

# Information requirements among smallholders and micro-enterprises in the Agriculture sector

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# Research Information

Research Objective- Understanding Information requirements of farmers, collectors, traders and retailers (Non growers)

Fieldwork dates- 10<sup>th</sup> June to 30<sup>th</sup> June 2011

## Research locations and sample sizes

	Bangladesh 	India 	Sri Lanka 	Thailand 
Sample size (farmer)	100	205	100	100
Sample size (Non-growers)	100	147	100	100

# Target Groups

## For Non-growers

- Trader / Commission agent / Collector / Retailer of agricultural food crops
- Belonging to SEC C, D, E households
- Owning a micro enterprise with 0 – 9 employees. Employees may be paid, un-paid, part time, full time, family members
- Should be dealing with CEREALS or PULSES or FRUITS or VEGETABLES or SPICES or PLANTATION CROPS

## For farmers:

- Should be owner farmer / leased farmer / agricultural worker
- Should be the main decision maker regarding farming activities
- Should be selling some part of his crops to generate the income
- Land holding should be less than 5 acres
- Should be growing CEREALS or PULSES or FRUITS or VEGETABLES or SPICES or PLANTATION CROPS

# Respondents' Profiles: Non-grower

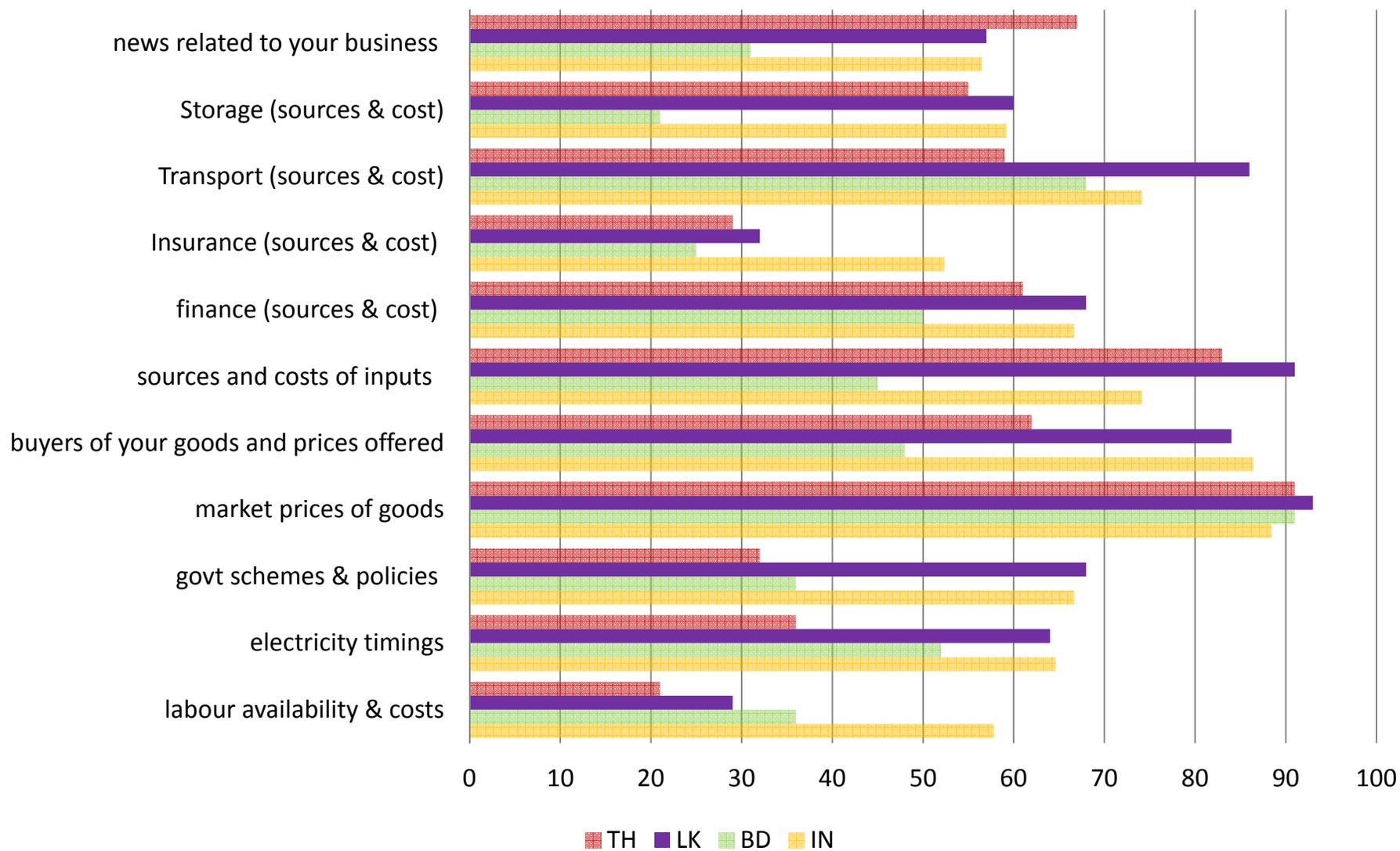
	Bangladesh 	India 	Sri Lanka 	Thailand 
<b>Base: All Respondents</b>	<b>100</b>	<b>205</b>	<b>100</b>	<b>100</b>
<b>Primary Nature of Business (%)</b>				
Trader/commission agent of agricultural food crops	20	16.3	34	30
Collector of agricultural food crops	0	17.7	13	30
Retailer of agricultural food crops	80	66.0	53	40
<b>Is the business registered with any Governmental organization? (%)</b>				
Yes	0	8.2	45	13
No	100	91.8	55	87
<b>Ownership of business (%)</b>				
I inherited it	11	35.2	22.2	20
I bought it from someone else	5	1.4	12.2	3
I started it myself as sole proprietor	84	61.4	61.1	66
I started it with someone else	0	1.4	4.4	11

