Mozambique Leaf Tobacco Company’s (MLT) considerable footprint of approximately 100,000 contracted farmers in four Mozambican provinces, as well as the challenging access to the most rural areas, made it clear that MLT had to innovate to ensure regular and consistent communication with its growers.

MLT therefore decided to complement this program with a Bulk SMS component, aiming to engage and train community leaders on even more topics. This now twofold Program aims to further increase understanding, support and compliance amongst respected village authorities thereby setting the example and tone for farmers and others in the community.

For 2020, the roll out approach was focused on the Community Leaders as the best way to target a large audience through their local leaders who would spread the word especially in a covid-19 environment. MLT plans to expand its reach to the wider grower base directly once all growers are registered for the new season – during registration farmers provide their phone number for this purpose.

Despite the high rates of illiteracy in Mozambique, most growers have been able to read and understand the text messages with very little difficulties reported. One of the challenges faced is the difficulty in registering a SIM card in Mozambique as there are usually formal personal identification constraints.

In addition to covering the grower base and community leaders in the field, MLT also plans to expand this communication platform medium internally to its employees with content relating to compliance, HR reminders and procedures, industry best practices and any ad-hoc events deemed relevant.

OVER
58,000
messages sent to date

This solution has proven to be very efficient as it ensures immediate and wider reach in all communities!