

Allaken Information Board Network

By James Kanyi¹

Allaken Information Board in Othaya



Ladies checking the information on Othaya IB

I am the regional manager for the Mount Kenya region. Allaken Market Access Company (MAC) is situated in Othaya and covers the Nyeri, Nyandarua and Laikipia districts and is one of a network of MACs in this region. It is a small commercial enterprise that offers client services to get better access to local, national and international markets. Through our Information Board (IB) we access and distribute locally relevant market information and intelligence; there is also a small income from adverts placed on the IB.

The IB Network

The IB in Othaya is run by Simon Ngatia. The IB is in a place in the town where many people walk past. We display market prices and adverts for businesses and for people who want to sell a piece of land or a car. We charge a fee for our adverts or a commission on the sale of the goods. We also have a 'lost and found' section where we display things that have been handed in to us; the owners come and collect them from us for a small fee.

Simon the IBM has been sending in the local market prices each week to AgriTrade. He has successfully applied to RAVI for a loan for a new mobile and a flash disk. He will now be able to communicate with more traders; sell

SMS subscriptions; and build a stronger network of other IBMs, traders and producers.

To improve our market information we need a second IB in Othaya at the market, and links to the other local markets. We have sent a letter from AgriTrade explaining the IB network and asking for permission to put up a second board.



Othaya Market

We intend to extend the network of IBs by finding managers at the markets in Karatina, Nyeri and Kirianini. If possible these IBMs will also be agro-dealers. Then we can exchange local market prices as well as receiving the main market prices from the AgriTrade national office.

Our immediate plans for market linkages from this area are sourcing for dairy goats for buyers in the peri-urban Nakuru area and sourcing 'second grade' French beans, beetroot and eggplants for buyers in the 'Malikiki' retail market in Nakuru.

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