

# *Special* EVENT

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## CONNECTED FARMER ALLIANCE: HELPING POOR FARMERS WITH COMMERCIALY SUSTAINABLE M-AGRI SERVICES

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WEBINAR CHAT TRANSCRIPT

MAY 13, 2015

## PRESENTERS

Michael Elliott, TechnoServe

Laura Crow, Vodafone

## MODERATOR

Judy Payne, USAID Bureau for Food Security

## WEBINAR CHAT TRANSCRIPT

USAID Agrilinks Moderator: Hi Irina and Ricardo! How are you doing today?

USAID Agrilinks Moderator: Can you tell us a bit about yourselves -- organizational affiliation and location?

USAID Agrilinks Moderator: Hi Onesmo and Amy! From where are you joining?

USAID Agrilinks Moderator: Welcome, Jonathan.

Laura Ostenso: Hi, my name is Laura and I'm joining from Agrilinks!

Laura Ostenso: Based in DC and looking forward to learning about ICT and inclusive business models!

USAID Agrilinks Moderator: Feel free to use this chat box to share with your peers and ask questions.

KDAD AV Tech: Please introduce yourselves and share your affiliation!

USAID Agrilinks Moderator: Welcome Desiree! From where are you joining us?

USAID Agrilinks Moderator: Hi Joel and Usha -- how are you both doing today?

USAID Agrilinks: Hi Laura; welcome! Please go ahead and type in the "presenters" tab for the chat and we will get you set up.

Onesmo ole-MoiYoi: Hello. I am in Nairobi.

USAID Agrilinks Moderator: Very cool, Onesmo! One of our presenters, Mike Elliott, is joining from Nairobi as well.

Usha Venkatachallam: Hello everyone...this is Usha with Appropriate IT joining from Washington DC.

USAID Agrilinks Moderator: Thanks for introducing yourself, Usha!

Jen Peterson: Hello. I am participating from Tetra Tech, based in Burlington VT.

USAID Agrilinks Moderator: Welcome aboard.

USAID Agrilinks Moderator: Hi, Jen. Thanks for joining.

Dirk Lebe: Hello from Indonesia.

USAID Agrilinks Moderator: Great, Dirk! What time is it currently in Indonesia?

USAID Agrilinks Moderator: We appreciate you extending your day to join this webinar.

Dirk Lebe: 20: 50

Judy Payne: Hello, everyone, I'll be moderating today. Make sure to think up some great questions for us!

USAID Agrilinks Moderator: Hi Carl and Christopher, how are you both?

Carl Hammerdorfer: Greetings from Dar es Salaam.

Carl Hammerdorfer: Lovely evening here.

USAID Agrilinks Moderator: Greetings to Jenny, Joel, and others signing on.

Jonathan Mooney: Hello from Chicago.

Judy Payne: Carl: What is your work in Dar?

USAID Agrilinks Moderator: For everyone recently joining, please introduce yourselves by stating your organization and where you're calling in from.

Christopher Fay: I am Christopher from Niquinohomo, Nicaragua. With Community Enterprise Solutions.

Carl Hammerdorfer: Investing in agribusiness for SEAF and entrepreneur development.

USAID Agrilinks Moderator: Interesting! Thanks for sharing, Carl and Christopher.

Mohamed Noorani: Mohamed Noorani. The MasterCard Foundation. Toronto, Canada.

Jed Leonard: Jed Leonard, GSI, based out of Washington. We are manufacturer of grain storage solutions investing in Africa.

USAID Agrilinks Moderator: What are you all most excited to learn and discuss today? We have a very interesting presentation lined up.

USAID Agrilinks Moderator: Welcome, Jed and Mohamed.

Jay Papisan: Hello, all! Jay Papisan, HarvestPlus, based out of Atlanta.

Catherine Phelps: Catherine Phelps with Grameen Foundation. In Washington DC.

Angie Murillo: Good Morning, Angie Murillo from USAID Honduras.

USAID Agrilinks Moderator: Jed - you should consider joining our upcoming seminar/webinar on mycotoxins!

USAID Agrilinks Moderator: We've just pulled up our polls. Please fill them out!

Joel Brounen: Good morning, Joel Brounen, Solidaridad Network, based in Bogota, Colombia.

Carl Hammerdorfer: SEAF has been looking at this platform to see it will be useful for our investees and their outgrowers.

Onesmo ole-MoiYoi: This is Onesmo -- until 2014 I was the chair of Kenya Agricultural research; before that I directed research organizations in Kenya and elsewhere.

