



DECODING The Data Ecosystem



Big Data
in Agriculture
CONVENTION

2018

3-5 OCTOBER. NAIROBI, KENYA

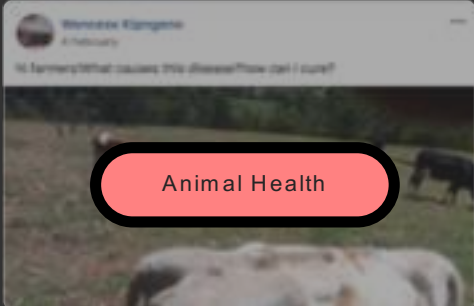
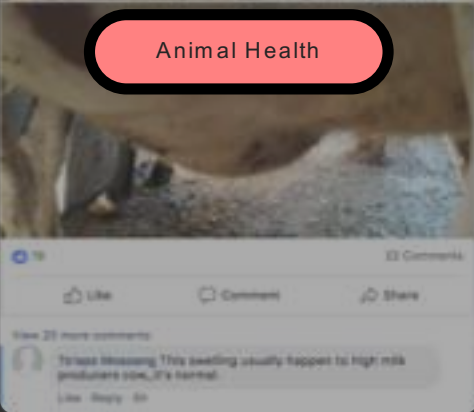
Scaling farmer social networks



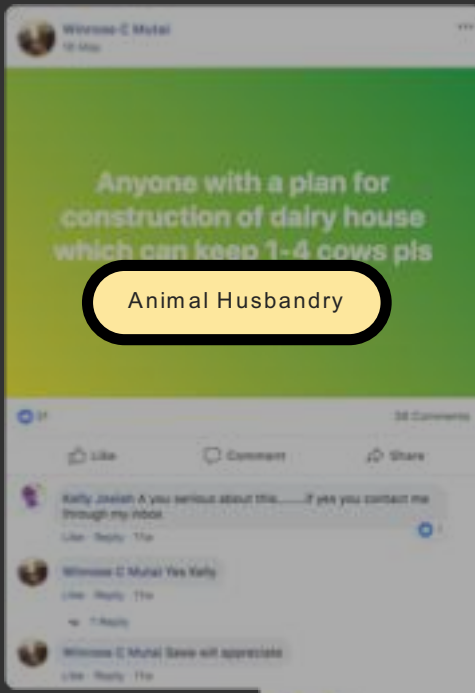
Buying/Selling



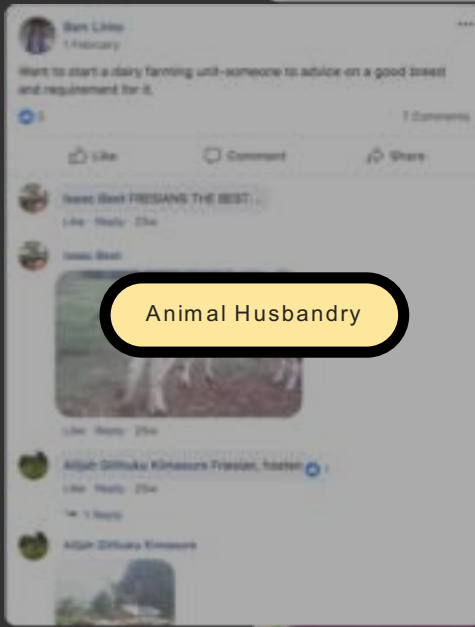
Animal Health



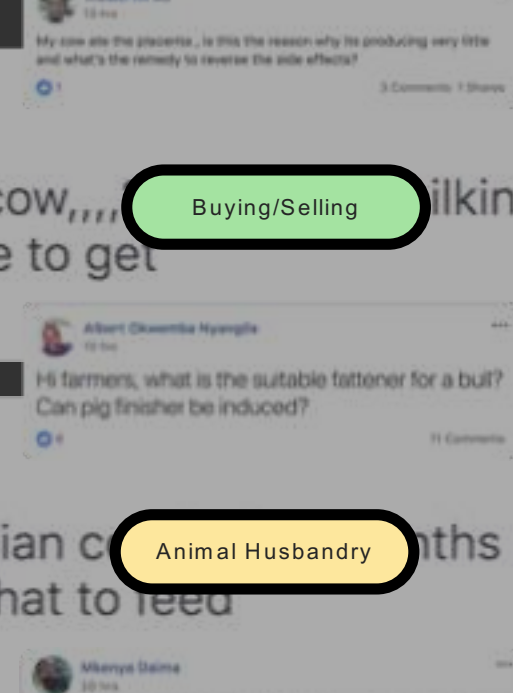
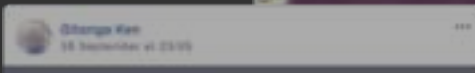
Animal Health