# Respondents' Profiles: Farmers

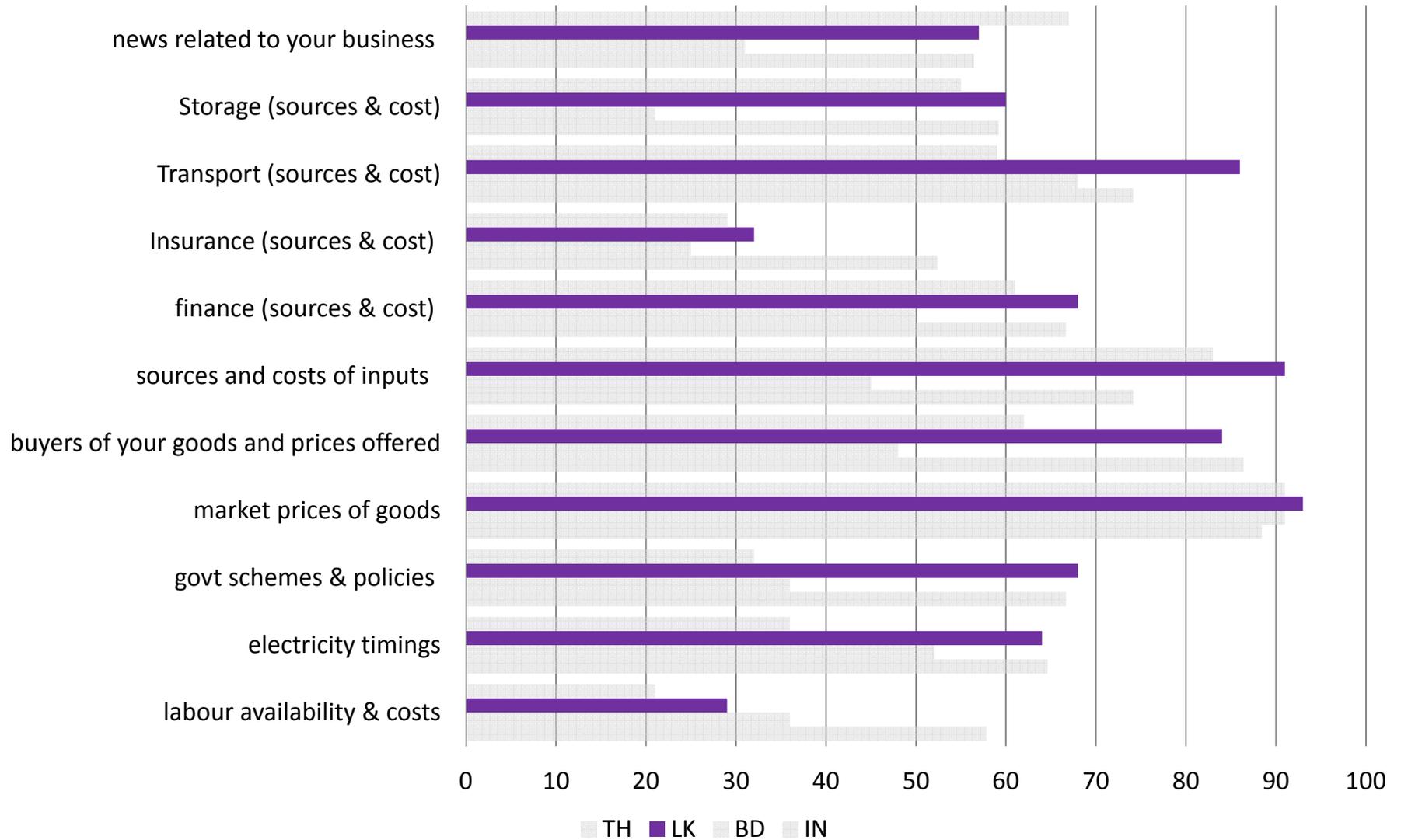
	Bangladesh 	India 	Sri Lanka 	Thailand 
<b>Base: All Respondents</b>	<b>100</b>	<b>205</b>	<b>100</b>	<b>100</b>
<b>Member of Farmer Org (%)</b>				
Yes	1	7	51	45
No	99	93	49	55
<b>Member of Self Help Group (%)</b>				
Yes	0	13	15	24
No	100	87	85	76
<b>Ownership status of farming land (%)</b>				
I inherited it	80	87	88	64
I bought it	8	7	6	18
I lease the land for money	8	3	2	22
I am a tenant farmer and share a portion of the harvest with the owner	4	3	4	-

# **INFORMATION REQUIREMENTS**

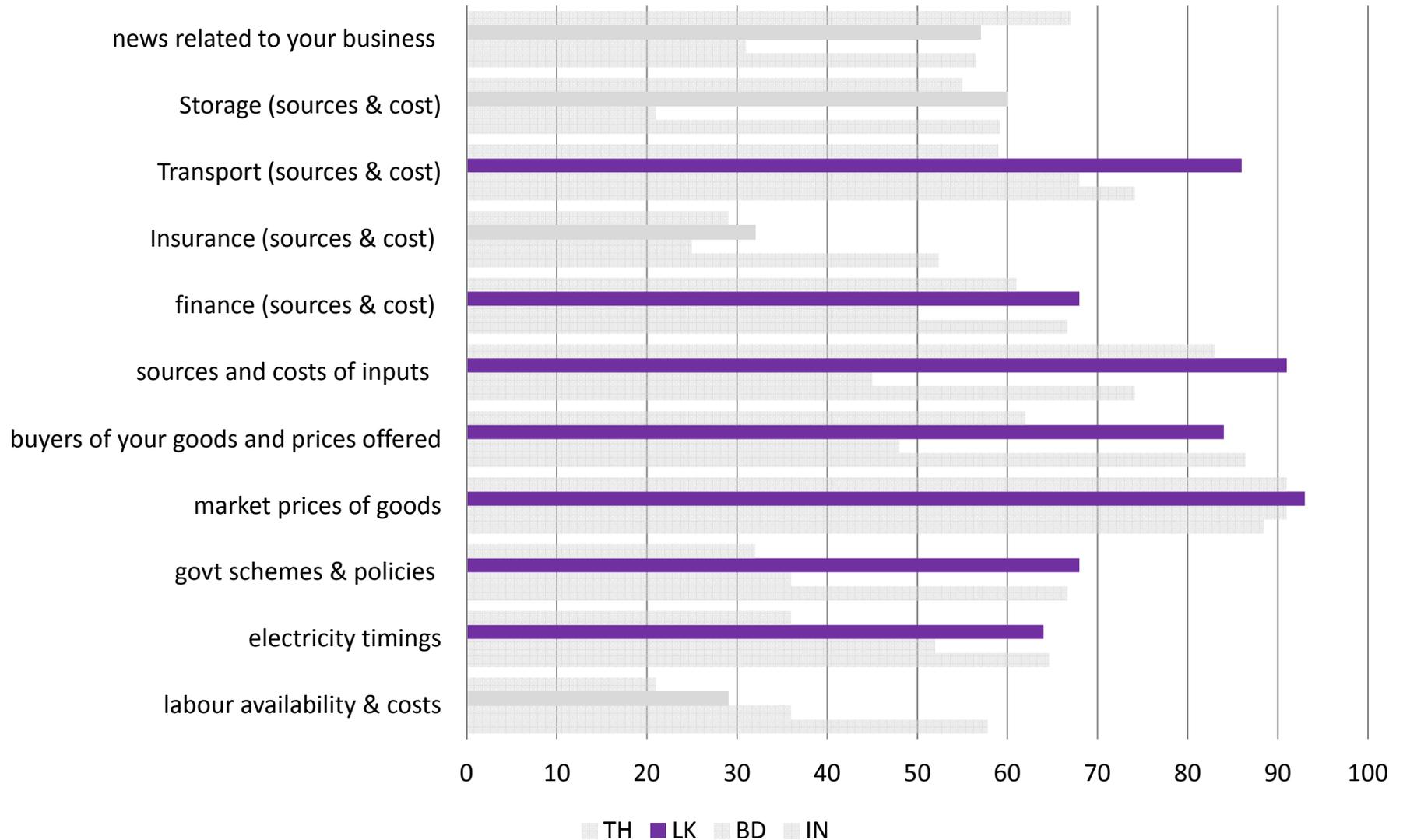
# Information requirements of Non-growers



