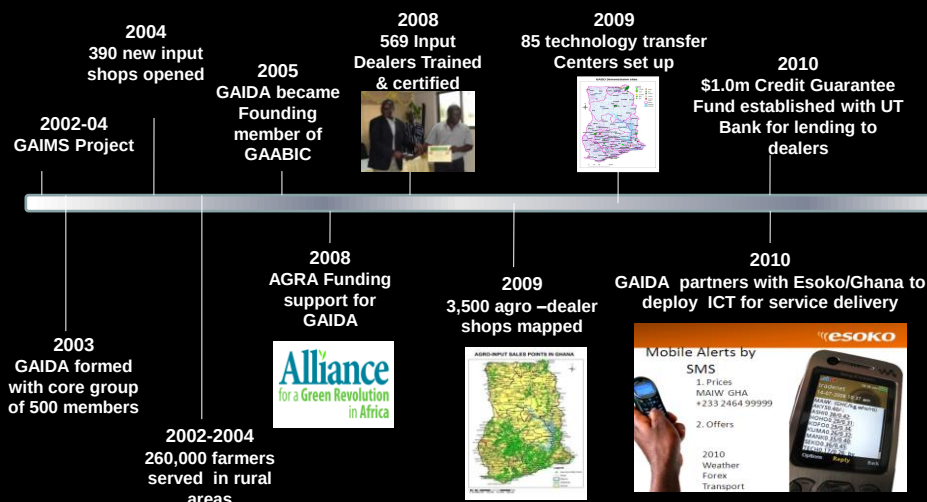
Ghana Agro-Input Dealers' Association (GAIDA)

Background, Progress and Achievements

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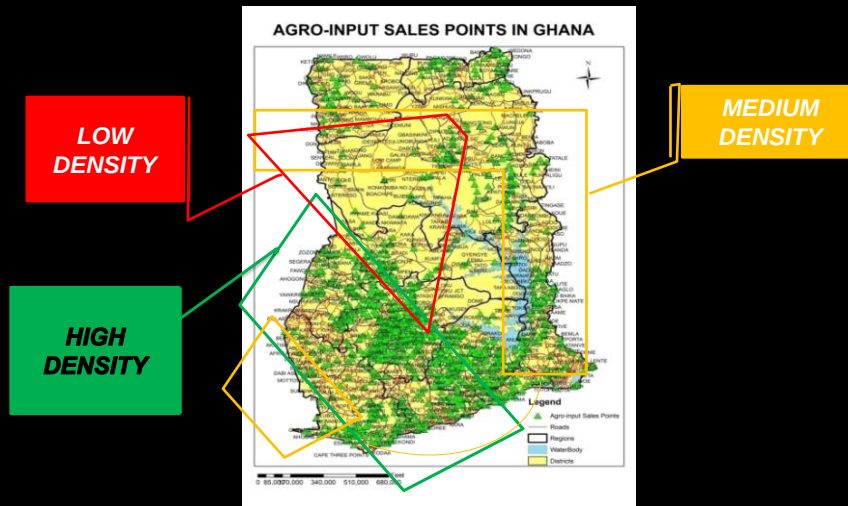
GAIDA Timeline



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Agro –Dealer Profiling & Mapping: Who are they and where are their shops located?



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Dealer Training & Certification



AGRO-DEALER BASIC TRAINING CERTIFICATE



This is to certify that



Aisha Zacharia

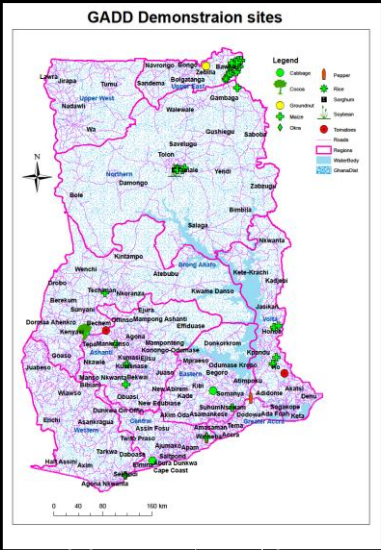
Has successfully completed the 3-day Technical and Business Management Training course for Agro-input dealers and is duly recognized as a Certified Agro-Dealer

