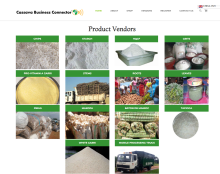


# CBC Cassava Business Connector

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)**  
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Technology originally documented by

ProPAS

Commodities

Cassava

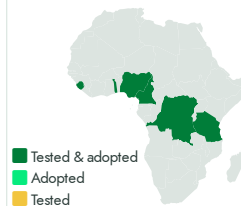
Sustainable Development Goals



Categories

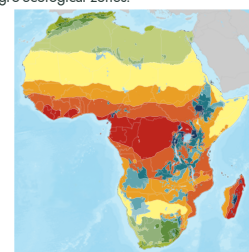
Market, Digital applications, Market linkage

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**.

8•8



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

Gender assessment 3

Climate impact

## 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 project

To integrate the CBC into your project, consider the following steps:

- Raise awareness among cassava stakeholders about the benefits and availability of the Cassava Business Connector.
- Establish training programs for stakeholders to ensure effective utilization of the CBC platform.
- Foster collective action programs to encourage collaboration among producers, processors, and end-users.
- Facilitate access to financial support and markets for cassava stakeholders through the CBC platform.



Open source / open access



CBC

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

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