## ENGAGING THE ‘LAST MILE’ FARMER

### RECOMMENDATIONS FOR ECOSYSTEM ACTORS

<table>
<thead>
<tr>
<th>CHALLENGES</th>
<th>Research &amp; Training Institutions</th>
<th>Accelerators, Incubators &amp; Market Shapers</th>
<th>Private Sector &amp; Social Enterprise</th>
<th>Government</th>
<th>International Agencies</th>
</tr>
</thead>
</table>
| **MAKING ENGAGEMENT WITH THE ‘LAST MILE’ COST-EFFECTIVE** | - Train a new cohort of extension agents around the benefits and barriers of working with ‘last mile’ communities  
- Research and explore new models of ‘last mile’ engagement | - Help innovators to engage with / view ‘last mile’ communities as potential customers  
- Consult with ‘last mile’ farmers to understand their specific needs and patterns of demand | - Open up their existing ‘last mile’ supply chain infrastructure for potential ‘piggybacking’ by other innovators | - Support the digitalization of payments to reduce necessity of travel and in-person interaction  
- Providing subsidies or tax incentives to encourage organizations to work with / extend their services to last mile communities | - Fund R&D exploring new and more cost-effective mechanisms for last mile engagement  
- Convene and coordinate other actors to help shape and accelerate markets for new products among last-mile communities |
| **PROVIDING ‘LAST MILE’ FARMERS WITH EFFICIENT AND MEANINGFUL ACCESS TO MARKETS** | - Research into the needs of last mile farmers as regards appropriate types of information and data on potential markets for their produce | - Connecting different actors on the supply and demand side through platforms and approaches such as Nigeria’s Farm Crowdy site connecting individual farmers with investors | - Expand and improve the quality of infrastructure (including roads, mobile reception and internet connectivity) accessible to remote communities and those entrepreneurs seeking to work with them  
- Support last mile farmers to form cooperatives for greater voice and influence | | - Partner with governments to help them identify needs of last mile communities and provide appropriate physical and technological infrastructure |