# Information requirements of non-growers in Sri Lanka

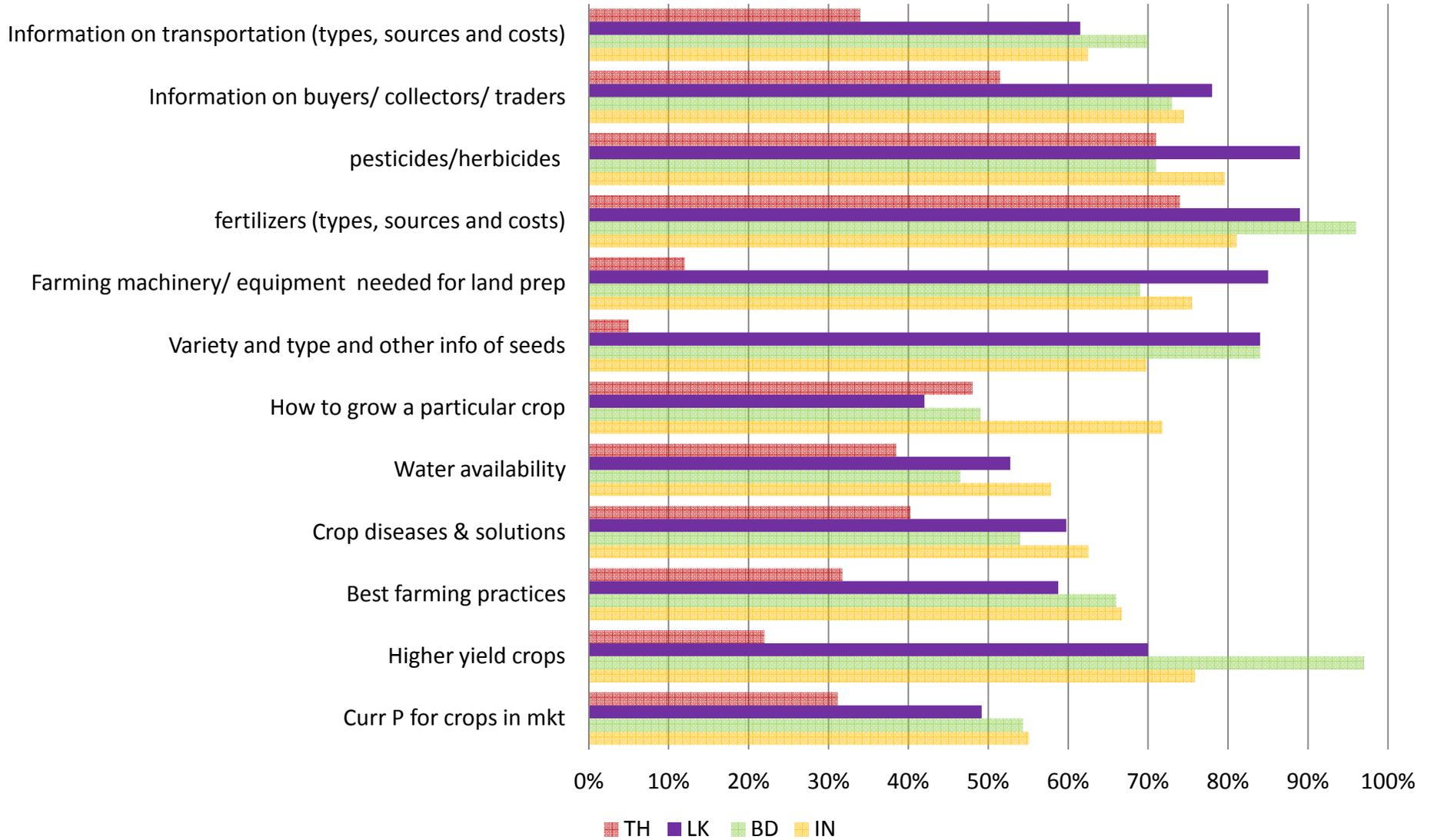


# Prices, sources of agriculture produce are the most important...

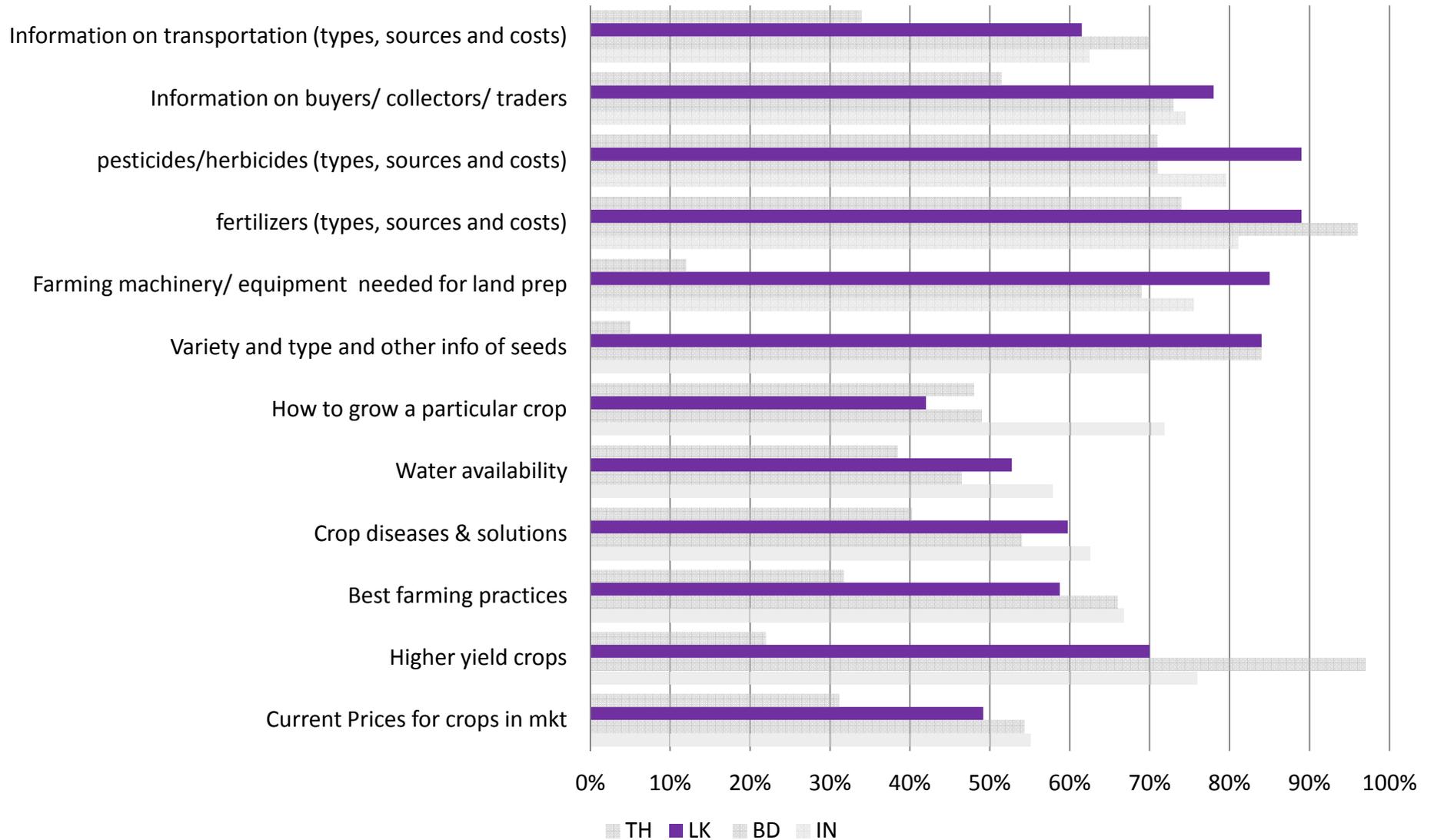


**What Information is important to