geodatics

smart advice

‘From Early Stage to Scale: Sustaining Results of G4AW Program’

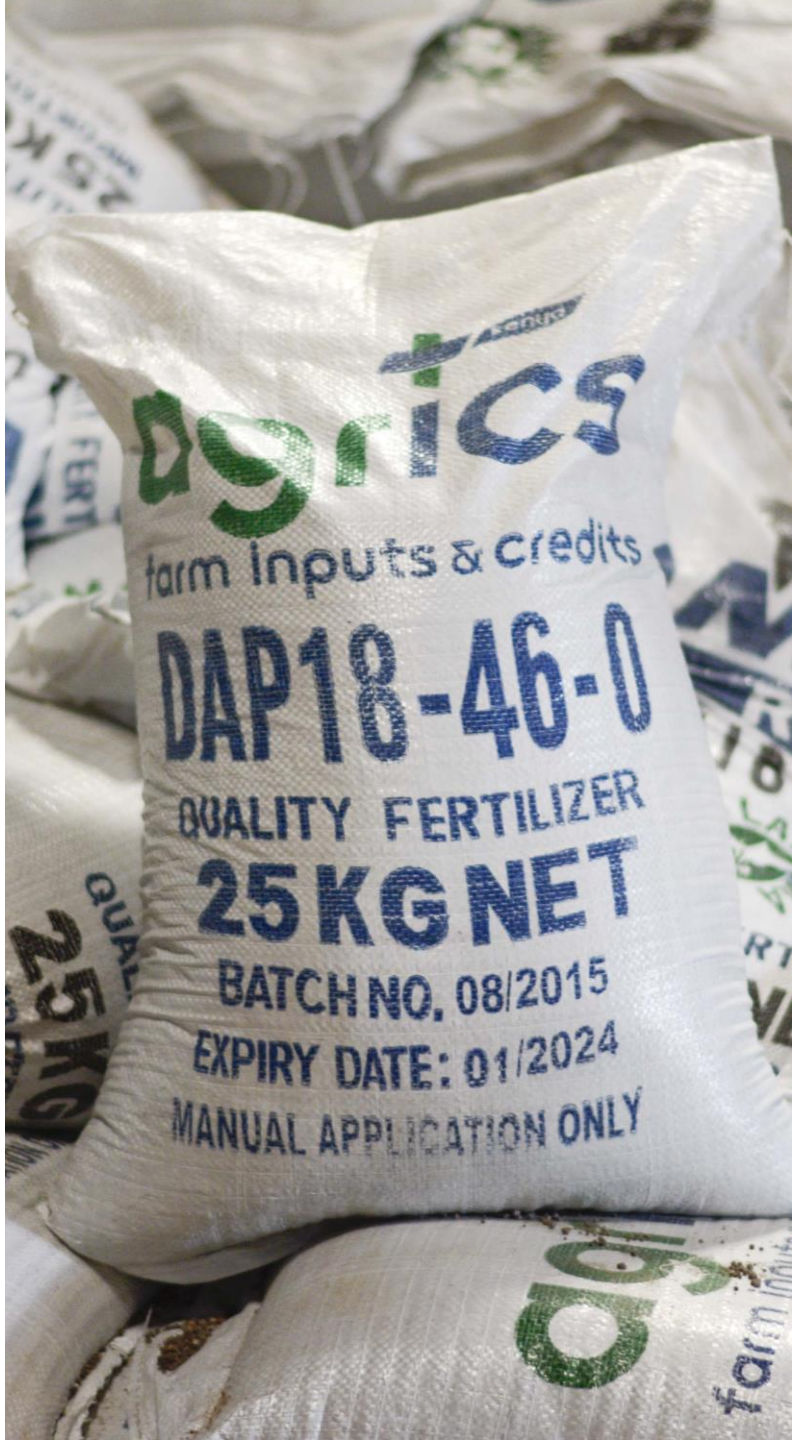
Regional Workshop 17 and 18 May 2018- Safari Park Hotel Nairobi, Kenya

G4AW

GEODATA FOR AGRICULTURE AND WATER

Project Overview

- Countries: Kenya and Tanzania
- Lead Partner: ICS
- Consortium: Agrics, Wageningen UR, Biomass Research, Manobi
- Services:
  - Create farmer profile and passport
  - Provide tailor-made nutrient advice for maize
  - Deliver the fertilizers in the right amount and composition
- Targetgroup: Smallholder farmers growing maize
- Project period: from September 2015 to December 2018



Target Group

- Small-scale, rain-fed agriculture on 0.5 - 2 acres
- Majority growing maize and 1 or 2 other crops like beans, combined with some livestock
- Low yields mainly because of;
  - Lack of cash and credit
  - limited access to quality inputs
  - Limited knowledge to GAP and new technologies
- Huge variability in soil types
- Agrics clients, who are delivered an inputs bundle containing seeds, fertilizer, and capacity building on credit

Project Objectives

The Pain

- Generally low yields
- Access to limited nutrients
- General advice on fertilizer applications
- Value chain inefficiencies

The Gain

- Tailor-made nutrient advice, based on farmer profiles, soil conditions, climate and weather patterns and yield potential to improve yields
- Delivery of the nutrients on credit

The Promise

- Farmers using optimal nutrient strategies for their individual situation for improved yield and return on investment

Status May 2018

- Farmer profiling, Pre-season and In-season advice have been implemented, farmer passports are being rolled out
- 78 M&E plots and 87 control plots in Kenya and Tanzania

Status May 2018 (cont.)