Animal Husbandry



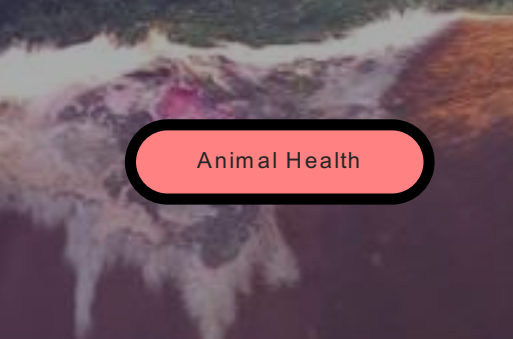
Animal Husbandry



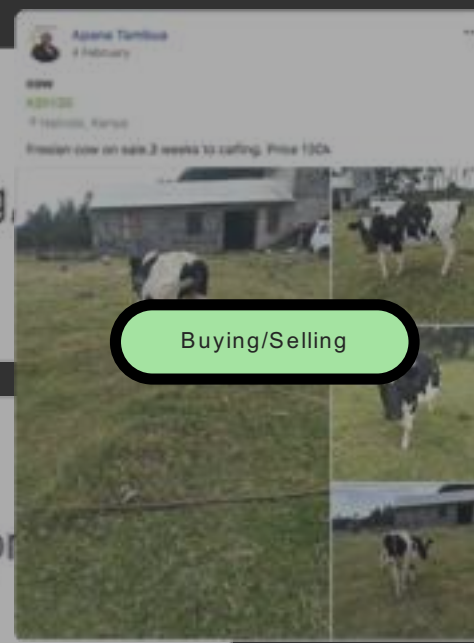
Buying/Selling



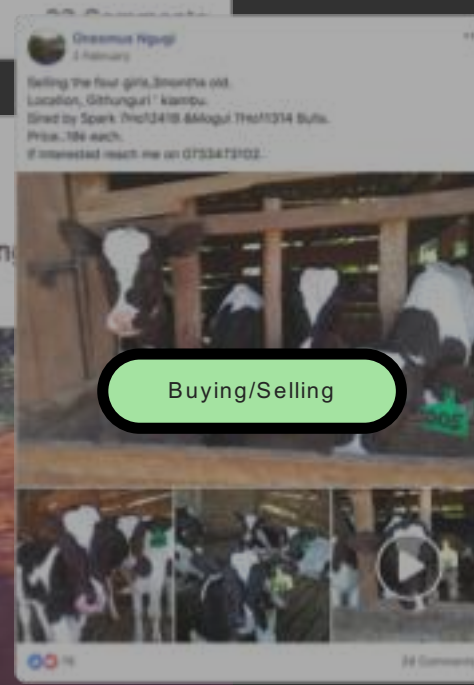
Animal Health



Animal Health



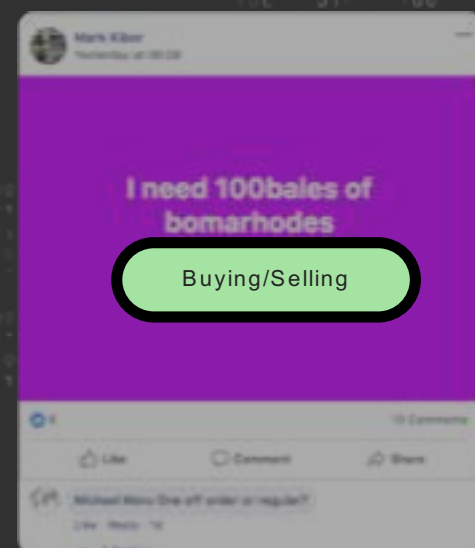
Buying/Selling



Buying/Selling



Animal Health



Buying/Selling



DECODING
The Data Ecosystem



Chatbot solved real problems for farmers

What can a farmer expect?

