



REPUBLIC OF ZAMBIA

**MINISTRY OF AGRICULTURE**

**DEPARTMENT OF AGRIBUSINESS AND MARKETING**

## Monthly Market Information Bulletin

Bulletin No: 020424 – 30<sup>th</sup> April, 2024



## Table of Contents

<b>1.0 INTRODUCTION</b> .....	<b>3</b>
<b>2.0 IMPORTANCE OF MARKET INFORMATION</b> .....	<b>3</b>
<b>3.0 BENEFITS OF UTILISING MARKET INFORMATION</b> .....	<b>3</b>
<b>4.0 FACTORS INFLUENCING COMMODITY MARKET PRICES</b> .....	<b>4</b>
<b>5.0 COMMODITY AVERAGE PRICES</b> .....	<b>5</b>
<b>6.0 SUPPLY AND PRICE TREND</b> .....	<b>6</b>
6. 1 White Maize Grain .....	6
6. 2 Maize Meal .....	6
6. 3 Fertiliser .....	7
6. 4 Maize Seed .....	7
<b>7.0 CONTRIBUTING FACTORS TO COMMODITY PRICE AND SUPPLY</b> .....	<b>8</b>
<b>8.0 KEY AGRIBUSINESS CONCEPTS AND PROGRAMMES</b> .....	<b>8</b>
<b>9.0 KEY AGRICULTURAL MARKETING TIPS</b> .....	<b>10</b>
<b>10.0 CONCLUSION</b> .....	<b>11</b>

# Know your Market Information

## 1.0 INTRODUCTION

The agriculture sector remains one of the key drivers of economic diversification and growth. One of the fundamental components that contribute to agricultural development is an established marketing information system. Marketing information system is an on-going, organized system for gathering, processing and disseminating information to facilitate a marketing decision making chain. One of the core functions of the Ministry of Agriculture under the Department of Agribusiness and Marketing is to manage the timely collection, analysis and dissemination of market information, in order to facilitate informed decision making by stakeholders in various agricultural value chains. The provision of timely and accurate market information to stakeholders in various agricultural value chains contributes to enhanced market transparency, and integration of markets. The Ministry provides the marketing information through the production of the weekly, monthly and quarterly market information bulletins under the Department of Agribusiness and Marketing. This edition provides an analysis of price and supply performances of the selected major agricultural commodities nationally during the month of March and April, 2024.

## 2.0 IMPORTANCE OF MARKET INFORMATION

Information of commodity market price performance is critical to evaluating the potential effects of economic policies and strategic plans pertaining to both existing and proposed, as well as of trade agreements that can open a country's (trade and market potentials) locally or beyond borders to foreign competitors. Further, a clear understanding of the interplay of market forces over time contributes to flexibility in formulating policies to address possible short-term market needs.

## 3.0 BENEFITS OF UTILIZING MARKET INFORMATION

Market information is good for business practices by either farmers or traders in agricultural sector. The benefits of utilizing marketing information in the agricultural sector are indicated below:

- Users are put in better bargaining position.
- Users can avoid hasty decision that may prove wrong afterwards.
- Users can gain experience in interpreting market/price developments and gradually learn to get a better deal out of the market.
- Users can compare conditions offered by different market (business) opportunities and go for one most suited to their needs.
- Users can improve income from agricultural business by basing production decisions on market potentials.
- Government can detect food insecurity problems timely.

Thus, information is power, reduces poverty, makes market more efficient, avoids crises and is valuable.

#### 4.0 FACTORS INFLUENCING COMMODITY MARKET PRICES

Generally, prices of agricultural commodities are influenced by various market forces that alters the current or expected balance between supply and demand. Many of these forces often arises from:

- Natural calamity. Weather and natural disasters around the world often have an effect on the price of agricultural products.
- Supply and Demand contribute to availability and price.
- Storage levels & transportation constraints.
- Geographical location.
- Market information access.
- Seasonality.
- Internal/international political conflicts.