Non-growers in Sri Lanka (above 60%)**

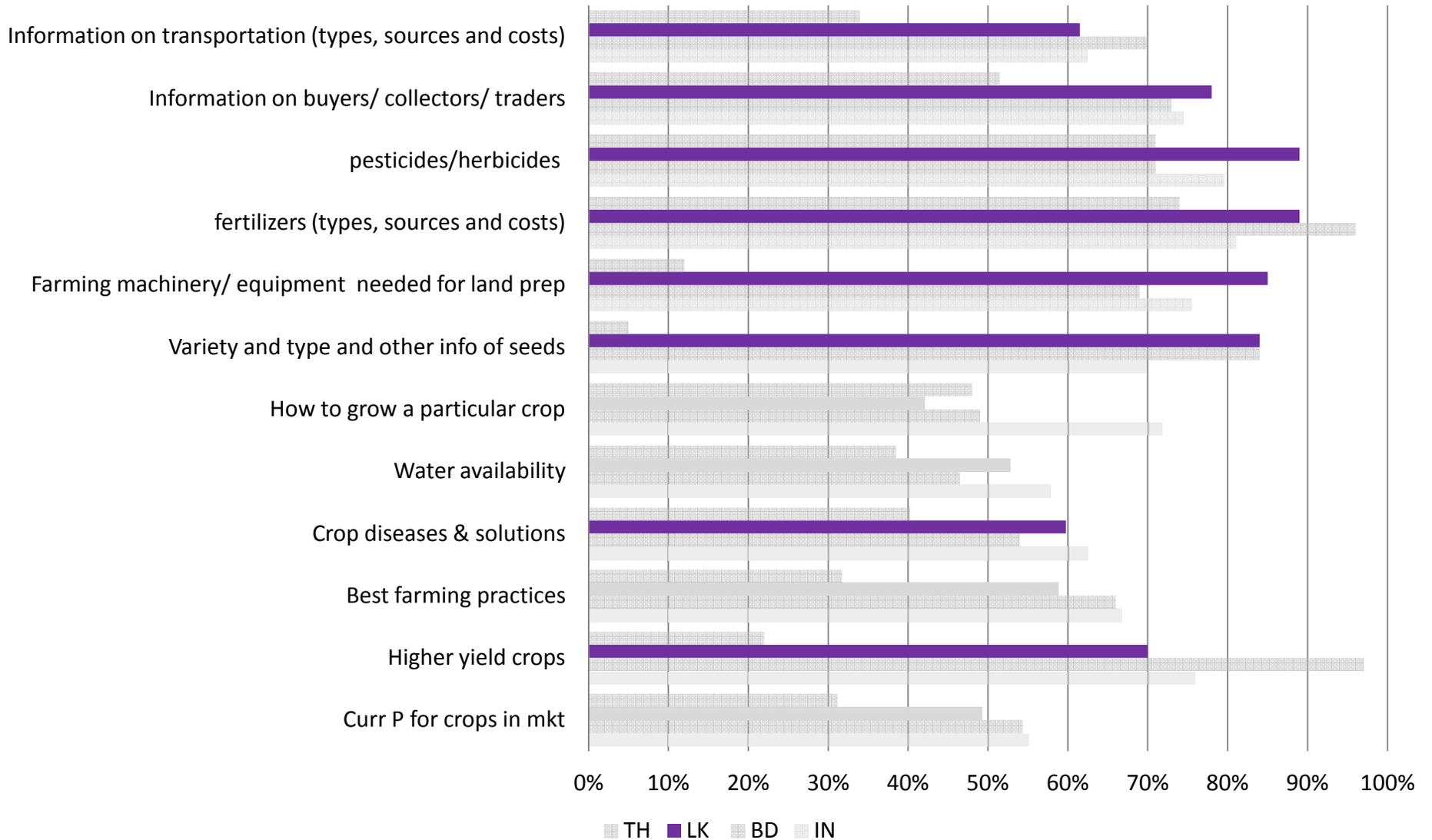
# Information requirements of farmers



# Information requirements of farmers in Sri Lanka

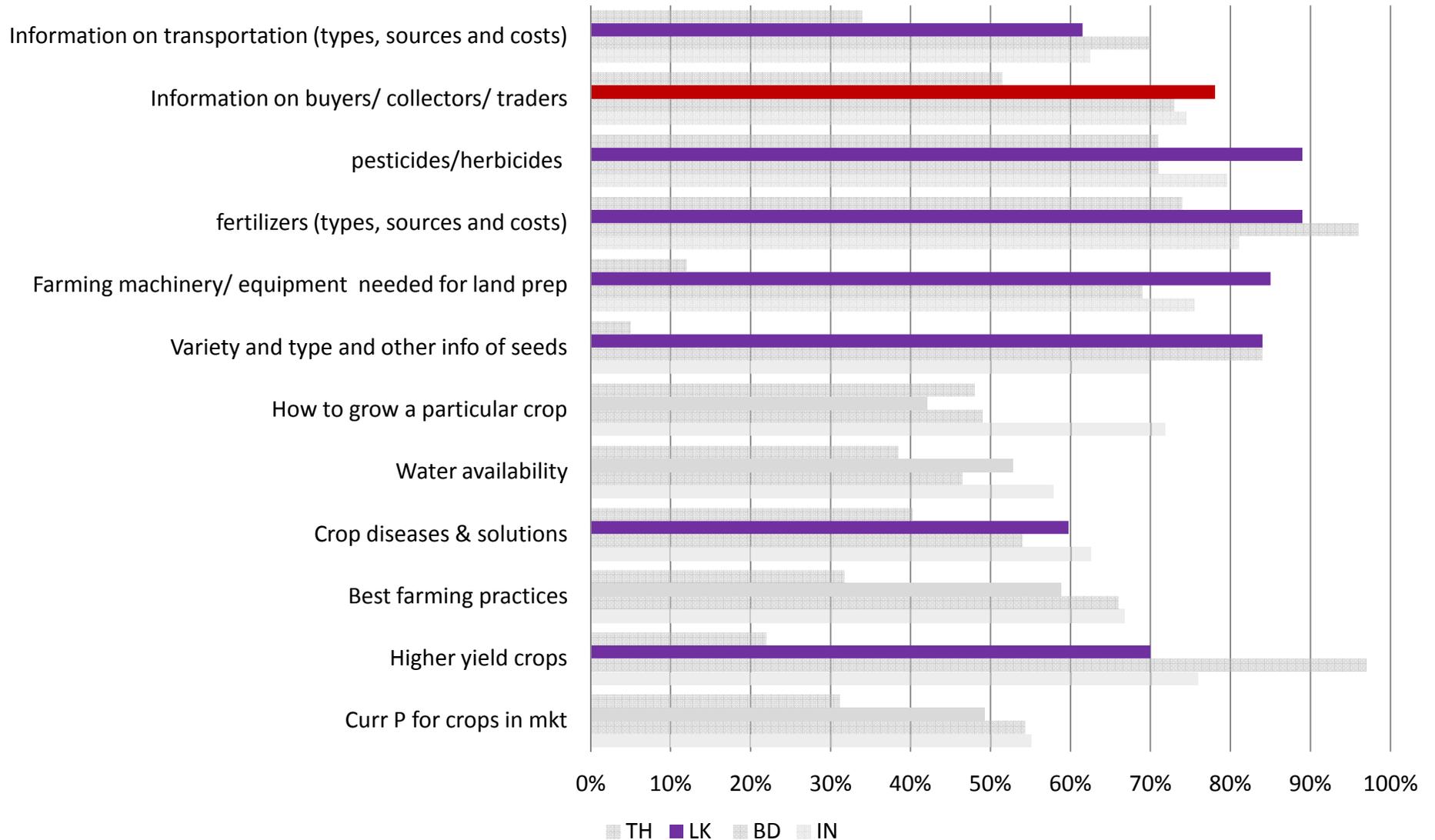