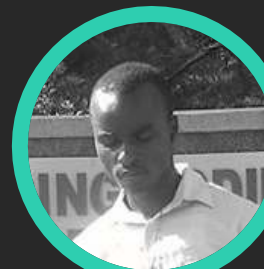
Easily accessed

Free

Simple to use

Fun & Engaging

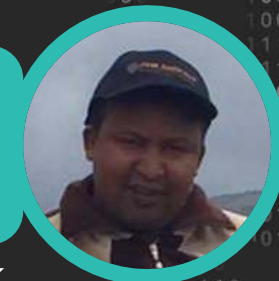
Social



It has enlightened me with the various prices of milk... I see myself going to another level!

JOSHUA M

Good stuff! On feeding...very informative ways to achieve a balanced diet

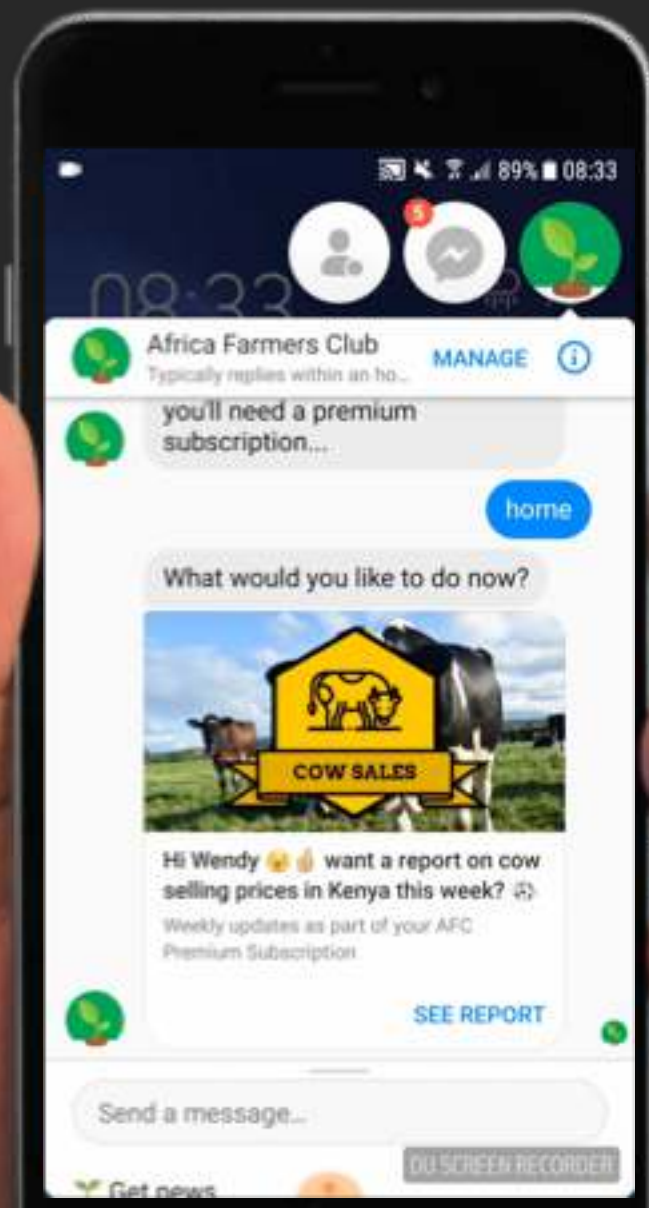


BARNABAS K



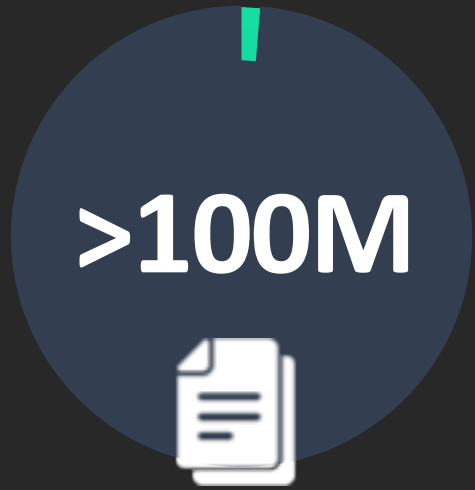
Absolutely good sale info . Keep it up guys you are the best in the market!

