



Partnership Models in Delivering Mobile Agriculture Programs



Our Approach



TaroWorks Mobile Tools

Data
collection

Information
dissemination

Transactions

Field force management

Analytics, scoring, reports
and dashboards

Last-mile Agent
Networks



Strategic Alliances with Market Players

Effective and Inclusive Extension

Government of Colombia: Improving food security and nutrition through backyard gardens



Problem we're solving for:

Poor nutrition; child malnourishment; cycles of food insecurity with cash crops

Partner:

Local Government of Antioquia

Solution overview:

- Accelerate & deepen impact of Government's backyard garden program
- Equip agents w/ mobile tools to register families and monitor food security & nutrition, train on and provide garden supplies
- Send SMS campaigns on nutrition/food security

Key results (as of June 2015):

- Deployed 115 mobile-enabled agents
- Serving 139,925 families; 38,819 households
- 60% time reduction in data management
- Data used to target feeding programs

Linkage to Output Market

Cafeteros Connectados: Promoting market access via certification, quality & GAP adoption in Colombia & Guatemala



Problem we're solving for:

Mismatch in supply & demand; high produce rejection; payment delays; time-consuming & error prone records approach; lack of standards compliance limits SHF participation

Partners:

Coocafisa Cooperative, Starbucks, Palantir

Solution overview:

- Promote adoption of GAP and Fairtrade and CAFÈ Practices to open markets
- CKWs collect baseline, develop farm plans, & facilitate training w/ mobile tools
- Reports & farmer profiles designed for value chain players like Starbucks

Key results (as of June 2015):

- 291CKWs serving 2,114 households
- 99% of farmers created farm plans w/ target tracking
- Certification info shared with Starbucks
- Coops targeting TA based on baselines

Agricultural Finance

e-Warehouse: Providing mobile receipting, financing, and bulk sales to increase farmer revenue in Kenya



Problem we're solving for:

Low prices at harvest; lack of liquidity; few storage and bulking options; low access to finance; poor quality practices post harvest

Partners:

SMEP Microfinance, Farm Concern International, Software Group

Solution overview:

- Village Knowledge Workers register farmers, train in post-harvest handling, document harvest quantity/farmer, and facilitate grain aggregation
- Harvest records used to facilitate farmer financing enabling farmers to hold grain
- Facilitates bulk sales & mobile payments

Key results (as of end of pilot Sept 2014):

- 30 VKWs registered 4,713 farmers and trained 20,470 on post-harvest solutions
- \$18,175 of grain sold via e-Warehouse
- Average price increase of 47% realized

Linkage to Output Market & Agricultural Finance

Building resilience of coconut and cacao smallholder farmers in the Philippines



Problem we're solving for:

Barriers to resilience including low productivity, late detection of pest and diseases, lack of access to markets and financial services

Partners:

Philippine Coconut Authority , coconut and cacao buyers, technology service providers, rural bank

Solution overview:

- Field officers provide content on coconut and cacao production
- Facilitation of linkages to appropriate financial services
- Promote adoption of organic certification practices and direct market access

Lessons on partnerships and key things to consider

A man in a light-colored shirt is standing in a meeting room, gesturing towards several whiteboards. The room has a modern design with a large circular light fixture on the ceiling. The whiteboards contain various diagrams and text, including a flowchart and a list of items. The overall scene is a professional meeting or presentation.

Building a consortium
and strategic
alliances

Building a business
case

Determining long-
term owners for
integrated solutions

Embedding solutions
in processes and
change management

Understanding how
data from the system
will work for different
partners

Identifying ownership
of data sets and
ensuring
confidentiality while
promoting shared
access for each of
the partners