# Commodity Supply and Price

## 5.0 COMMODITY AVERAGE PRICES

The outlook of the national commodity average prices between the month of March and April, 2024 was as indicated in the table 1 below:

**Table: 1**

<b>NATIONAL COMMODITY AVERAGE PRICES</b>					
<b>AS AT 30 /04/24</b>					
<b>COMMODITY</b>	<b>PREVIOUS - MARCH 24</b>		<b>CURRENT - APRIL 24</b>		<b>% CHANGE</b>
	<b>PRICE (ZMK/MT)</b>	<b>PRICE (ZMK/Kg)</b>	<b>PRICE (ZMK/MT)</b>	<b>PRICE (ZMK/Kg)</b>	
<i>Maize</i>	8,371.98	8.37	8,685.76	8.69	0.00
<i>Sorghum</i>	9,770.54	9.77	11,217.35	11.22	0.01
<i>Rice</i>	29,371.16	29.37	30,384.16	30.38	0.01
<i>Millet</i>	12,195.45	12.20	14,028.39	14.03	0.02
<i>Sunflower</i>	4,937.04	4.94	6,616.67	6.62	0.02
<i>Groundnuts</i>	22,412.82	22.41	22,279.22	22.28	(0.00)
<i>Soya beans</i>	7,037.98	7.04	7,800.30	7.80	0.01
<i>Mixed Beans</i>	26,761.02	26.76	25,330.09	25.33	(0.01)
<i>Cassava Chips</i>	5,734.48	5.73	5,166.04	5.17	(0.01)
<i>Irish Potatoes</i>	16,422.04	16.42	16,084.17	16.08	(0.00)
<i>Sweet Potatoes</i>	6,409.00	6.41	6,260.08	6.26	(0.00)
<i>Tomato</i>	12,078.04	12.08	14,434.12	14.43	0.02
<i>Onion</i>	18,055.38	18.06	19,103.71	19.10	0.01
<i>Seed Cotton</i>	-	-	-	-	-
<i>Virginia Tobacco</i>	-	-	-	-	-
<i>Burley Tobacco</i>	-	-	-	-	-
<i>Wheat</i>	-	-	-	-	-
	<b>PRICE (ZMK/25Kg)</b>		<b>PRICE (ZMK/25Kg)</b>		
<i>Breakfast Meal</i>	314.43		319.06		0.05
<i>Roller Meal</i>	253.52		264.81		0.11
<i>Bread Flour</i>	511.63		507.82		(0.04)
	<b>PRICE (ZMK/50Kg)</b>		<b>PRICE (ZMK/50Kg)</b>		
<i>Compound D fertiliser</i>	925.28		876.96		(0.48)
<i>Urea fertiliser</i>	948.93		913.45		(0.35)
	<b>PRICE (ZMK/5Kg)</b>		<b>PRICE (ZMK/5Kg)</b>		
<i>Sorghum Seed</i>	189.89		239.32		0.49
<i>Sunflower Seed</i>	278.10		264.44		(0.14)
	<b>PRICE (ZMK/10Kg)</b>		<b>PRICE (ZMK/10Kg)</b>		
<i>Maize seed - Early Maturing</i>	460.12		469.04		0.09
- <i>Medium Maturing</i>	485.45		472.76		(0.13)
- <i>Late Maturing</i>	534.40		510.76		(0.24)
<i>Cowpeas Seed</i>	441.05		413.52		(0.28)
	<b>PRICE (ZMK/20Kg)</b>		<b>PRICE (ZMK/20Kg)</b>		
<i>Groundnut Seed</i>	926.56		926.74		0.00
	<b>PRICE (ZMK/25Kg)</b>		<b>PRICE (ZMK/25Kg)</b>		
<i>Soya Bean Seed</i>	696.65		698.01		0.01

