



# Mobile Data for Moving Herd Management and better incomes (MODHEM)

**MODHEM project works to improve the food security situation of pastoralists and farmers' households through access to and use of geo-satellite derived data. They will see at least a 15% increase of income - for the farmers this is estimated at 10% - thanks to accurate information about biomass availability, water availability, weather forecasts and livestock market prices.**

## **Target user group**

Within the project period, 100,000 pastoralists' households and 200,000 farmers' households in Burkina Faso will be given access to the information service. This will be tailor-made to pastoralists and farmers' information and decision making needs, giving them more predictability for their productions.

The information service will provide them with instant access to reliable information, offered over simple mobile phones to subscribers against a modest fee to a call centre and text messages.

## **Business proposition**

Through the platform, MODHEM will provide valuable information, based on satellite data, to pastoralists. This will increase meat yields, prevent crop losses and reduce conflicts between pastoralists and farmers.

The business model is based on income from sms messages sent and requests made to the call centre. The customers are either smallholder pastoralists that subscribe directly or companies, cooperatives and NGO's that buy packages for their target group.

# An information service tailor-made to pastoralists and farmers and their decision making needs



## Partnership

- Ecodata (Burkina Faso)
- Ministry of Animal Resources (Burkina Faso)
- Permanent Interstates Committee for Drought Control in the Sahel Agrhymet (CLISS) (Burkina Faso)
- Satelligence (Netherlands)
- SNV Netherlands Development Organisation (Burkina Faso)



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