Mr. John Pwamang
Director, EPA

Date

Mr. Vesper Suglo
Director PPRSD, MOFA

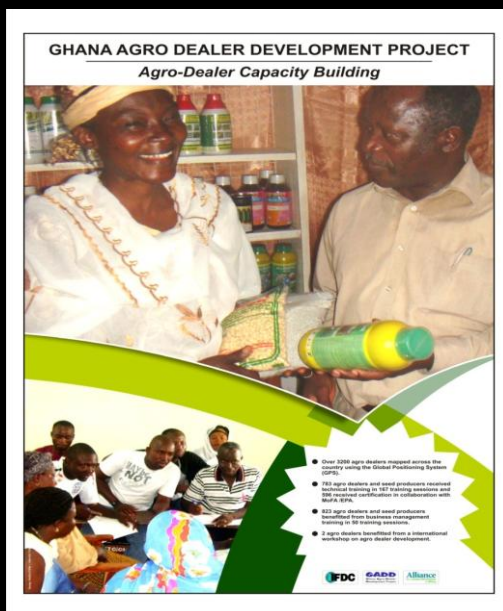
Technology Demonstrations & Fairs



Access to Finance through Credit Guarantee of \$.05m

-- Newly trained dealers are able to open their own shops

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Ghana Agro-Input Dealers' Association (GAIDA) *Delivery Mechanisms*

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1. Obtain acreage intentions from farmers

Farmer Name	Cell Phone	Maize (ha)
Iddrisu Alhass	+2332442144	55
Fatou Haidara	+2332040345	88
TOTAL		143

PRIOR TO CROPPING SEASON

2. Estimate input requirements

Farmer Name	Seed (mt)	Fertilizer (mt)
Iddrisu Alhass	0.5	1
Fatou Haidara	1.2	1.5
TOTAL	1.7	2.5



3. "Push" requirements to dealers and service providers

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3. Confirm acreages planted

Farmer Name	Cell Phone	Maize (ha)
Iddrisu Alhass	+2332442144	50
Fatou Haidara	+2332040345	80
TOTAL		130

DURING SEASON & BEFORE HARVEST

4. Make production projections

Farmer Name	Maize (tons)
Iddrisu Alhass	5
Fatou Haidara	10
TOTAL	15



5. "Push" production info to buyers and processors

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AFTER HARVEST



1. Farmers “Push” information on volumes harvested and Locations onto the system



2. System “Publishes” information to registered buyers and to transporters

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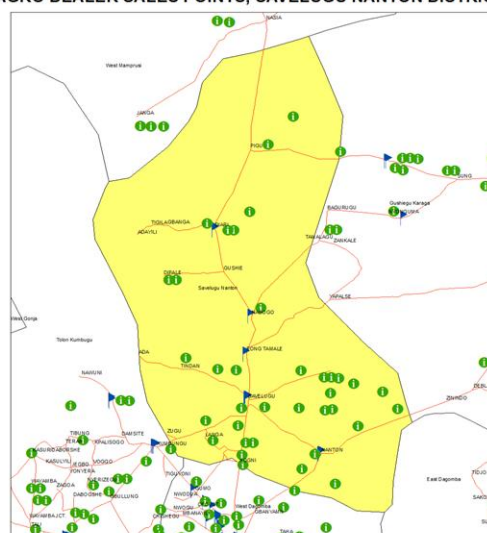
Last-Mile Delivery Strategy



FBOs and Agro-dealer sales points on the database serve as points of contact for the last-mile delivery or the first-mile request points for information, goods and services.

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FARMER BASED ORGANISATIONS AND AGRO DEALER SALES POINTS, SAVELUGU NANTON DISTRICT



Legend

- FBOs
- Agro Dealer Sales Point
- Roads
- Savelugu Nanton District

Alliance
for a Green Revolution
in Africa



0 10,000 20,000 40,000 60,000 80,000 Feet

Ghana Agro-Input Dealers' Association (GAIDA)

Efforts towards Financial Sustainability

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Sources of Revenue for Sustenance of Services

- **Membership dues**
 - **Mandatory, and paid training as pre-requisite for GAIDA membership**
- **Training service provision**
- **GPS mapping services**
- **Consultancy services**
- **Events organization (seed & trade fairs)**

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