# Prices???...Not so important



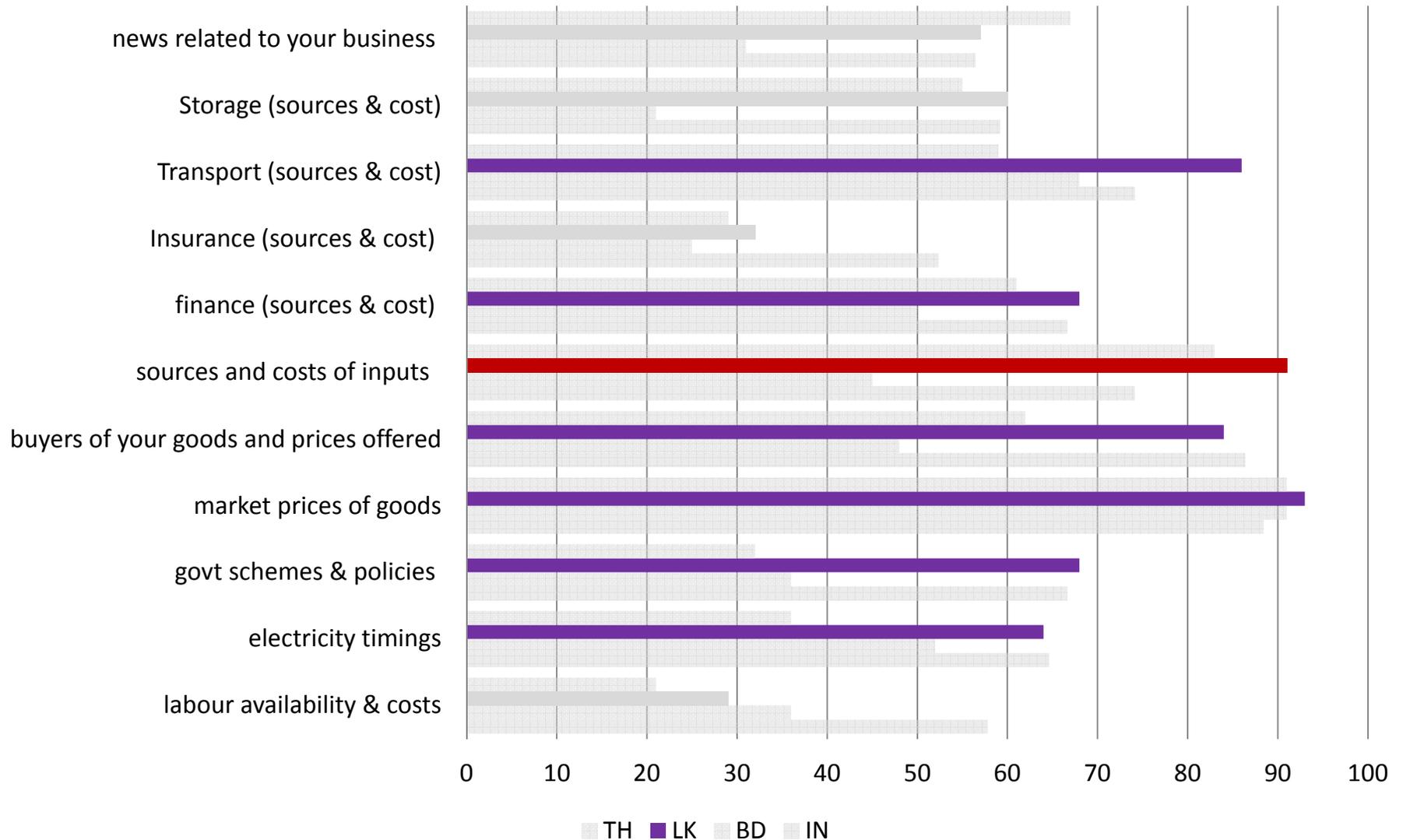
**What Information is important to Growers in Sri Lanka (above 60%)**

# Farmers looking for buyers...



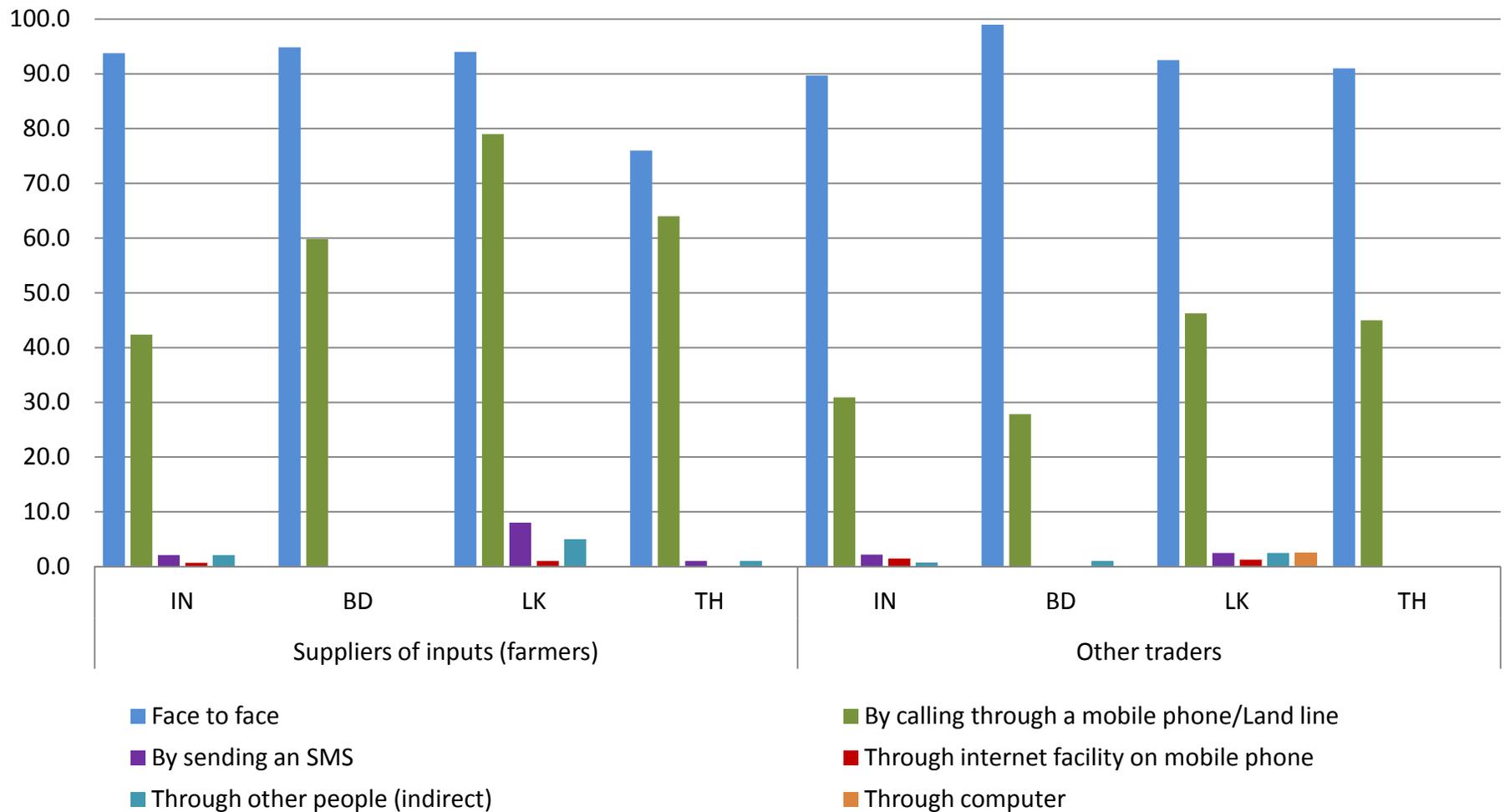
**What Information is important to farmers in Sri Lanka**

