



DECODING The Data Ecosystem



Big Data
in Agriculture
CONVENTION

2018

3-5 OCTOBER. NAIROBI, KENYA

Deliver It:
Connecting
Farmers to Markets

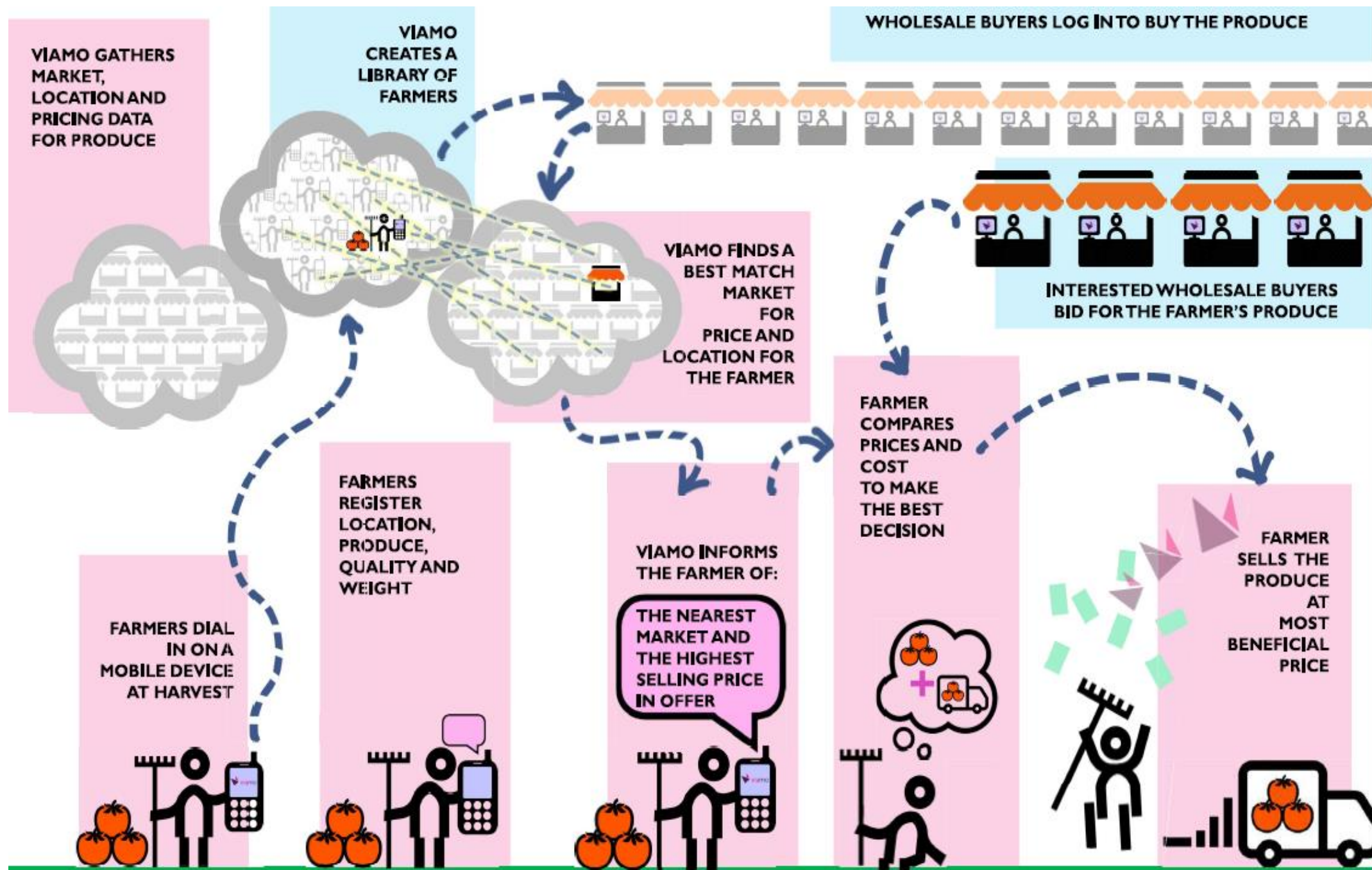
A collage of four photographs showing different aspects of rural life in India. The photos are connected by a winding path of grey dots, with cartoon figures of a person running and green rupee notes floating along the path. The photographs include: a man in a shop, a woman in a field, people on bicycles, and a small shopfront.

