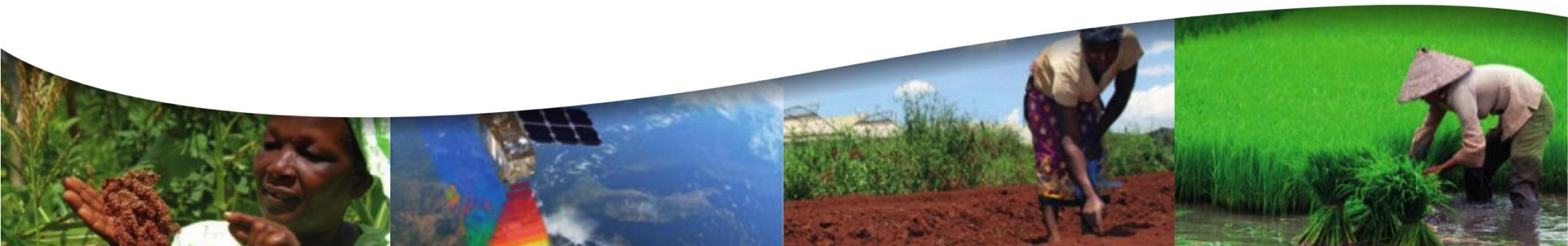




Crop Monitoring Service-Kenya (CROPMON)

David Marcelis
Project Coordinator



Characteristics G4AW-project



Country: Kenya

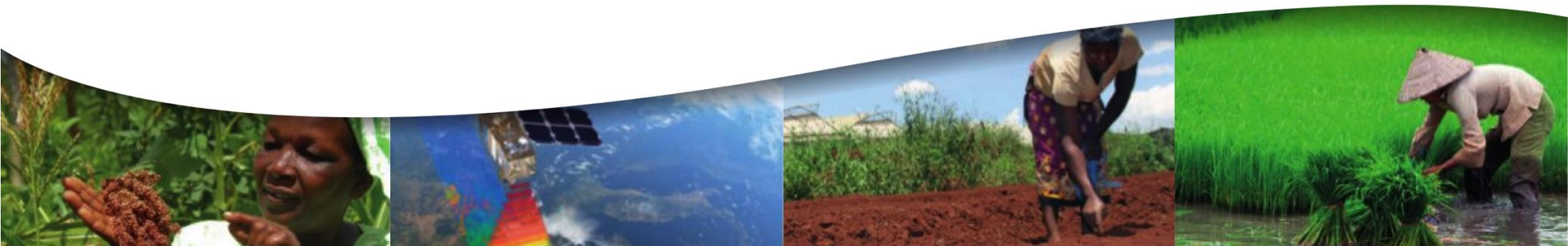
Lead Partner: SoilCares Research

Consortium: Cereal Growers Association, Coffee Management Services, Equity Group Foundation, NEO, SoilCares Africa, Springg, Sugar Research Institute, Weather Impact

Services: Weekly SMS service providing crop growth monitoring, weather forecasting and farm management advice to farmers.

Target Group: 150,000 small to medium sized farmers

Project Period: 1-9-2015 to 31-8-2019 (4 years)