# Buyers are looking for farmers...



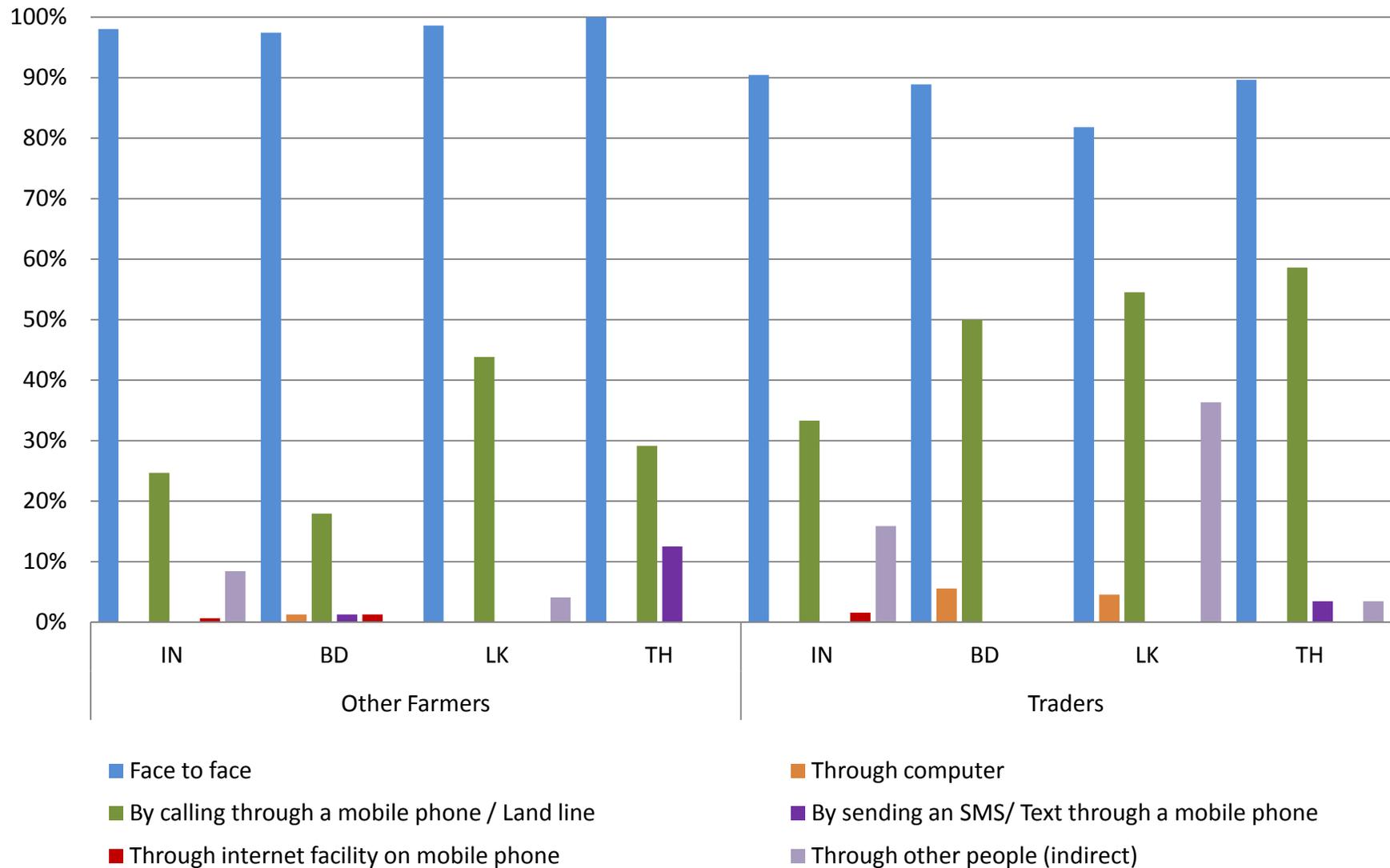
**What Information is important to Non-growers in Sri Lanka, above 60%**

