

WSIS 2020 Action Line C7 E-Agriculture

Q&A Session

Panel

Dejan Jakovljevic, Deputy Director, IT Services, FAO

Longbao Wei, Director, Institute of Food and Agribusiness Management, Zhejiang University

Hani Eskandar, Digital Services Senior Coordinator, ITU

Moderator

Meng Zeng, Information Technology Officer, FAO

Questions from the floor	Questioner's Name	Answers from the Panel
any difference between E-agriculture and digital agriculture?	Weimin Miao	Prof. Wei: The key of E-agriculture is the Internet, which can be regarded as the expansion of agricultural development platform based on ICT technology. The core of Digital-agriculture is informatization. D-agriculture is the innovation of agricultural development mode, which could be considered as the combination of modern agriculture and service, covering almost all the processes of agricultural supply chain.
I've tried to reach you out, was not successful, We're preparing digital innovation activities here in Angola, where we'll raise existing digital platform and tools that improves and enable digital agriculture. We'll like to present hand-in-hand initiative geoplatform. I'll need your support for the feasibility of its showcase. whether someone from HQ can participate to present the platform, or if	Lilandos Didas	Live answer provided by Dejan.

<p>possible to I can be trained of some tips the can help to showcase. I'll like hearing supportive response from you.</p>		
<p>Digital system may help in agriculture marketing?</p>	<p>ABHAY SHANKAR PATHAK</p>	<p>Prof. Wei: Digitization can effectively deal with the problem of information asymmetry, including the agricultural market. And can effectively improve the efficiency of agricultural production and consumption.</p>
<p>is current coverages and quality of agriculture data collection adequate to support</p>	<p>Weimin Miao</p>	<p>Dejan: Quality of data can always be improved, suggestion is to expand use of indicative data in addition to use of evidence based data collections to enable faster access to information.</p>
<p>Greetings Dejan and Colleagues. Please mention quality content in local languages online and OFFLINE for smallholder farmers. Thanks Phil Malone Access Agriculture.</p>	<p>Phil Malone</p>	<p>Dejan: FAO develops tools in local languages, and will continue to do so.</p>
<p>are current coverages and quality of agriculture data collection adequate to support E-agriculture or digital Agriculture?</p>	<p>Weimin Miao</p>	<p>Dejan: Quality of data depends on the source and coverage available today, so it can be always improved. Platform is designed in a way to accommodate data from various sources and will accommodate improvements as they come.</p>

		Prof. Wei: The current data collection mainly depends on the efforts of government departments and some agricultural enterprises (e.g. Alibaba Group), and the scale expansion and data content improvement will be considered in the future.
is smart agriculture still within the scope of E-agriculture or D-agriculture?	Weimin Miao	Prof. Wei: Both. They have a lot in common, mainly through the power of the Internet to improve the core competitiveness of agricultural.
My question to Prof Longbao, how do the buyers of agri-produce over ecommerce platform are assured of the quality. Where the quality check happens? at farm gate, delivery point or in between? How efficient and cost effective is this from business point of view	Sharbendu Banerjee	Prof. Wei: The significance of digital agriculture to quality monitoring is not limited to the quality inspection of a specific link, but the traceability system makes the monitoring responsibility of food quality be assigned to the corresponding subjects in each link of production, processing and sales, and each subject has responsibility for its own quality inspection. The traceability system can make consumers know which enterprise to protect their rights when food safety problems occur.
To dr. Wei, do you think post COVID-19 demand for organic produce will be in higher demand? if so, what are the challenges likely to be faced by growers and roadmap to it?	Rohit Lall	Live answer provided by Prof. Wei already. Also written answer from below. Wei: The impact of worldwide coVID-19 on markets in every country is also evident in the food industry. On the one hand, the food security issues such as the emergency guarantee and the future strategic reserve of the food industry have also been paid attention to. On the other hand, food safety has become a matter of great concern. For the moment, ensuring the availability of affordable

		<p>and nutritious food will be the most important task. After the basic needs of the majority of people are guaranteed, high-quality, sustainable and environmentally friendly organic food will be a feasible solution to people's food safety concerns, while smart agriculture is an effective means to develop organic crop cultivation.</p>
<p>thank you very much for this valuable session, I would like to ask about the model to reduce or minimize the cost of value chain , mainly marginal cost of marketing, and the way to connect the small holders to market, (marketing of small holders in my country is very complicated and costly).</p>	<p>Sadia Daak</p>	<p>Prof. Wei: Smart agriculture can effectively reduce transaction costs caused by information asymmetry through big data platform and establish a high-value connection between small farmers, enterprises and consumers. In China, small farmers can sell online in many ways. For example, register a free account of C2C agricultural products trading network, open an online shop on Taobao.com (free in entry, extra payment is required if advertising is needed), join the WeChat group of agricultural products selling to carry out online sales (WeChat is the most popular chatting software, and entry is also free).</p>
<p>Chinas development in smart agriculture is impressive. The farming sector of China is large relative to small states. My question is what is the best policy model for smart agriculture and smart fisheries for Farmers in small states where markets are even small. What can be a quick covid-19 response for small states in smart agriculture.</p>	<p>Radika Kumar</p>	<p>Prof. Wei: The large-scale operation of agriculture can be achieved by two means. One is spatial scale, that is, large-scale, mechanized production. The other is "service scaling", or specialization. For small regional agricultural markets, where division of Labour means increased productivity, such as the purchase of specialized agricultural services, large-scale agricultural services may be an effective means for such countries to practice.</p>

