**Session title: Value and impact of information in East Africa**

Description (140 words or less)

Lack of information and its low quality have both been considered a barrier to the adoption of agricultural technologies and business development, especially in rural communities in low-resource settings. Yet, little is known about the value of information to individuals and firms and its impact on their behavior. Since information is often a public good, insight on how to (cost-)effectively provide it – whether fertilizer recommendations or business directories – is essential for designing policies aimed at increasing rural productivity. This session explores the valuation of information and the impact of information provision in rural East Africa.

**Exploring the Continuum between Public and Private Goods: Bidding for Soil Fertility Information in Malawi**

Authors: Julia Berazneva (Middlebury College), Annemie Maertens (University of Sussex), Wezi Mhango (Lilongwe University of Agriculture & Natural Resources), Hope Michelson (University of Illinois Urbana-Champaign)

**Modeling Climate-Smart Soil Health Investments in Sub-Saharan Africa**

Authors: Ellen B. McCullough (University of Georgia), Julianne D. Quinn (University of Virginia), Andrew M. Simons (Fordham University)

**Thin Business Networks and Supply-Chain Frictions: The Impact of a Mobile Phone Networking Application on Small Businesses in Tanzania**

Author: Jessica Rudder (University of California Davis)