Marprice: a system for farmers in rural Africa to retrieve the latest market prices

Allard Oelen, Mathijs Oggel, Nip van Wees, Tom Tol

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Problem

Farmers in rural Ghana are dependent on a market leader in order to retrieve the latest market prices. The farmers need to physically meet the market leader which is time consuming and not accurate.

Solution: Marprice

Marprice, provides the farmer an interface (via either voice or the web) to retrieve the latest market prices. Market leaders can keep the prices up-to-date via a web interface. Marprice runs on the Kasadaka platform (using a Raspberry Pi and GSM dongle). The whole system can run without internet connection.

Current situation

Farmer wants to know the price of pawpaw

Market leader tells the current pawpaw price

Marprice situation

Farmer calls Marprice to request the price of pawpaw

Pawpaw price is provided via voice

Market leader updates the product prices in web interface

1) Market leader web interface

2) Market leader updates product price

1. a.b.oelen@student.vu.nl  2. m.t.oggel@student.vu.nl  3. n.v.wees@student.vu.nl  4. a.j.m.tol@student.vu.nl