Bringing smallholder farmers together in a connected World
Africa population is expected to grow to 2.4 billion by 2050 and 40% of all humans will be African by end of this century (The UN)

That means, **in just 34 growing seasons**, Africa’s 33 **million small farms** must learn to feed about 1.3 billion more people while facing:

- Increased **Weather Variability/ Climate Changes** rendering traditional practices ineffective and increasing risk in farming

- **Information Gap** lack of adequate data across the value chain making it non attractive to financial institutions, the youth and investors

- **Lack of Field-Level** insight to prevent risk and improve production
Linking the smallholders to agricultural value chains & DFS requires low cost, simple and yet powerful technological solutions
But informing people and tracking data in rural communities can be difficult & expensive.

Mobile phone now makes it possible to send & collect data easily and at a much lower cost.
Esoko technology for Connecting with Smallholders

**Powerful Push Services**
To deliver the right info, at the right time, to the right group

- **Marketing & Announcements**
  - low cost SMS & Voice solutions
  - target specific groups or demographics
  - create templates, set schedules
  - promotions, reminders, events etc.
  - measure how many you reach

- **Market Prices & Weather**
  - available in any local language
  - sent automatically via SMS (Voice ’16)
  - customized to each recipient
  - choose any time, day, frequency
  - get content from Esoko countries

- **Extension Advice**
  - design your own knowledge bank
  - include audio and video clips
  - animal/plant questions & answers
  - sync the knowledge bank from the field
  - or setup a custom series of SMS tips

**Smart Pull Solutions**
To help you track what’s happening in the field (SMS & Tablets)

- **Profile or Poll**
  - profile everything with an android tablet
  - poll people with an SMS question
  - farm sizes, people, inventory, trainings
  - design your own forms to suit your needs
  - assign targets & rewards to your agents

- **Buy & Sell Marketplace**
  - upload bids to buy & offers to sell
  - sort by location, commodity, quantity
  - get matches by SMS on any phone
  - enter offer details like source, grade
  - view by SMS, Android or Web

- **Connect with Your Clients**
  - invite comments & feedback by SMS
  - set up automatic answers to keywords
  - set up automatic triggers to keywords
  - users can instantly join your network/alert
  - users can get instant airtime credit

- **localized & original content**
- **field training & support**
- **call centre services**
- **android, SMS, web, voice**
- **local languages**
Automated alerts to keep folks informed

1. **Market Prices**
   Farmers can improve their revenues by negotiating better prices, shipping to newer markets or timing to sell better.

2. **Weather Forecasts**
   Critical forecasts can help farmers plan fertilizer and pesticide use and improve efficient use of irrigation. Critical weather advisories.

3. **Bids & Offers**
   Farmer Groups can aggregate and respond to buy offers from larger traders. Traders can advertise to buy.

4. **Crop production protocols**
   Tips can be programmed and scheduled to be sent via SMS or via Voice Messages to specific users at specific times in their crop calendar.
Or push your own messages out to specific groups

It’s affordable and highly effective. You can create templates, schedule messages, and in some countries even push AirTime credits. SMS rates are inexpensive. And reach just those you want by choosing their location, commodity & occupation...
Track data from the field easily & instantly

Build whatever smartphone form survey you want and track field, crop, household data in detail... use offline, sync when you can... customize per agent
Using Esoko technology for field data collection

- **Current project**
  - Government of Ghana social protection program (LEAP) funded by UNICEF
  - Registration of over 150,000 Households across 50 districts
Collect data via easy-to-setup SMS polls

- Esoko automatically plots results on maps
- You can download to excel for analysis
- Do constant field monitoring
- Check compliance with protocols
- Works on any phone with basic SMS
Track Field Transactions – Pickups & Deliveries

- Choose delivery or pickup
- Add multiple products & quantity
- Confirm with GPS coordinates
- View data in realtime via web
- Provide an SMS confirmation
Make payments to farmers using mobile

- Upload farmer ID & payment via excel
- One easy process
- Esoko processes all payments
- Works with all operators
- Schedule regular payments
Get brokers to upload inventory & sales

- Real-time tracking of market data
- Available in any country
- Reduce time & cost to collect data
- Much larger samples available
- Get clients to enter their data

TANZ Rice Distributor

<table>
<thead>
<tr>
<th>Product</th>
<th>Quantity</th>
</tr>
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<tbody>
<tr>
<td>Basmati</td>
<td>kilo</td>
</tr>
<tr>
<td>Basmati</td>
<td>kilo</td>
</tr>
<tr>
<td>Local Rice</td>
<td>kilo</td>
</tr>
<tr>
<td>Urea</td>
<td>kilo</td>
</tr>
</tbody>
</table>

GPS: -6.81, 39.29
Keep track of competitor market pricing

- Engage market agents with smartphones
- Track pricing on competitors products
- Upload and view data in real time
- Get prices distributed via android or sms
2014 launched 69,000+++ calls

- Bids & Offers, 5%
- Weather, 40%
- Agriculture, 35%
- Price Request, 20%
- Disease & Pest control, 15%
- Fertilizer Application, 20%
- Post Harvest Management, 20%
- Planting/Soimg, 20%
- seed/varietal selection, 25%

2014 launched 69,000+++ calls
Who is using Esoko?

