



The Potential for Mobile Agricultural Extension

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Productivity of many smallholder farms in developing countries is well below potential

Limited sources of agricultural information

- “ Government extension services are broken
(organizational, spatial, temporal, constraints)
- “ Input dealers often provide bad advice
- “ Markets failures limit subscription based services

mobile-based agricultural advice service

INPUTS

Farmer background

- “ Education, experience, factor availability, risk tolerance

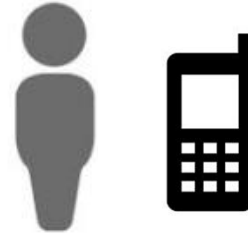
Market conditions

- “ Input/output prices and availability
- “ Demand/supply aggregation, sales leads

Agroclimatic conditions

- “ Soil chemistry, local weather forecasts, pest data

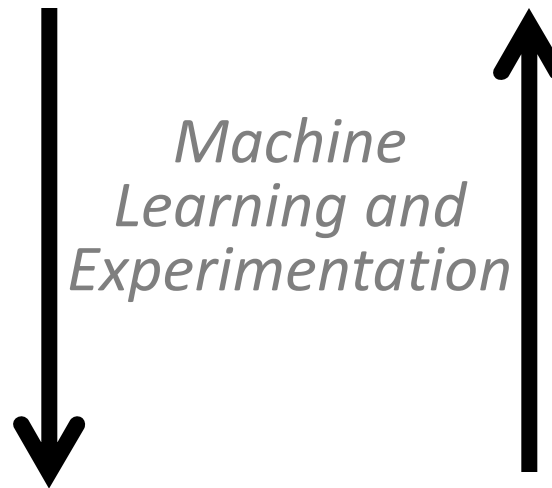
Farmer experiences and results



OUTPUTS

Refined, tailored **best practices**

Dynamically prioritized **advice**



Learning Platform

Potential impact

Agricultural productivity

Increase output 5-10%

- RCT evidence finds gains of up to 5-10% in early product trials

Environment

- ” Adapt to climate change
- ” Reduce unnecessary input use

Real-time data

- ” Improve contract farming operations
- ” Coordinate buyers and sellers
- ” Improve government policy
 - ” Relief
 - ” Agricultural research
 - ” Agricultural extension

ers,

financed by alternative revenue streams

Contract farming organizations and large producer co-ops

- “ Extensive engagement with farmer’s production
 - Sugar cane, horticultural crops, dairy, tea
- “ Preliminary work: gains much larger than cost
 - Conversations with contract farming organizations indicate willingness to pay

Governments, International Orgs, and Large Foundations/NGOs

- “ Staple crops: maize, rice
- “ Relationship with existing ag extension systems

Other potential financing sources: advertising, lead generation, telcos, global technology firms