

Ministry of Agriculture of Chile launches an application for Monitoring domestic agricultural product prices.

Mundoagro.cl, 16 April 2019



The Office of Agricultural Education and Policy (ODEPA), under the Ministry of Agriculture of Chile (MINAGRI), has developed the application called "A cuánto?" (How much?) that allows users to immediately check the prices of vegetables and fruits in the main wholesale markets throughout the country. This application will help buyers to purchase products at a cheaper price and increase the

competitiveness of producers and sellers.

Ministry of Agriculture of Chile carried out the launch of the application "A cuánto?", which the Ministry of Agriculture has created via ODEPA, to allow users to check the prices of more than 50 types of agricultural products sold in the wholesale markets in the country. The event was attended by Mr. Antonio Walker, Minister of Agriculture, and Mrs. Maria Emilia Undurraga, Director of the Office of Education and Agricultural Policy.

Mrs. Undurraga mentioned the main purpose of this application that is to provide both consumers and farmers information about the actual selling prices of their products in the principle wholesale markets of the country. Also, it allows ODEPA to send information to people who want to use this information directly, enabling them to make better decisions.

In this regard, the Minister of Agriculture revealed the importance of the better transparency in the markets that will be delivered by this application, saying that the fact that this application can help housewives to check the prices of all products from their mobile phone will create a better transparency in the market. That is because the farmers now can know the actual selling price of their products and the housewives can check the price of the products they want to buy.

Normally there will be more audits during this time of year, which is the duty of ODEPA, and this application will help the office to be able to check information immediately. In addition, the application "A cuánto?" also allows both housewives and farmers to receive better information as well.

Source: <http://www.mundoagro.cl/minagri-lanza-app-para-monitorear-los-precios-de-frutas-y-verduras-del-pais-link/>

Thailand Office of Agricultural Affairs, Los Angeles

May 2019