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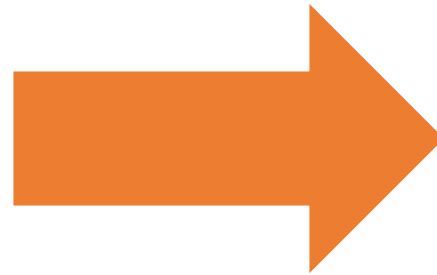
001
100
111
001
101 100 11
000 100 10
110 100 00
000 111 10
111 1011 01
000 10 01 00
010 01 11 10
100 010 100 01
100 10 10 10
010 10 10 00
10100 10010 1011
0011100 101 11011
111 1000 0010 10
011 110 000 10
010 00 10 11
1010 11 111 11
1100110100 10001100 10111001
10011101010110011000 10000 100100
0111 1010110101110000 10 0010010
11011 101110001 1111001
101001000 101 1110
110 10110111101100 101 110
1100100 101101110011 10 11000001
00111001001101 10001100 101000110
0100 1101000110100 110 100
1011 10011101000 11011
110100 111001 001100
100011000 1001 100
11011100 110 001
1010 100 10 111
010 11 11 011
000 100 101 010
101000 100100100
0001101 0111001

```


Pilot



From Transactions to Relationships



Scale Up

2 input
suppliers
have
improved
seeds... Call...

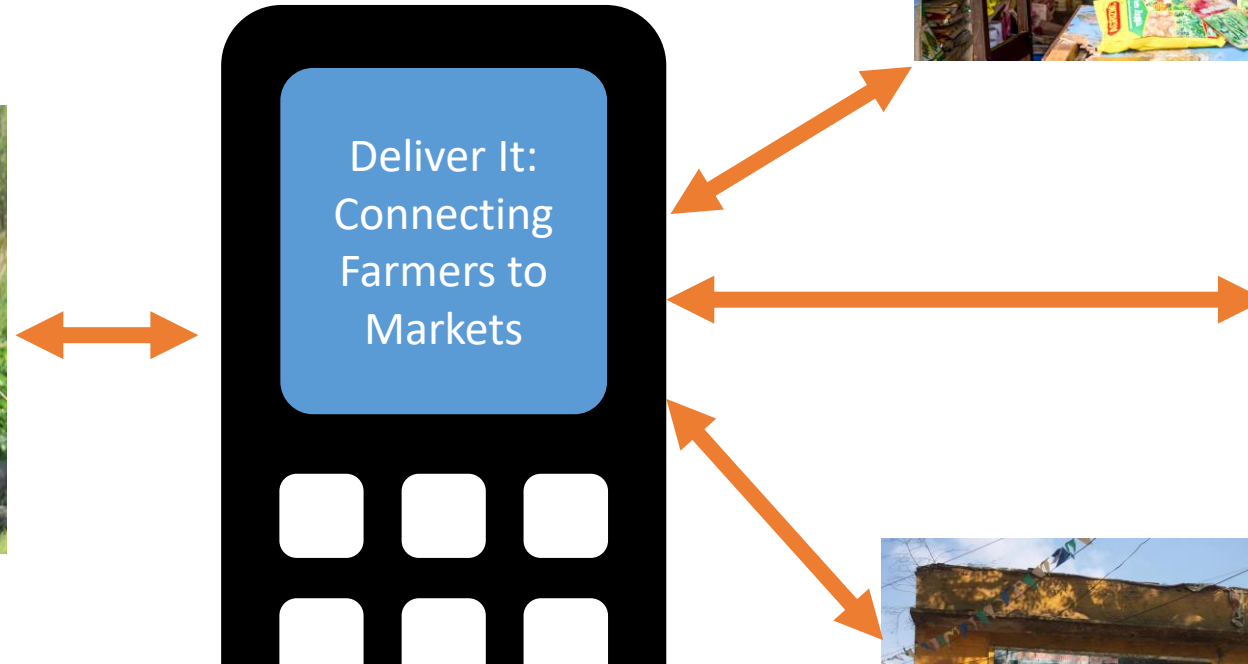
There are 5
laborers
available in
your area...

We've found
3 potential
buyers for
you...

2
transporters
are
available...



User Journey



User Journey

Province:

1

2

3

4

5

6

7

Crop:

Lentils

Maize

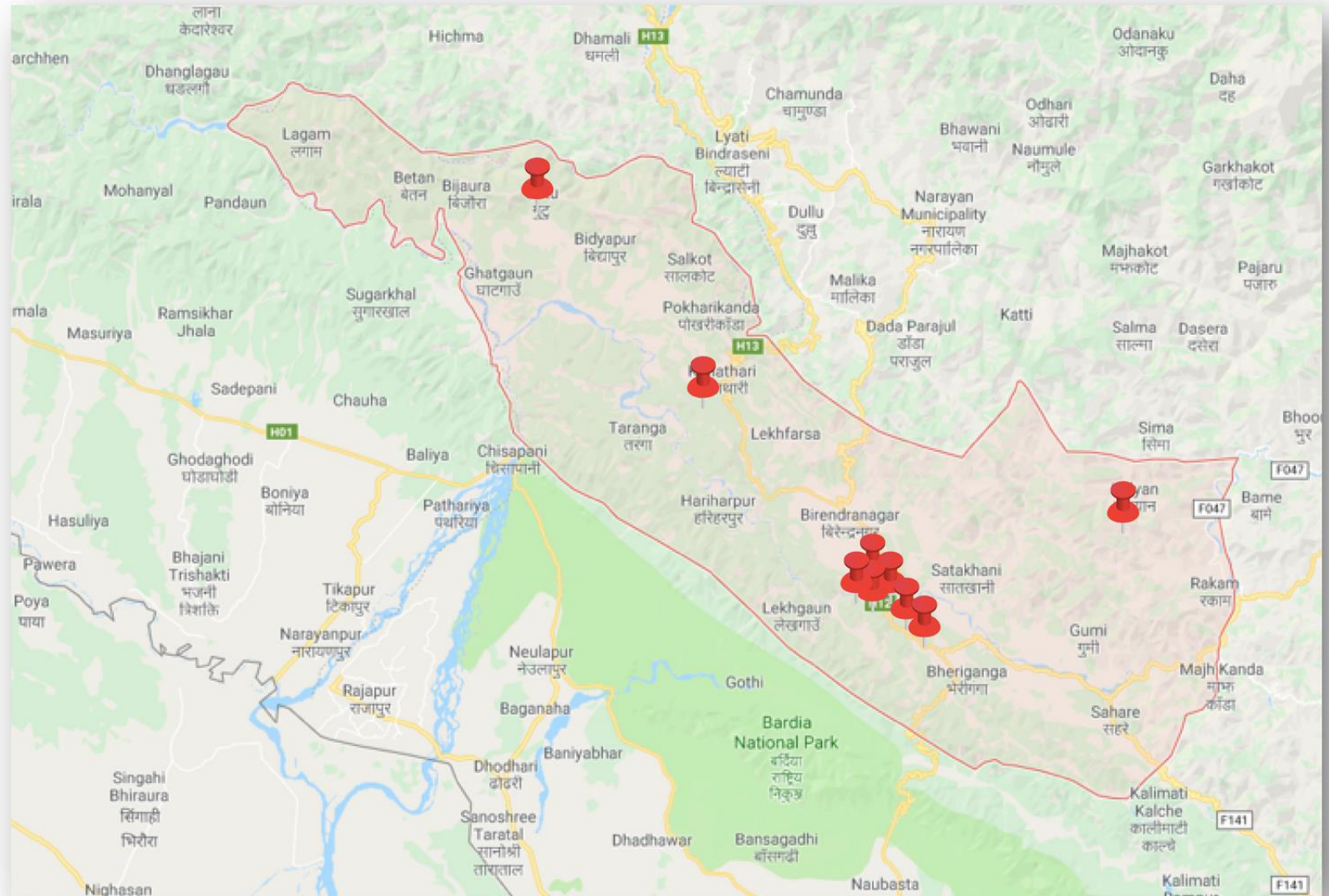
Rice

Vegetables

Price

Retail

Wholesale



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Thank you!



Platform for
Big Data
in Agriculture

bigdata.cgiar.org