Source: ABM: MoA



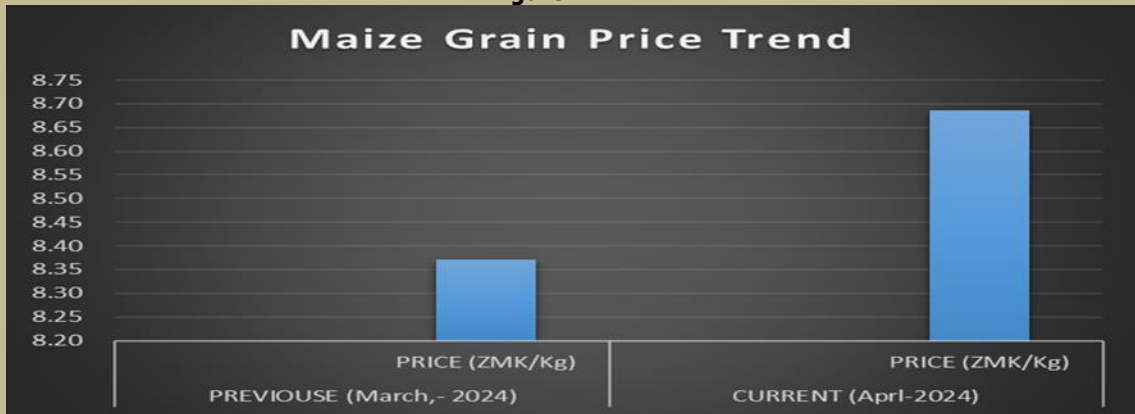
## 6.0 SUPPLY AND PRICE TREND

The price trend for selected major agricultural commodities and inputs between March and April, 2024 continued to fluctuate within a minor range.

### 6.1 White Maize Grain

During the period under review, the White Maize grain price reflected a stable price trend averaging between ZMK8.37 per Kg (ZMK418.60 per 50Kg bag) in March, to ZMK8.69 per Kg (ZMK434.29 per 50Kg bag) in April, 2024 as depicted in table 1 above and figure 1 below. The supply of White Maize grain during the period under review continued to be fair throughout the country with consistent restrictions on export of the commodity monitored by the Government.

Figure: 1



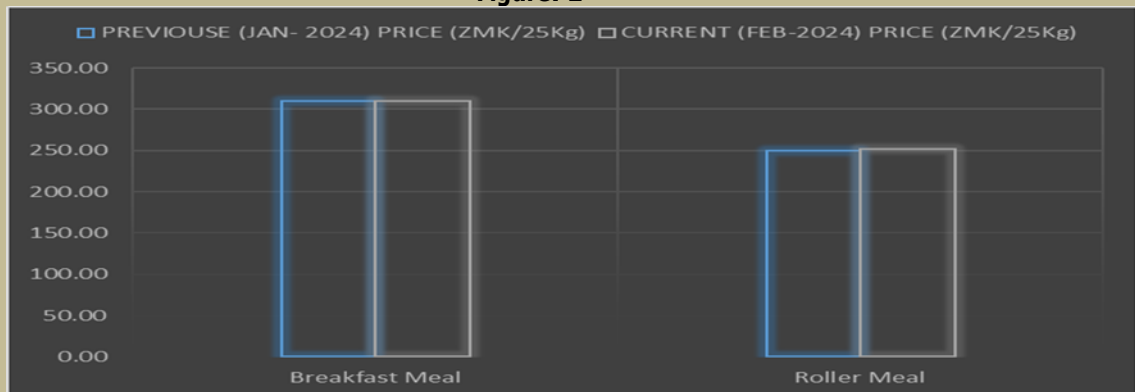
### 6.2 Maize Meal

A general outlook of the Maize meal price during the period under review continued reflecting stability of the commodity, in most parts of the country.

**Breakfast Meal:** The retail price for Breakfast Maize meal during the period averaged from ZMK314.43 per 25Kg bag in March to ZMK319.06 per 25Kg bag in April, 2024.

**Roller Meal:** The price of Roller meal averaged from ZMK253.53 per 25Kg bag in March to ZMK264.58 per 25Kg bag in April, 2024.