# When communicating, face to face is still high but phones are catching up...



**Methods of communication: Non-growers**

# Same with the growers...

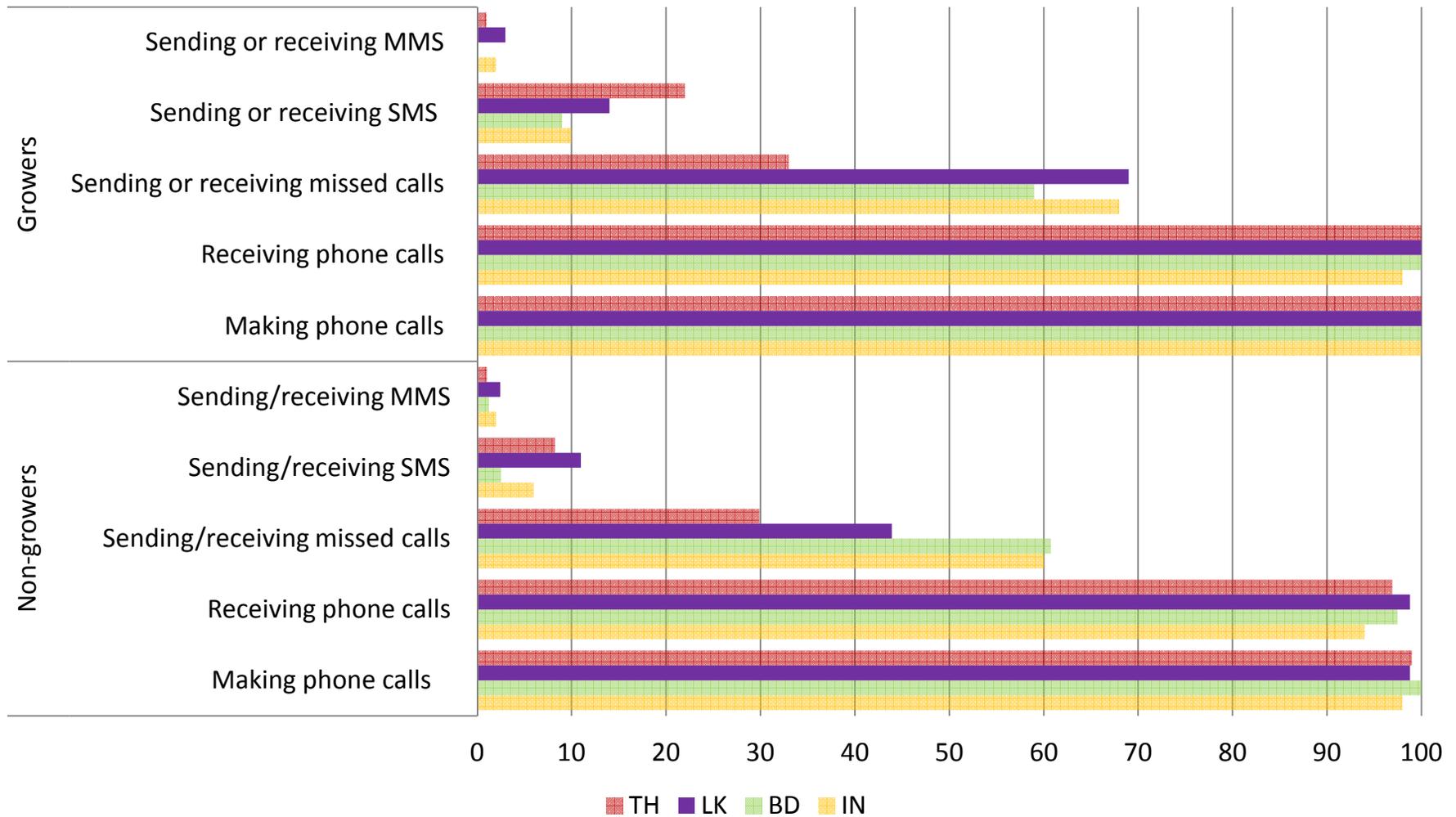


**Methods of communication: Farmers**

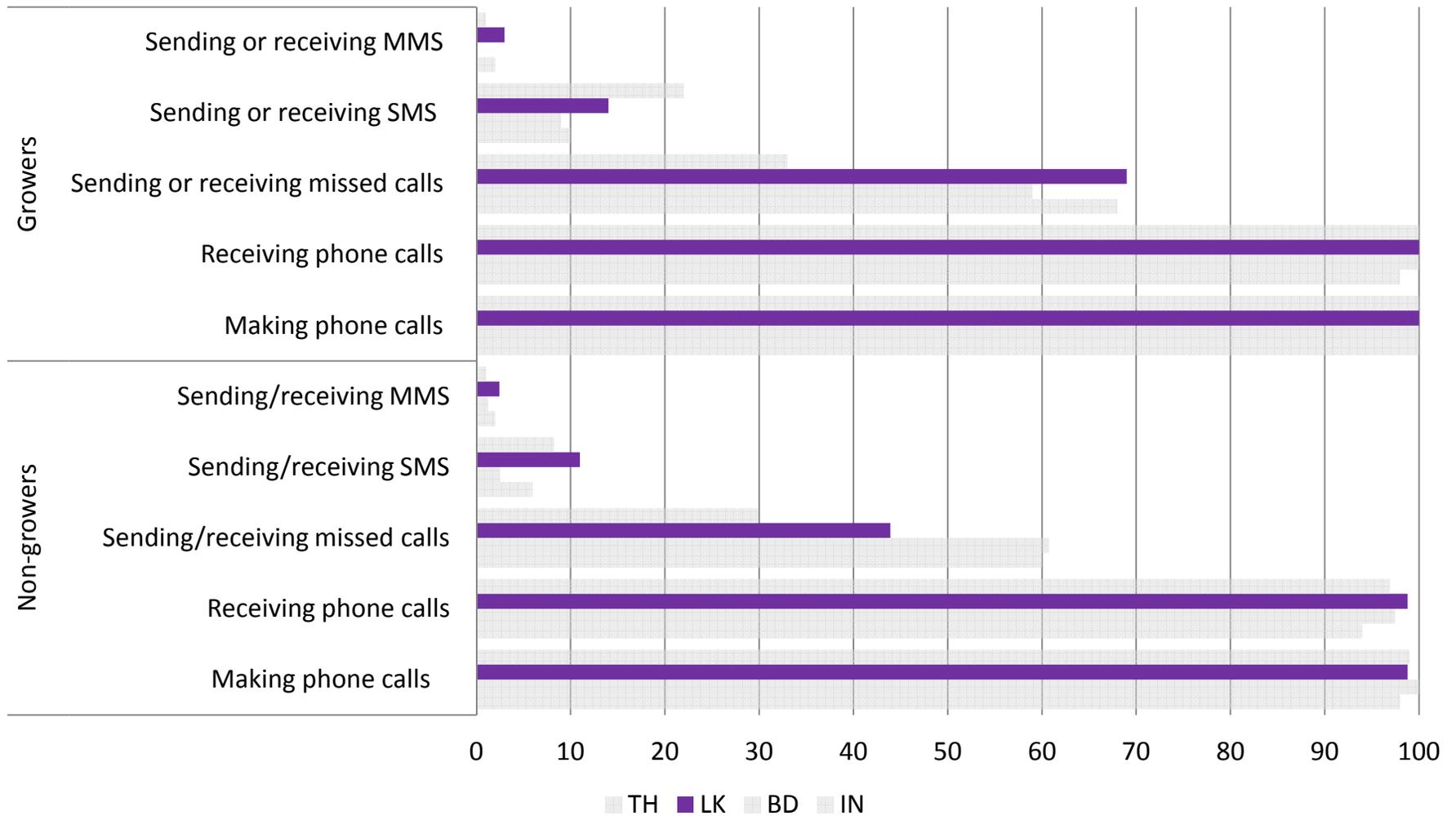
# On average over 75% of Sri Lankan households owns a phone

Province	Fixed or Mobile ownership by HH
Western	86%
Central	76.2%
Southern	76.6%
Northern	63.1%
Eastern	63.5%
North-western	75%
North-central	79.3%
Uva	71.6%
Sabaragamuva	72.1%

