

Value chain management for smallholder farms in Kenya

Context

- Less than 20% of farmers in developing economies have internet access.
- Mobile phone network coverage is 95% of market.
- Margins in the value chain are large, but most profit is absorbed by brokers.

Strategy/Opportunity

- Create a virtual network among farmers, suppliers, and customers based on use of non-smart phone technologies.
- Build transparency along the value chain, including harvest date, location, quantities, etc.
- Finance transactions from within the value chain (customers and suppliers).

Need/Challenges

- Weak value chain networks, uncompetitive pricing, and bad market information reduce prices and limit profitability.
- Weak communications infrastructure among links in agriculture value chain.
- Low margins limit ability to pay for services.

Project and Partners

- Farmster implements an artificial intelligence platform for small holder farms, facilitating natural language communications across the value chain.
- Create a revenue model based on implementing AI value chain services by dealers.
- Support from the Israel Innovation Authority and the World Bank.