

# 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.



This technology is **TAAT1 validated**.

8-8



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

When assessing the profitability of implementing the CBC technology, consider factors like increased productivity, reduced wastage, and improved market linkages. For optimal results, integrating Geographical Positioning System (GPS) can enhance the geolocation of products and services.

Gender assessment



Climate impact



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

Technology from

ProPAS

Commodities

Cassava

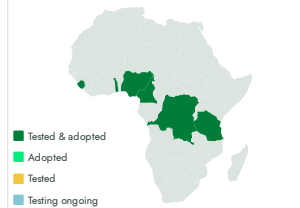
Sustainable Development Goals



Categories

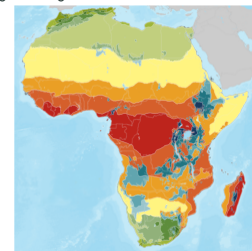
Market, Digital applications, Market linkage

Tested/adopted in



Where it can be used

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



Target groups

Farmers, Sellers



CBC

<https://taat.africa/zpf>

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