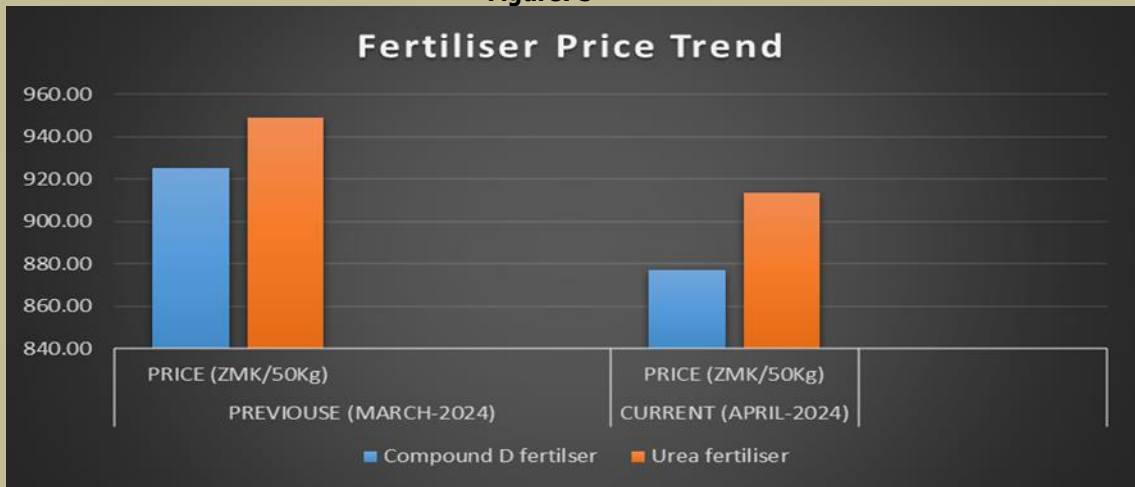
Figure: 2



### 6.3 Fertiliser

The prices for both Compound D and Urea fertiliser reflected a stable price trend with a minor decline escalation between March and April, 2024. Compound D averaged between ZMK925.28 in March to ZMK876.96 in April, 2024 per 50kg bag respectively. Whilst, Urea fertiliser averaged between ZMK948.93 in March to ZMK913.45 in April, 2024 per 50kg bag respectively as depicted in table 1 above and figure 3 below. This implied a minor price decline of -5.22% for Compound D and -3.74% for Urea. The supply of fertiliser during the period under review continued to be fairly available countrywide.

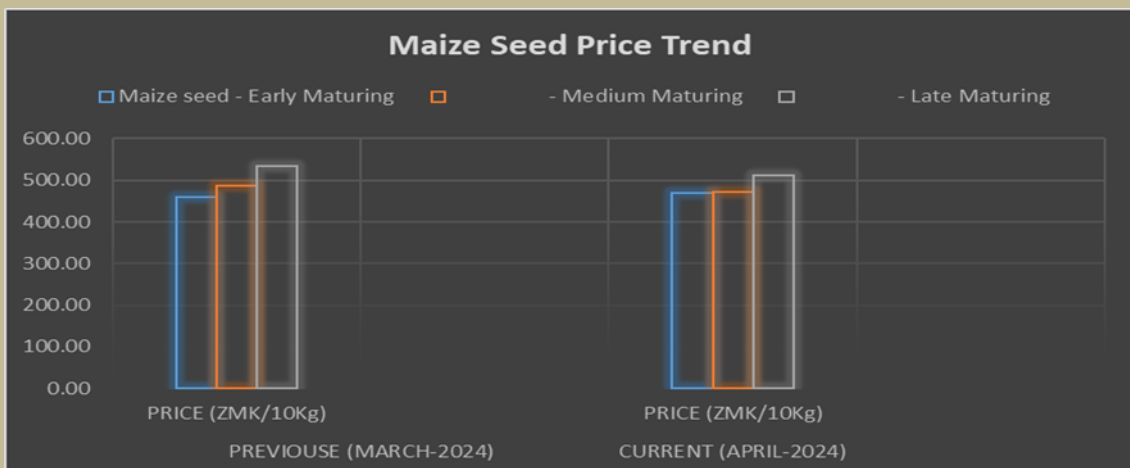
Figure: 3



### 6.4 Maize Seed

Prices for Maize seed averaged between ZMK460.12 to ZMK534.40 in March and ZMK413.52 to ZMK510.76 in April, 2024 per 10Kg respectively as depicted in table 1 above and figure 4 below.

Figure: 4



## 7.0 CONTRIBUTING FACTORS TO COMMODITY PRICE AND SUPPLY

Some of the factors that contributed to the minor up and down of the prices during the period under review included the following:

- a) The prices of fertiliser reflected a minor decline countrywide. Availability of the fertiliser continued to be stable due to consistent high supply of the input countrywide as result of continuous increased local production within the local industry at affordable price.
- b) Maize grain price continued to be slightly higher due to consistent high demand of the commodity on the market as result of environmental drought impact.
- c) Prices of Maize meal continued to be slightly higher in some areas of the country, however the constant availability of cheaper Maize meal supplied by Eagles Millers under the Zambia National Service continued to reflect an influence in a slight stabilisation of the staple commodity price and supply in most areas.
- d) The supply of Maize meal was fair throughout the country during the period under review with competitive supply by the Zambia National Service under the Eagles Milling.
- e) Different brands of Maize meal continued to be available in different areas of the country thus giving the consumers a wide choice. These brands were continuously being sold at slight different prices, which provided the clientele to compare prices before purchasing Maize meal so as to discourage unnecessarily high prices.
- f) The supply of crop seed country wide during the period under review reflected a minor decline due to the drought impact.