Characteristics of the targetgroup

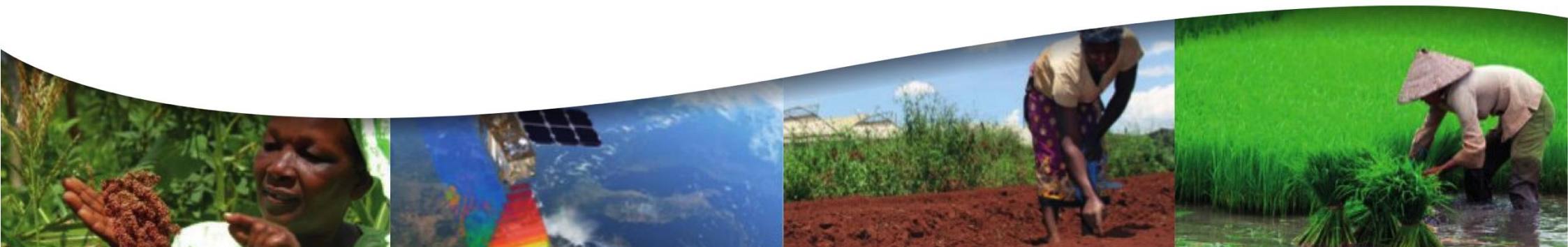
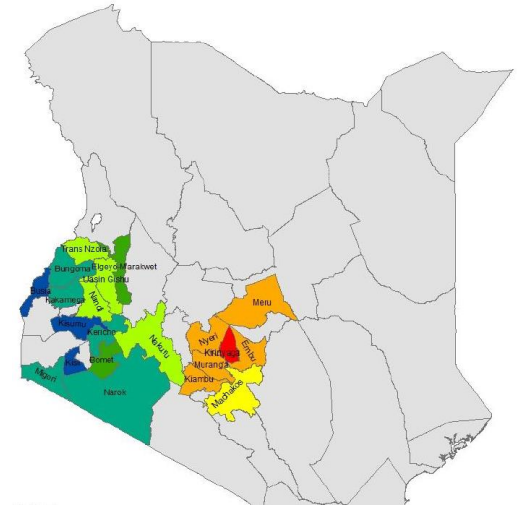
Please provide some information about the targetgroup: size, crops, average size of land, how are they organized, who has the network to reach the farmers

Farm size: 0.6-5.7 ha on average depending on crop type

Crop types: Maize, coffee, sugarcane, grass (dairy) and wheat

Network partners: CGA, CMS, EGF, SRI

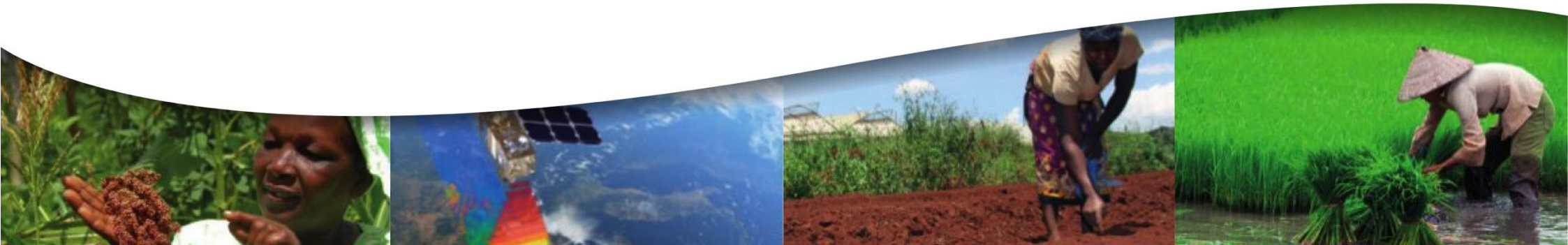
Organisation: Partners > Extension officers
> Leadfarmers > Farmers



Goal of the G4AW project



- 1. Pain:** There is a large gap between actual yield and achievable yield amongst many Kenyan farmers and this is partly attributable to lack of spatiotemporal information of the farming environment
- 2. Gain:** To improve farmers' ability to cope with soil infertility, unpredictable weather and risks of P&D's by providing near-realtime location, crop and soil specific information and advice
- 3. Promise:** Improved yields and more efficient use of inputs



Where is the project now in terms of :

- SMS service operational since December 2016 on a weekly basis
- 12,000 Farmers are receiving
- The remaining 15-16 months of the project focus on upscaling and increasing business readiness
- This includes exploration with additional value chain stakeholders

Achievements:

- Proof of concept established
- Positive feedback from end users
- Steady growth in numbers
- Proven continuous improvement in accuracy/value of the service
- Slow start in the first project year
- Difficulty in realizing a business setup

Lessons:

- Strong points: Fast learning curve (take action early, learn, adapt, try again)
- Weak points: Unclear long term vision



Business case

At the start of the project:

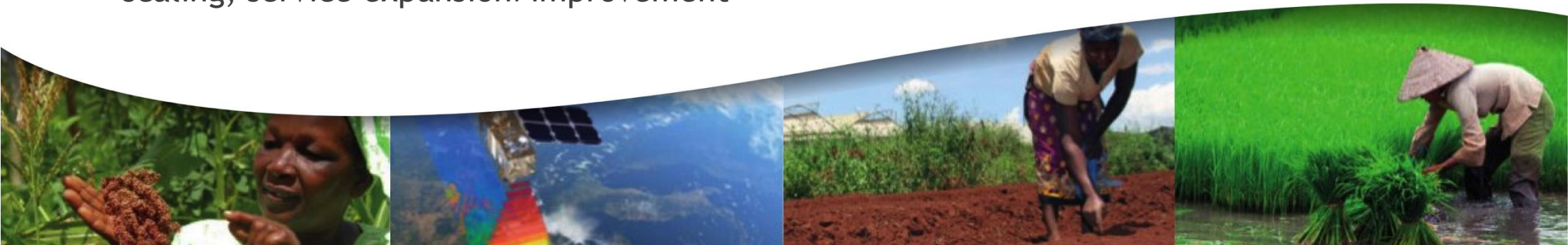
- Market potential: 4 million farm households with access to mobile services
- Farmers pay per SMS or by subscription
- Stand-alone service
- Business case after 10 years: 40% of farmers use the service at 3€ per farmer/year → turnover of 4.8 million € → 10% profit → 480,000€ profit/year

At present:

- Business case in development
- Farmers' willingness/ability to pay may prove a problem
- Need to add information service to existing products or services

Looking at the future:

- Ownership of the service by SoilCares and Kenyan distribution partners with service level agreements with data providers
- Market readiness still achievable by September 2019
- Remaining activities: market segmentation, business formalization, capacity building, scaling, service expansion/improvement

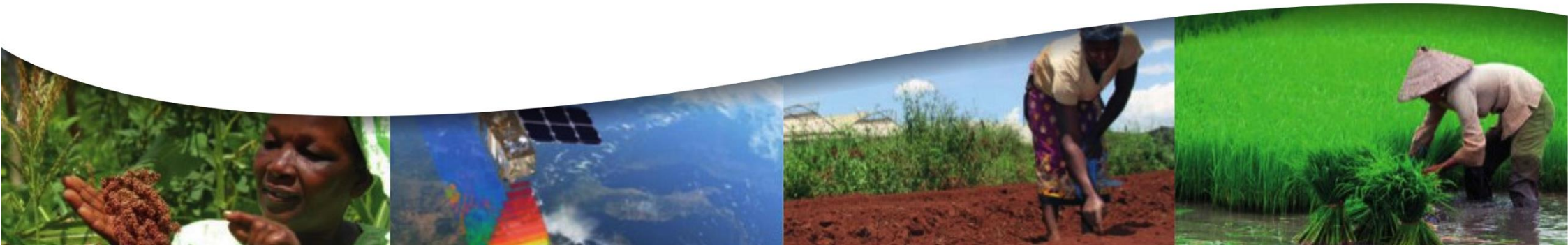


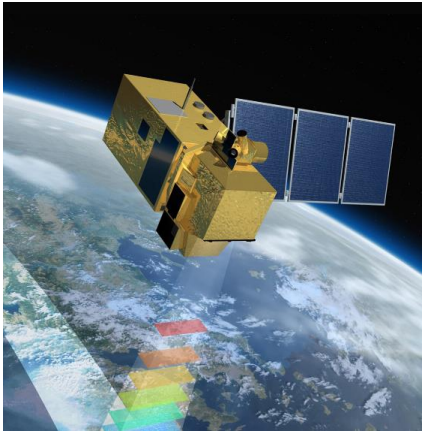
Most important lessons:

1. Strong and committed local distribution partners are essential
2. The client paying for the information service is not necessarily the end user
3. Start testing the product/service on users in an early phase to gain experience and to determine the way forward

Will the service/app be sustainable upon completion of the project:

- Technically the service is ready, but is being expanded and improved to fit specific needs of different users groups
- Financial sustainability is achievable, but the post project business setup needs to be formalised





Thank you for your attention