USAID Agrilinks Moderator: Wow! That is interesting, Onesmo.

USAID Agrilinks Moderator: Any specific line of research?

USAID Agrilinks Moderator: It looks like we have a good amount of people joining from Africa and LAC! That's great.

Onesmo ole-MoiYoi: Mostly in molecular biology of diseases.

Thomas Buck: Hi all - Tom Buck from SSG Advisors connecting from Vermont, USA.

USAID Agrilinks Moderator: For those who heard about this event via email, do you subscribe to the Agrilinks listserv?

USAID Agrilinks Moderator: Onesmo, we have a webinar later this month on mycotoxins, if you're interested.

Richard Tinsley: Dick Tinsley, Colorado State University.

Idelson Anselmo: Hi all. Idelson Anselmo, from TechnoServe and I am CFA project Leader in Mozambique.

Tim Bowser: Good morning! Tim Bowser from Oklahoma State University connecting from Stillwater.

Amy Daffe: Good Morning from Philly!

USAID Agrilinks Moderator: Hi Dick, Tim, Idelson, Tom, Amy.

Carl Hammerdorfer: I'm hearing Paco de Lucia.

Carl Hammerdorfer: Anyone else?

Thomas Buck: Flamenco in any case.

Carl Hammerdorfer: Oh good.

USAID Agrilinks Moderator: Idelson, glad to see another person from Technoserve listening in.

USAID Agrilinks Moderator: We will get started in just a few more minutes. Thanks to all for your patience.

USAID Agrilinks Moderator: For those interested in post event products, we will send out an email about a week after the event including links to the resources.

Audra Ryan: Hi everyone, I'm Audra, from Oxford, UK. I'm from a company called 2degrees and currently working on a project in the Tea sector.

USAID Agrilinks Moderator: Be sure to register on Agrilinks.org and subscribe to our newsletter!

USAID Agrilinks Moderator: Welcome Audra. What does your project focus on regarding tea?

USAID Agrilinks Moderator: With a name like 2degrees, I would gander that it maybe has to do with climate adaptation.

Kira Everhart-Valentin: Good morning from the Feed the Future Innovation Lab for Collaborative Research in Sorghum and Millet at Kansas State University in Manhattan, KS, USA!

Erin Homiak: Seconded to provincial government as Nutrition Advisor for Concern Worldwide in Manica, Mozambique.

Audra Ryan: It's working with Forum for the Future and the Tea2030 group of members.

Jed Leonard: To the earlier question, yes, I subscribe to the Agrilinks listserv, which is how I heard about this event.

Laila Salimi: Laila here from Partners of the Americas (DC) - Agriculture and Food Security.

Mark Leclair: Good morning/ afternoon/evening everyone!

USAID Agrilinks Moderator: Hi all!

Audra Ryan: 2degrees are a company who work with businesses looking to collaborate, with the objective of improving the overall sustainability of them - so yes, certainly to do with climate change and the risks posed with it!

USAID Agrilinks Moderator: Nutrition folks: consider registering for our webinar later this month on mycotoxins. Link here <http://agrilinks.org/events/breaking-mold-how-mycotoxins-impact-agriculture-nutrition-and-development>

Jan Priebe: Hi all, Jan here from the Natural Resources Institute, UK.

USAID Agrilinks Moderator: Thanks for the info, Audra! Welcome to Jan, Mark, and others.

Helen Beesley: Hello from London - Helen from BBC Media Action here.

Gércio Machel: Hi all.

Judy Payne: Welcome, Helen!

USAID Agrilinks Moderator: Hi Helen and Gercio!

Helen Beesley: Hi Judy!

Jerry Brown: Greetings from Washington, DC. Jerry Brown.

Sarah Saunders: Sarah Saunders, Tetra Tech ARD.

Audra Ryan: Hi Mark from Farm Radio International - I'm Audra - would be keen to connect with you!

Tom Herlehy: Hi, Tom Herlehy from Land O'Lakes, Inc., in Washington, DC.

USAID Agrilinks Moderator: Jan are you also based in London?

Carol Chan: Hello, everyone! Carol Chan from Tetra Tech ARD in Burlington, VT.

Andrea Allen: Andrea from Michigan State University here...hello everyone.

Tom Herlehy: Why is this music playing?

Adam Beebe: Adam Beebe from Peace Corps (HQ)'s Food Security Team.

April Thompson: April, TechnoServe.