KIPROTICH A



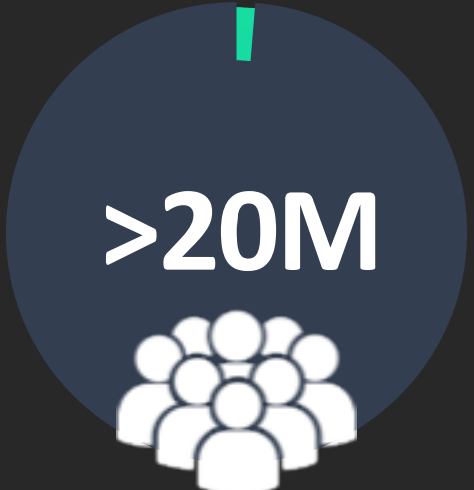
What's achieved together so far the last 2 years

DATA



Posts and comments analysed

REACH



Farmers using smart phones in East Africa

ENGAGEMENT

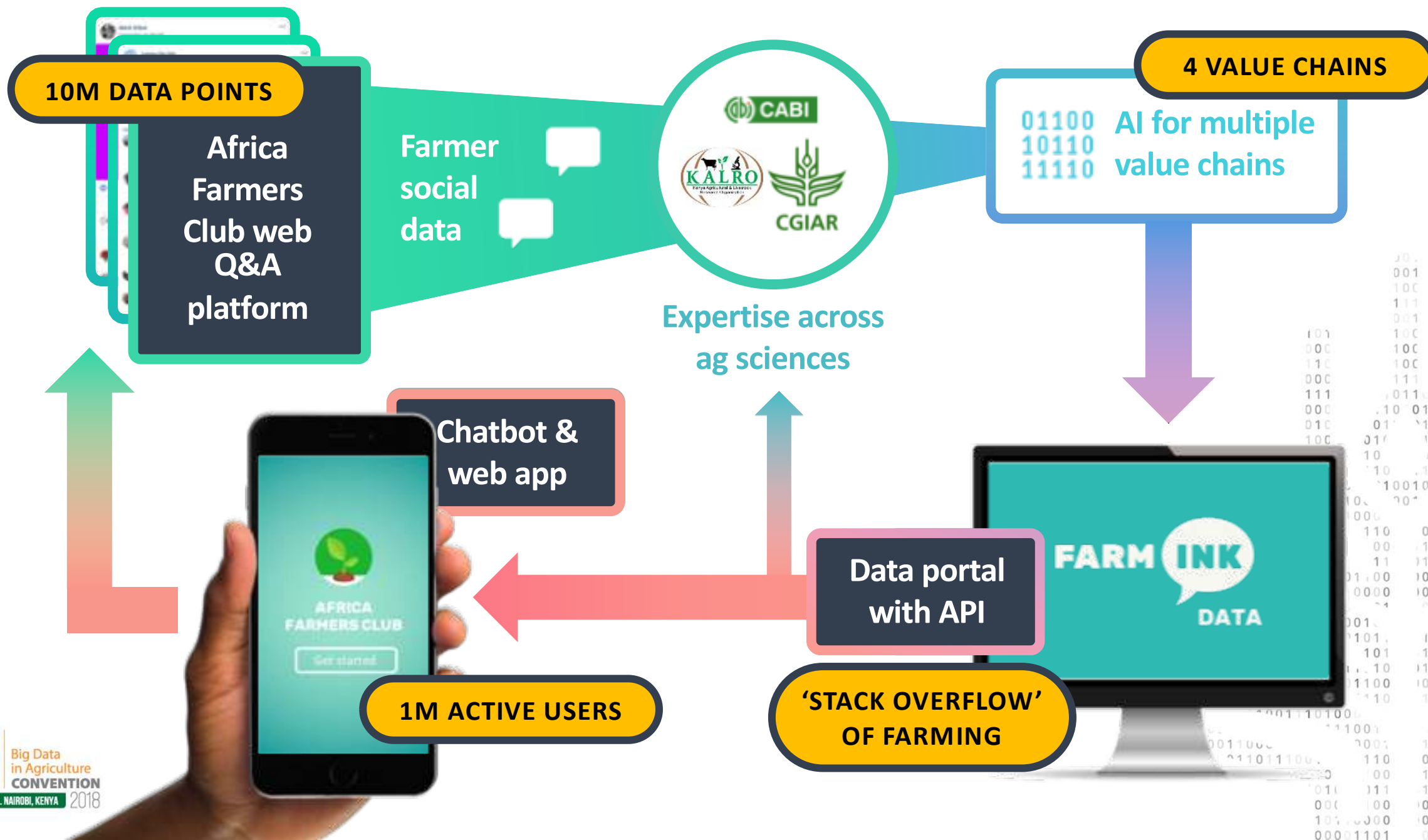


Replicating across multiple Facebook groups

IMPACT



Significant impact on smallholder farmer farming practice



We've built the partnerships we need to scale

AG EXPERTISE



Guiding research questions, providing expertise

SCALE UP



