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Leveraging ICT in agriculture: reaching the Last Mile

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G4AW launch workshop The Hague, September 2014

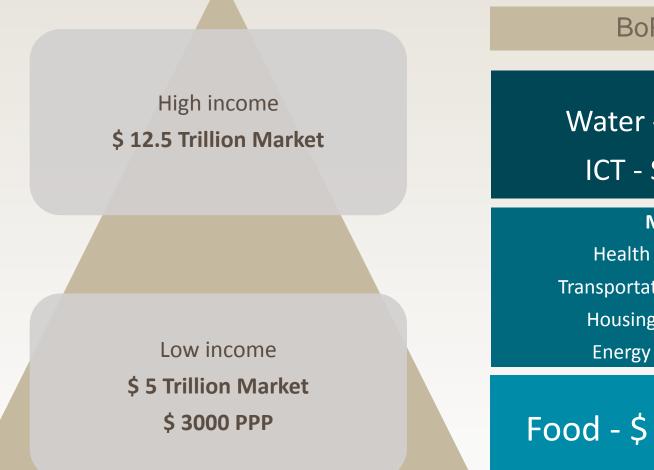


OUR Mission

We facilitate the acceleration of impactful entrepreneurship in BoP markets

www.bopinc.org





BoP Market

small Water - \$20 Billion ICT - \$51 Billion

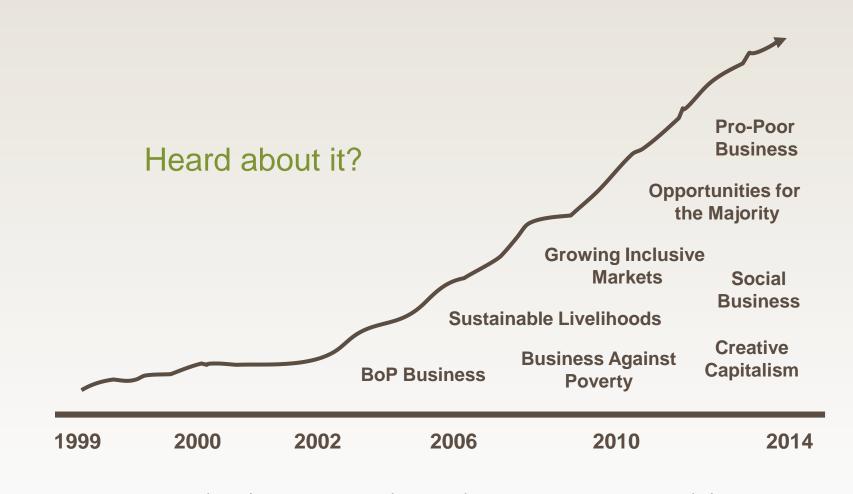
MEDIUM

Health - \$158 Billion Transportation - \$179 Billion Housing - \$332 Billion Energy <u>- \$433 Billion</u>

LARGE Food - \$ 2,895 Billion

3





Inclusive growth and Entrepreneurship

• Small scale Cold Storage

Problen

FOOD SECURITY

• Small scale dairy producers in remote areas often lack cooling facilities

• Up to 40% of fresh food goes to waste during transport/storage

• Small, off-grid functioning cooling units

• Animal Protein production Flying Food

NUTRITION SECURITY

- insects are already popular as food. However, they are seasonally harvested manually in the wild.
- This makes them expensive, seasonal and vulnerable to extinction

 Household production, available throughout the year, at a reasonable price and in different forms

Innovatio

Situation

• Biogas Socket

Situatio

ENERGY SECURITY

• People in rural areas lack access to electricity, but use biogas digesters to cook

- This blocks communication and development
- A socket to produce electricity from biogas

• Watershop, bottled water

WATER & SANITATION SECURITY

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- People in rural areas lack access to water, but use well water to drink
- Access to drinking water and sanitation in the BoP.
- A watershop, bottles of water

Problen



Geodata for Agriculture and Water (G4AW)

- The G4AW Facility is a programme of the Dutch Ministry of Foreign Affairs. NSO is responsible for the implementation of the programme.
- G4AW supports projects that are aimed to improve sustainable food production and increase the
 efficient use of seeds, fertilizer, pesticides and water in agriculture. This is achieved by
 using satellite information based products and services to farmers, pastoralists and fishermen.
 Satellite data can help to generate reliable, timely and frequent information facilitating better
 decision making by food producers. Partnerships between the private and public sector are the
 basis for developing new projects.



Food security





Risk reduction





Protected cultivation

1 HTIMES

Weather data & extension service



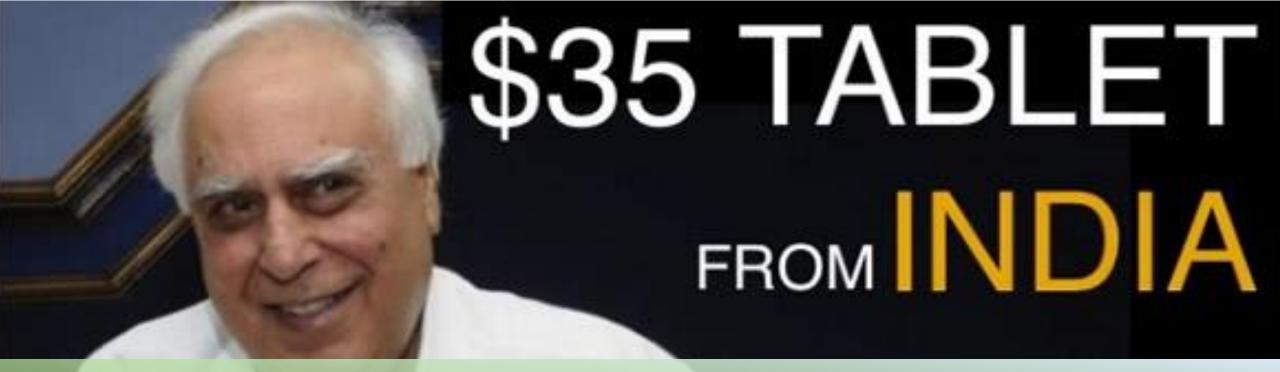
Availability of data

Applicability of data



Accessibility of data





Affordability of data



Actuality of data



Scalability of production



Leveraging ICT in agriculture: reaching the Last Mile

- Introduction of ICT
 - Availability
 - Applicability
- Focus on Inclusive Business
 - Accessibility
 - Affordability
 - Actuality
- Focus on Scalability of production



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We are your partner in INCLUSIVE BUSINESS



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