Learn how you can connect using Esoko

<table>
<thead>
<tr>
<th>Businesses</th>
<th>Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Novus International</td>
<td>PFD Benin</td>
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<tr>
<td>A multinational animal feed business, Novus is using Esoko to send out tips on poultry care to customers in Kenya, Uganda and Nigeria. They are building brand loyalty among consumers and increasing sales - enough to ship extra containers of product.</td>
<td>Esoko helped Partners for Development to setup their own MIS to send out prices, growing tips and post-harvest advice on tomatoes, carrots, hot peppers, onions and leafy greens. Projects use Esoko all over Africa to increase yields &amp; market linkages.</td>
</tr>
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<td>SIMA Mozambique</td>
<td>Vodafone Ghana</td>
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<tr>
<td>Government agency SIMA switched from a paper based system to Esoko’s smartphone app to collect market prices. This improved the speed, accuracy &amp; analysis of the data collected. It has also now enabled citizens to access that data from any SMS phone.</td>
<td>Will launch their national farmer club in 2015 providing agric content bundled with free voice services - outsourcing the content tech and call centre to Esoko. This is a strategy of product differentiation and rural client acquisition. Supported by GSMA.</td>
</tr>
</tbody>
</table>

Since 2004, we have been working to improve revenues for smallholder farmers. To get there, we believe you have to empower the businesses and projects that work with them. For these organizations, we provide a bundle of content services, powerful two way communication solutions, and great field support so they can improve efficiency and operations. This creates opportunities along the value chain for farmers to sell better and businesses to buy smarter – driving investment and employment. If you want to transform agriculture in your business or country, visit www.esoko.com or email us info@esoko.com.
Can be used to track input to farmers thereby reducing the risk of project officers diverting inputs or side selling.

Fertilizer Tracking in Malawi

EXAMPLE

**SFFRFM update**
24-03-2013 11.49am
Truck Reg. No. NB 3095 carrying 300 bags NPK was DISPC on 22 May 2013 from LWG DSTN Madisi, EDA 23 May 2013

**SFFRFM REGIONAL OFFICE**

**UREA** (PRILLED)
45% NITROGEN MIN,
1% BICARB MAX,
8.5% MOISTURE MAX,
50 KGS NET
USE NO HOOKS
Does it work?

- Better negotiating
- Timing to market better
- Selling into new markets

In 2010 the French research organization CIRAD did the first African SMS-based price delivery research on Esoko in Ghana and observed an average 10% increase in revenues among participants. With broader content and better targeting, that impact is expected to rise.

New York University Randomized control study published in July 2015:

- 9% increase in prices received by treatment group farmers
- “substantial indirect benefit on prices” received by farmers who did not even receive price information.
- For an average yam farmer, a 9% increase in prices received leads to 18% increase in profit margins.
- There is over 200% ROI after accounting for service cost.
18 cents/kg

90 cents/kg

500%
Helps Relationship Building and Loan Recovery

Cocoa Abrabopa
Cocoa for a better Life

Sissala Rural Bank
26% improvement in loan repayment

Antika
100% sales on inoculant
95% repayment 2014

Arikus
Reduce cost of communication by 44%
“I now direct buyers to my community to buy from me when prices are good”

“I now wait for good prices before I sell my produce”

“I used to sell my groundnuts in bowls in the local market, now I send it to Accra per bag”
WE DONOT HAVE PROBLEMS IN OUR MARRIAGE
**Deployment & Dissemination**

- Technology is 5%, Deployment is 95%
- Training, Awareness Building, & Support are crucial
- Target Associations & Businesses to Access Farmers, MNOs----great
- Handholding –community experts/lead farmers key
- Human interface between technology, content & end user

**Challenges & Lessons Learnt**

- Lack of trust in information & info sources
- Pilots allow early tech adopters to demonstrate value, prove concept
- Know your audience & make sure content is personalized & relevant
About Esoko...

Esoko is Africa’s leading market information platform. We provide technical services, deployment support and sustainability planning. Our award winning platform is used throughout the continent with a wide range of private and public partners.

- 60 employees in Accra
- Deployed 13 Countries
- Private Business
- Founded in 2006
- 833 markets
- 4 languages
- 980,000 prices
- 25 software releases
- Financed by IFC/SEDF

Esoko Networks 2013
Franchises growing across 13 Africa countries & Mexico
$6.5m raised
A fantastic support team backs you all the way

- Two offices: Accra and Nairobi
- Over 60 employees in tech, business, support
- Extensive documentation & methodologies
- Esoko certified partners in over 10 countries
Thanks!

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