In Nepal, goats are an essential source of income and nearly every rural Nepali household owns at least a few goats. To buy goats, traders often travel over large areas characterized by rugged terrain and poor infrastructure, making multiple visits to individual households necessary to complete sales. The resulting high transaction costs can stifle the value chain. Cooperatives can reduce transaction costs by allowing for bulk purchases of animals. But cooperatives may struggle to coordinate sales by members spread out over large areas of rugged terrain, possibly failing to solve the transaction cost problem. Technologies that improve coordination of marketing activities could therefore strengthen cooperatives while raising farmer incomes and developing the goat value chain.

**THE PROBLEM & ITS IMPORTANCE**

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**POTENTIAL BENEFITS**

The VCC app replaces a marketing coordination system based on infrequent face-to-face meetings between cooperative members, leaders, and traders. The VCC app should reduce the time and uncertainty associated with goat marketing, thereby increasing goat sales and revenue. Inventory provided through the app lets cooperative leaders know instantly whether they can meet the demands of traders. By including agreed-upon prices, dates, and locations in sales event invitations, the VCC app will remove much of the uncertainty faced by cooperative producers when marketing goats. Traders will feel more confident that their quantity and quality needs will be met in advance of a sale.