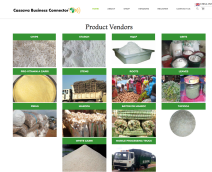


# CBC Cassava Business Connector

Revolutionize the cassava value chain with CBC, ensuring seamless communication and robust market linkages for enhanced income opportunities.

The Cassava Business Connector (CBC) is a digital platform that links cassava producers, processors, and end-users to streamline communication and coordination within the cassava value chain. Accessible at <http://taat-cbc.org>, it enables real-time tracking, communication.



**International Institute of Tropical Agriculture (IITA)**  
Adebayo Abass

Technology from

ProPAS

Commodities

Cassava

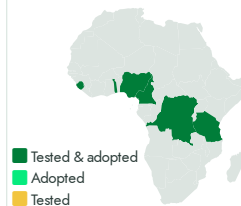
Sustainable Development Goals



Categories

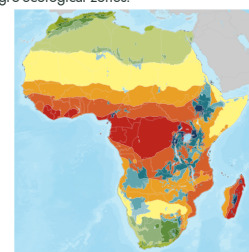
Market, Digital applications, Market linkage

Tested/adopted in



Where it can be used

This technology can be used in the colored agro-ecological zones.



Target groups

Farmers, Sellers

This technology is **TAAT1 validated**.

8x8

Scaling readiness: idea maturity: 8/9; level of use: 8/9



Open source / open access

## Problem

- Communication gap between actors in the cassava value chain, leading to weak market linkage.
- Lack of awareness among producers about potential buyers and vice versa.
- Inefficient integration of value chain actors, hindering communication and coordination.
- Lack of visibility among value chain actors, including producers, input suppliers, processors, and end-users.

## Solution

- CBC helps the coordination of material flow from fields to end-users,
- Allows decentralized monitoring of production,
- Real-time information exchange between the users, and offers secure accounts to each user, protected by login and password, for information safety.

## Key points to design your business plan

To use this technology for your business, you will need:

- Information on products and services
- Computers
- Smartphones

Gender assessment

3

Climate impact



CBC

<https://e-catalogs.taatafrica.org/com/technologies/cbc-cassava-business-connector>

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