## 8.0 KEY AGRIBUSINESS CONCEPTS AND PROGRAMES UNDER MOA:

### - **JOINT INCORPORATION OF SHEP CONCEPT:**

The Government Republic of Zambia through the Ministry of Agriculture has continued working with the Japan International Cooperation Agency (JICA) in promoting the adoption and institutionalization of the Smallholder Horticultural Empowerment Promotion (SHEP) concept in the Zambian agricultural extension services system. The concept aims at promoting farming as a business with the view of producing the right crop quality and quantity to satisfy the identified market demand.

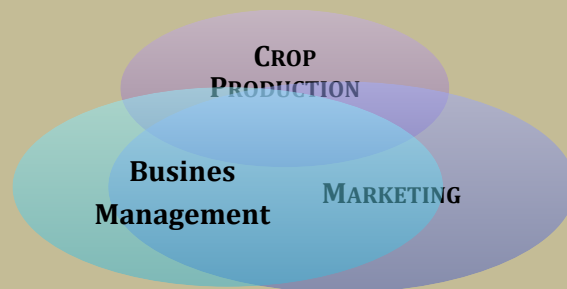
The concept has been promoted through the implementation of various JICA projects such as the Expansion of Community-Based Smallholder Irrigation Development Project (E-COBSI) in Luapula, Copperbelt, Northern and Central provinces, Market-Oriented Rice Development Project (MOReDeP) in Western province and the HOPE project in North-western province. The successful implementation of the concept, led the Government through the Permanent Secretary – Technical and JICA office to officially sign a joint statement on cooperation in mainstreaming SHEP approach concept into the Ministerial extension service system. The signing incorporation was officially done on 29th December, 2023. This implied that going forward the concept



shall be promoted to be implemented in any agricultural extension service system for improvement of quality products countrywide to increase income for both farmers and traders.

The concept aims at promoting farming as a business with the view of producing the right crop quality and quantity to satisfy the identified market demand. For further clarification contact can be made through the Director – Agribusiness and Marketing Department.

### **Farming as a Business**



The concept also aims at achieving the following:

- Increased food security and improved nutrition
- Increased job opportunities
- Increased agricultural exports and reduction in food imports
- Increased incomes and wealth creation opportunities

#### **- PROMOTION OF COMMON BEANS OUT-GROWER SCHEME:**

The World Food Program (WFP) and the Zambia National Service (ZNS) in collaboration with the Ministry of Agriculture are working together in promoting the common beans value chain production in Northern Province (Mbala district under Munyezi Unit) and North-western Province (under Mumbeshi, Katandano and Kamitorite Units). This promotion is intended to feed into the Local and regional Procurement Policy (LRPP) mandate under the Global Commodity Management Facility (GCMF). School production units around the ZNS anchor farms were also drafted into the project to first learn new agricultural practices to increase productivity that will be utilized in the school meals programme and the surplus purchased through the aggregation market network that will be enabled.

Farmers engaged in the scheme shall be provided with ready market linkage through the WFP at a good price. Any farmer located in the cited regions are encouraged to get in touch with the district agricultural office for details.

- **FISP:** The Government Republic of Zambia (GRZ) introduced the Farmer Input Support Programme (FISP), in 2008 which was preceded by the 2002/2003 Fertiliser Support Programme (FSP). The major aim of the Programme was and still is to improve the supply and delivery of agricultural inputs to small-scale farmers at an affordable cost, while enhancing the participation of the private sector in agricultural

input markets. Overall, Government's agenda has been to ensure that the Programme improves household production and productivity, increases *household food security* and *incomes*, and *reduces rural poverty*.

