

Marketing Information System (MIS)

WHAT IS MARKETING INFORMATION SYSTEM (MIS)?

- A web-based information hub.
- Aimed at gathering, processing and distributing marketing information to producers of:
 - ✓ Agricultural;
 - ✓ Forestry; and
 - ✓ Fisheries products; and
 - ✓ other role-players within the agricultural, forestry and fisheries value chains.

WHAT TYPE OF INFORMATION IS CONTAINED IN THE MIS?

The MIS contains a wide range of information on agricultural markets. The information one can get from the system include the following:

- Daily fresh produce prices at Fresh Produce Markets;
- Daily prices for grains and oilseeds;
- Contact details of fresh produce markets;
- Contact details of fresh produce agents;
- Commodity Value Chain Reports for grains, industrial products, livestock, fruit and vegetables; and
- Plenty of other agricultural marketing-related information.

WHO CAN BENEFIT FROM MIS?

- Farmers
- Agribusinesses
- Agricultural economists
- Market agents
- Traders
- Researchers
- Policy makers

UNSTRUCTURED SUPPLEMENTARY SERVICES DATA (USSD)

As a supplement to the web-based system, daily prices for fresh produce can also be accessed through a USSD by using a cell phone and dialling *120*4040#. This service is available for all kinds of cell phones.

NB: Cell phone rates apply (average of R0.60/minute).

How do I access MIS?

The web-address for MIS is: <http://webapps.daff.gov.za/amis>

FOR MORE INFORMATION REGARDING THE MIS

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MIS website: <http://webapps.daff.gov.za/amis/>



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