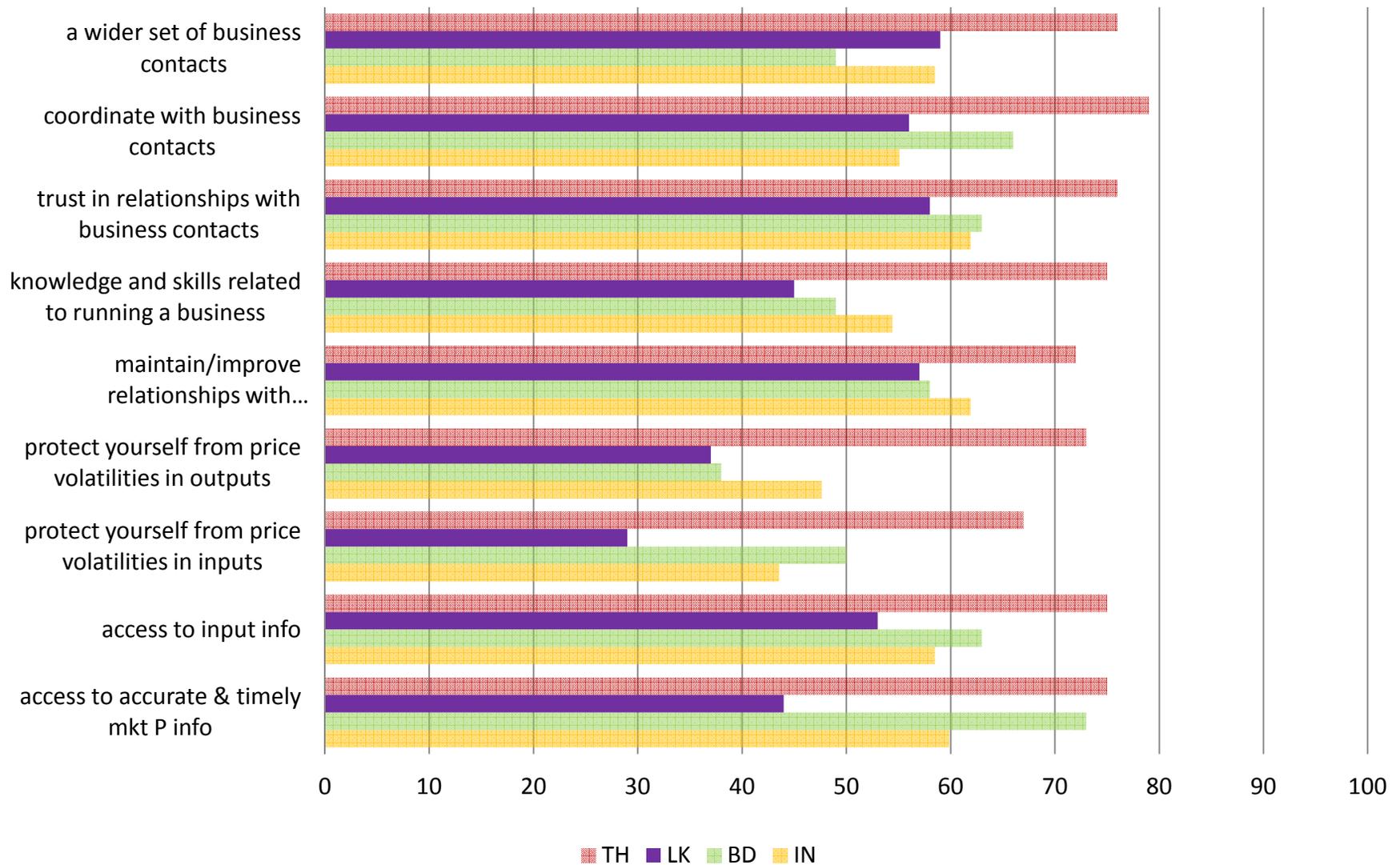
# When communicating, voice is still preferred...



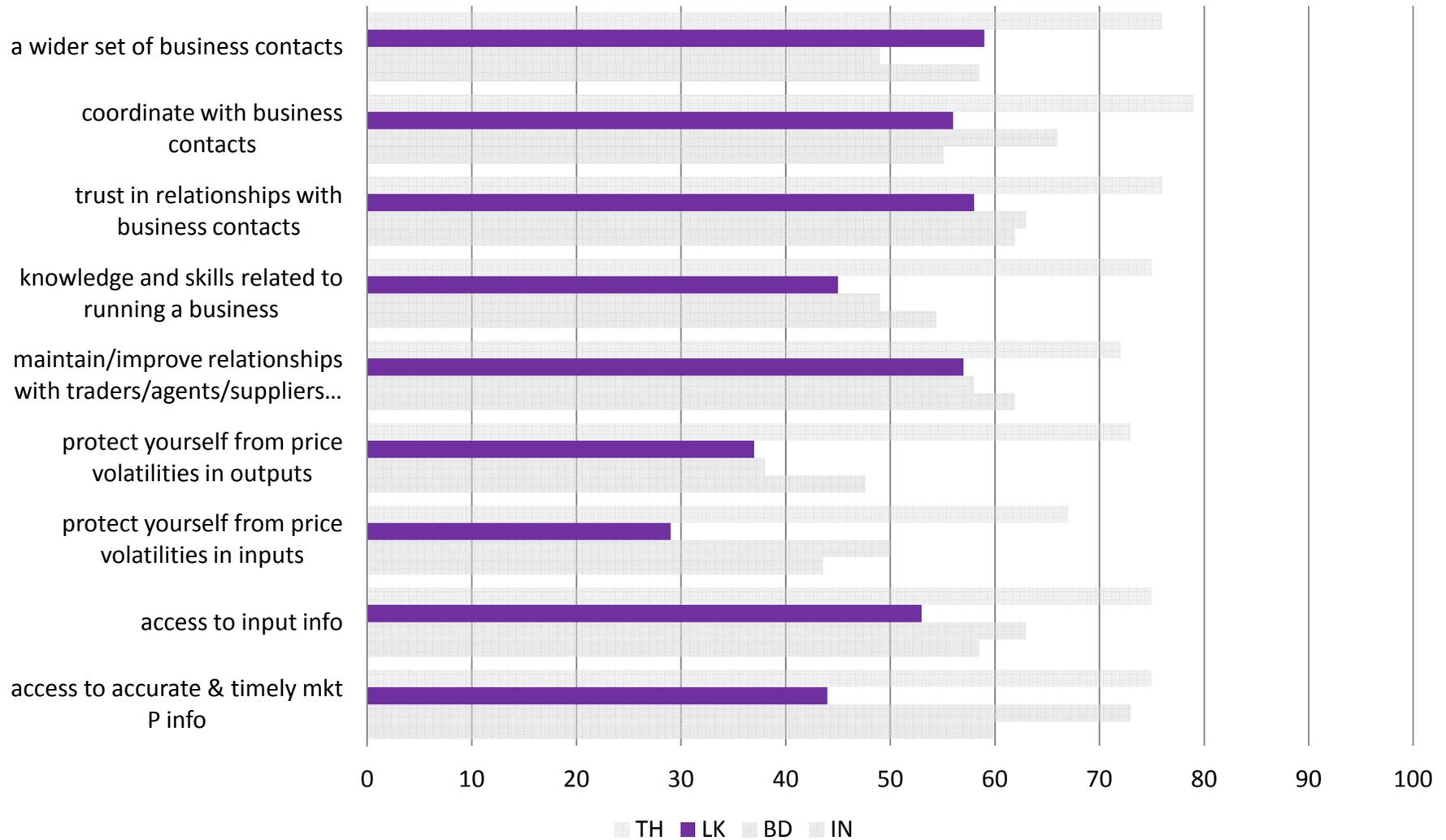
# Voice is still preferred...



# Benefits of the use of mobiles for non-growers?...



# Benefits?...Mainly for maintaining trust and coordination...



**Benefits for non growers**

# In summary...

- If using ICTs, phones maybe the best option for the agriculture sector
- Phones have helped build trust
- Farmers seek information that is more about inputs and less about improving their production processes
- Prices are more important to non-growers than farmers