## 9.0 KEY AGRICULTURAL MARKETING TIPS:

### **Grow your business**

Continuous record keeping, review and planning are key to growing your business, based on business management.

- **Plan:** Records are essential, but just keeping records is meaningless. Develop a plan that incorporates the improvements found in your records.
- **Market Survey:** undertake market survey in accordance with the plan.
- **Action:** Analyze and implement a plan by following the record based on all information related to production and marketing.
- **Review:** Compare your plan with actual records and identify areas for improvement in order to grow your business.

### **Commodity Aggregation**

Commodity Aggregation reduces transaction costs, creates a favourable negotiating position, creates good profit margins and makes it easier to meet market demand.

- Six Ps: Know the six Ps of Marketing to be effective in business, which are: People, Plan, Product (Commodity), Place, Promotion and Price.
- Marketing, commodity handling, transport and storage costs must all be considered when planning to aggregate.
- Commodity supply forecasting: is very important, as it provides idea of how much volume will be committed for a contract and how much financing need is in business.
- An aggregation plan is the blue print of the entire purchase of commodity for the marketing season.
- Commodity quality: High quality commodity earns more money attracting a good price and has a longer shelf life especially for grain commodity.
- It is important to know the grade specifications and standards of your potential market.
- The commodity collection point must have a good and clean structure that protects commodity from rain, insects, rodents and pests.
- For grain commodity, upon receiving, it is important to inspect, weigh, record and stack bags in an appropriate manner.
- Important equipment to have at the collection point are platform scales, sampling probes, pallets, moisture metres/bottle & salt test and a sampling table.

## 10.0 CONCLUSION

In order to stabilize the supply and price of Maize meal, Government through the Zambia National Service working with the Ministry of Agriculture under the Food Reserve Agency has continued supplying low priced Maize meal under the Eagles Milling throughout the country in order to increase the supply and influence the reduction of high prevailing prices of the commodity. This publication was produced with contribution of strategic data submissions from district, provincial to national level through the department of Agribusiness and Marketing structures.

**ACQUIRING IMPORT/EXPORT PERMIT  
FOR AGRICULTURAL COMMODITIES  
THROUGH ZESW**

The following steps outlines procedures for obtaining control of goods import and export permits for agricultural products.

**Step 1.**

- a) Log into **Zambia Electronic Single Window (ZESW)** using <https://www.zesw.gov.zm/zesw/>.
- b) Choose either "Register" if you a first user or "Log in" if you are already registered on the ZESW.
- c) Choose the "Agricultural" Tab and fill in the application form and click on "Submit"
- d) Depending on Product type, **ZESW** will direct application to SCCI (for Seed) or PQPS (For non-seed agricultural products)
- e) To keep track of your application, log into your account using your registered email address and your password, choose "manage application," pick "track application" and pick "details."

**Step 2.**

- a) **SCCI:** Seed application will be reviewed. If approved, ZESW will forwarded application to PQPS.
- b) **PQPS:** Application will be reviewed. If approved, ZESW will forward application to ABM.
- c) **ABM:** Application will be reviewed and attachments from SCCI, PQPS and Ministry of Health and other relevant institutions will be verified.

**Step 3.**

If approved, a composite Invoice will be automatically generated and sent to the clients account. To access

the Invoice, the clients will be required to:

- a) Log into their ZESW account using their email address and password and follow the steps in **Step 1. d** above
- b) From the "track application" window, choose "output" and print out the invoice'
- c) Deposit the invoiced amount at the nearest designated bank (Investrust, Zanaco, Indo-Zambia, Natsave and Atlas Mara)
- d) Submit the invoice and bank deposit slip to the nearest Permit Office or scan and send to MUTINTA.CHIYASA@agriculture.gov.zm or Steven.Chabala@agriculture.govzm.

**Step 4.**

**Accounts:** Will issue a Government Receipt and acquit the application on the ZESW.

**Step 5.**

Log into your ZESW account and print your receipt and trade facilitation documents:

- a) For imports - (Seed Import Permit, Plant Import Permit, Control of Goods Import Permit )
- b) For exports - (Phytosanitary Certificate, Control of Goods Export Permit)

**Notification:** If application is **queried** at any stage, System will send email notification to applicant to make **amendments**. But if **rejected** at any stage, process terminates and System sends email notification to applicant of the outcome.



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