2 year partnership to scale up Africa Farmers Club

HCD DESIGN



9 month partnership to design web platform

FARMER COMMUNITY



Strong buy-in from the digital farming community

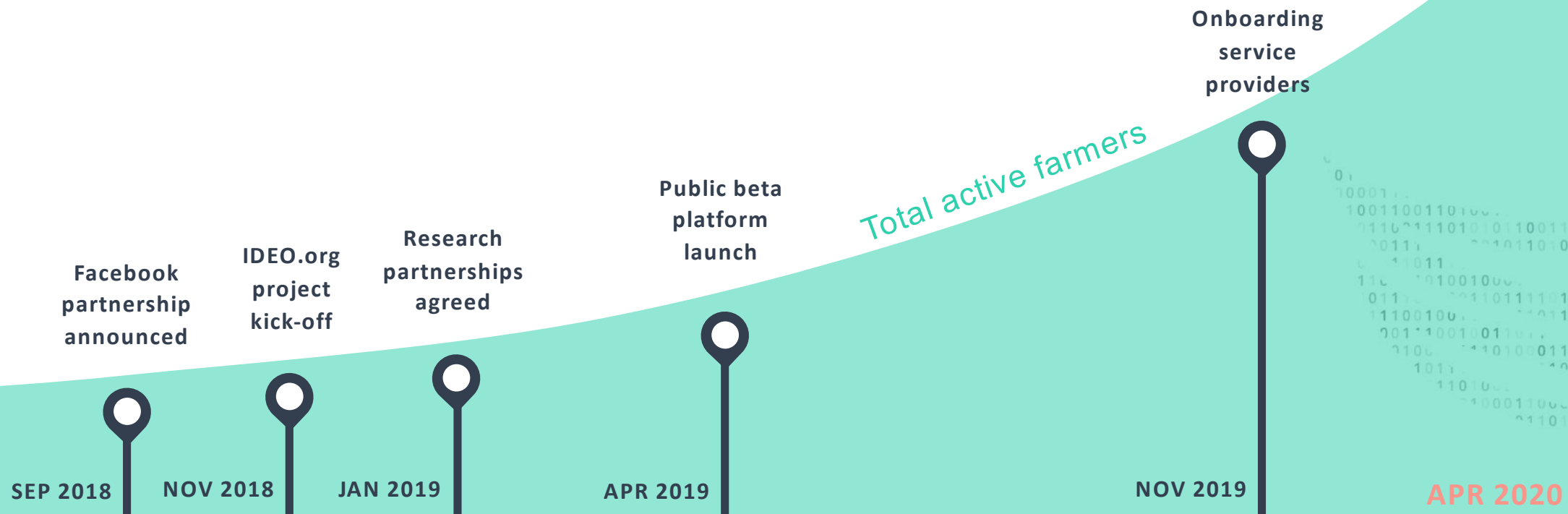
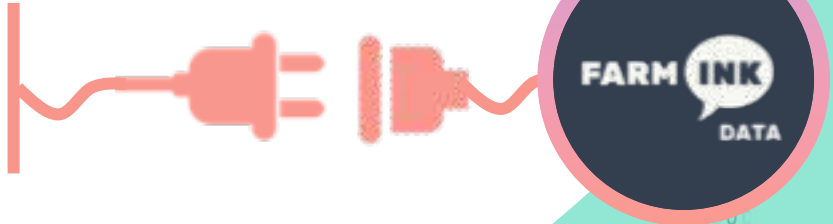


Growing community of local service providers for revenue generation

We want to build a global public resource

 **1M**
ACTIVE USERS

What questions do you want
to answer with this data?



Thank you!



Platform for
Big Data
in Agriculture

bigdata.cgiar.org