- Main difficulty is in connecting a technically sound product to the client's reality:
  - The advice often means high investments in fertilizers for the farmer
  - In Tanzania majority of farmers was advised to use less or no fertilizer
  - The product seems to be too complex for many farmers
  - Communication through digital devices has not worked out well
- As a result service uptake remains low

Lessons Learnt

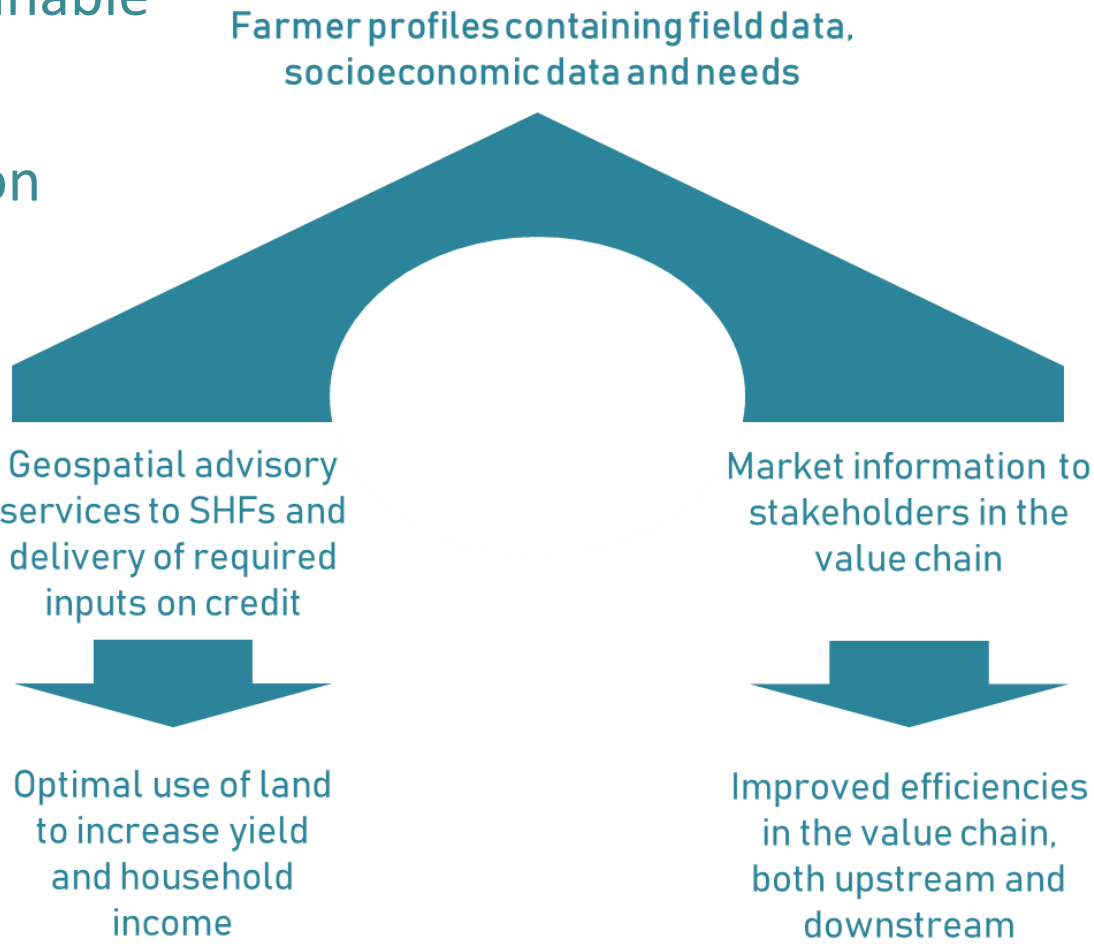
- SHFs are not a homogeneous group
- Information services must be offered in a value chain approach
- The gap between content and market

Business Case

- Original model:
  - ‘freemium’ model targeting smallholders directly
  - Service provision to aggregators
  - Agrics as launching customer
- Currently no commercial basis for maize nutrient advice
- What is needed?
  - Wider portfolio of services based on farmer profiles and geospatial information
  - Service provision to aggregators serving SHFs
  - Service provision to other value chain actors

Looking at the Future

- Roadmap towards Geodatics as a financially sustainable business based on learnings
- Integration into Agrics to continue service provision
- Geodatics brand within Agrics
- Content development
- Market development
  - SHFs and Aggregators
  - Value chain actors
  - Grant funds / NGOs



THANK YOU