<p>How can we increase reach to remote small holders who are not yet online? Thanks Phil Malone Access Agriculture.</p>	<p>Phil Malone</p>	<p>Prof. Wei: First of all, the establishment of a sound communication network belongs to public service, which is the responsibility of the government, and it is the technical basis for small farmers to carry out smart agriculture. Secondly, effective advertising and establishing communities of small farmers in smart agriculture (which can be divided according to the size of farms and planting types, etc.). Profit will be the best advertising. If smart agriculture could effectively increase the income of small farmers, more people will spontaneously join in smart agriculture.</p>
<p>Hani how can we involve farmers more and encourage farmer friendly training and information (not just Text)? Phil Malone Access Agriculture</p>	<p>Phil Malone</p>	<p>Live answer provided by Hani already</p>
<p>Small Island development States (SIDS) mainly use traditional agriculture and the input level of mechanization is low. Given the surge in digital agriculture has any research been done on how digital agriculture would impact on the performance of the agriculture sectors in SIDS?</p>	<p>Robert Birch</p>	<p>Dejan: I am not aware of particular research related to SIDS, but we can learn from other, related experiences where we can see strong correlation of digital capabilities and sector performance.</p>
<p>To Mr. Hani, Do you feel/suggest that use of UAVs and ICT is more profitable in community farming as compared to individual farmers? your take</p>	<p>Rohit Lall</p>	<p>Hani: I think the answer here really is: "it depends". UAV (and other digital innovations) in community farming has probably better chances to be more profitable and sustainable than for individual farmers. ITU-FAO has published a report on the use of UAV/Drones for agriculture that has several case studies that shed some</p>

		light on when and how UAV can bring about benefits for farmers. It is accessible at this link: https://www.itu.int/pub/D-STR-E_AGRICULT.02-2018
In Niger smart village is it all in French or in local languages? Phil Malone Access Agriculture	Phil Malone	Hani: Content for agriculture and for health education for example is being translated to local languages. Other content for schools for example follows the national curriculum which is in French.
nice presentation from our speakers, how can GIS help in getting data from the field	taiwo oladigbo	Prof. Wei: GIS technologies use digital information to create field data, by using a hard copy map or survey plan to transfer into a digital medium through the use of a CAD program, and geo-referencing capabilities. And people can use satellites, aircraft, Helikites and UAVs to capture data.
just add to what Hani mentioned, Smart Village could also have direct impact on employment generation (so poverty reduction) and climate change (through diversifying production centres around cities)	Sharbendu Banerjee	This is a comment
Curious to find out more about the best practice approaches used for engaging private sector in digitalization of villages while ensuring that the farmers actually benefit in the end.	Athur Mabiso	Prof. Wei: The cross-regional agricultural mechanization service in China. Farmers can choose one or more items to be handed over to Agricultural Production Service Entities (APSEs) for agent operation according to their own needs.

<p>Good afternoon. Mercedes Vázquez from the International Tobacco Growers' Association. My question: where can we find a first approach template in order to run surveys to understand farmers communities' level of digitalization? any standard format we can use. Many thanks. To Professor Eskandar. Thanks</p>	<p>Mercedes Vázquez</p>	<p>Hani: I think this is a very important point to understand what the solutions are, devices, services, etc. that people already use to be able to offer services that leverage and add value to what they have already. For example, if social media tools are already used by local communities, this channel should be leveraged to deliver some of the digital agriculture services and content instead of creating a new one. There are several tools available already that support user-centered design and the assessment of current situation. Some of those tools are listed in the Smart Villages Blueprint under the section related to involving citizens and assessing existing market. For more information about Smart Villages, pls consult the ITU Smart Villages Blueprint at: https://www.itu.int/dms_pub/itu-d/opb/str/D-STR-SMART_VILLAGE.NIGER-2020-PDF-E.pdf</p>
<p>I want to ask about smart village. Do you mean overall development of village. How digital platform helps to make an village sustainable and self sufficient</p>	<p>Sreeni K R</p>	<p>Hani: For more information about Smart Villages, pls consult the ITU Smart Villages Blueprint at: https://www.itu.int/dms_pub/itu-d/opb/str/D-STR-SMART_VILLAGE.NIGER-2020-PDF-E.pdf</p>
<p>is there any kind of data standardization, for digital transaction and communications? or do we have any such plan?</p>	<p>abhijeet gupta</p>	<p>Hani: There are several standards that exist already covering different areas and developed by several Standards Development Organizations SDOs including ITU. Pls consult the ITU Telecommunication Standardization Bureau (TSB) website for more information: https://www.itu.int/en/ITU-T/Pages/default.aspx</p>

<p>sure, i did submit a ticket for that in LandDesk, please i'll need your support its important. Thanks</p>	<p>Lilandos Didas</p>	<p>Dejan: I am not sure about details, we can take this offline to assist directly.</p>
<p>This can work with South-south initiative with good translation of farmer to farmer videos in local languages. Phil Malone Access Agriculture. Thanks so much</p>	<p>Phil Malone</p>	<p>Meng: indeed, all digital innovation shared by the panel today could contribute to South-South Initiative to foster better knowledge and practice exchanges among developing countries and better serve farmers.</p> <p>Hani: Agree also on the absolute need to address farmers in their own language and using the right media e.g., audio, video, etc., adapting to local culture and being gender-sensitive to ensure that everyone can access and use the information.</p>