Gércio Machel: I'm CFA business Advice from Mozambique.

Jan Priebe: Just outside London actually – Medway.

Martial Assine: Martial Assine joining from Senegal.

Emma Hobson: Hi everyone, Emma Hobson with CNFA in Washington DC (and previously with USAID Ethiopia).

Kathleen Farrin: Katie Farrin from ERS/USDA joining from Washington, D.C.

USAID Agrilinks Moderator: Welcome all. Judy Payne from USAID/BFS is talking now.

William Hoyle: William Hoyle joining from techfortrade in London.

Claudia LaLumia: Claudia LaLumia Tetra Tech ARD, Burlington VT.

Anthony Koomson: Anthony E. Koomson from Food for Hungry, joining from USA.

Gércio Machel: CFA Business Advice Mozambique, Technoserve.

Roberta Gomes: Roberta Gomes from Solidaridad Brazil.

USAID Agrilinks Moderator: Please use this chat pod throughout the presentation to pose questions to our presenters. We will jot them down for the Q&A period.

Jason Girard: Jason Girard with Tetra Tech ARD, Burlington VT.

USAID Agrilinks Moderator: Hey there William, Claudia, Anthony, Roberta, and Jason. Thanks for tuning in.

Julius Ssemyalo: Julius Caesar Ssemyalo: Solidaridad Uganda.

Drew Johnson: Hi everyone - Drew from TechnoServe Tanzania.

USAID Agrilinks: Please feel free to post your questions in the chat box throughout! Then we will pose them to the presenters.

Boubacar Soumaré: For us young farmer in SENEGAL how can we take advantage of this CFA program?

Keiron Audain: Hi All, Keiron Audain, PhD graduate from UKZN in South Africa - currently in London.

Loretta Ishida: Curious how applicable Connected Farmer is to cooperatives as they may have an agribusiness functions (bulking, collective input procurement, collective marketing).

USAID Agrilinks Moderator: We've recorded your question, Boubacar.

Stephen Kithuka: Hi everyone, Stephen Kithuka Solidaridad Kenya.

USAID Agrilinks Moderator: Boubacar and Loretta, what are your organizations and where are you joining from?

Loretta Ishida: Lutheran World Relief, USA.

USAID Agrilinks Moderator: Great. Thanks.

Kristen MacNaughtan: Kristen MacNaughtan, Bill & Melinda Gates Foundation.

Lisa Robinson: Lisa Robinson, BBC Media Action.

Carrie Hasselback: FHI 360, Washington, DC.

George Kegode: George Kegode, Africare, Washington, DC.

Laura Ostenso: Boubacar, I'm curious what crops you are growing and how you see ICT supporting your farming work with it?

Julius Ssemyalo: Hi everyone. Curious on e-payments for Artisanal Gold Miners.

Boubacar Soumaré: USAID Agrilinks Moderator: Our organization is called SUNU GANTIAXH we are all young and we are based in SENEGAL.

USAID Agrilinks Moderator: Thanks Boubacar. Similarly, Julius, what is your organization and where are you from?

Julius Ssemyalo: Solidaridad Uganda.

USAID Agrilinks Moderator: Great. To everyone joining, remember to type your questions here!

Boubacar Soumaré: Thanks USAID Agrilinks Moderator.

Rudolph Travers: how to leverage mobile money tech being in Kenya to other parts of Africa?

Roberta Gomes: I was wondering after the mobile transaction, how does it goes in the real world - the delivery of produce and how you make sure the transaction was really finalized.

USAID Agrilinks Moderator: Rudolph, what's your org and where are you joining from?

USAID Agrilinks Moderator: Same question to Roberta.

Roberta Gomes: Solidaridad Brazil - from Sao Paulo, Brazil.

Baou Diane: Project Management Specialist at USAID MALI.

Mark Leclair: Wondering how radio can help promote and create conversation around this system. Lots of potential there.

Nina Paustian: Nina Paustian, World Bank, Washington DC, I am curious about the role of the Government in implementing these projects - to which extent were they involved, were there any regulatory or policy obstacles to the implementation of the project?

USAID Agrilinks Moderator: Good questions! Keep them rolling.

Erin Homiak: Much has been mentioned about Kenya and Tanzania. I'm curious to know what the challenges were in implementing this project on the ground in Mozambique.

USAID Agrilinks Moderator: Erin - org and location?

Erin Homiak: Concern Worldwide Mozambique.

USAID Agrilinks Moderator: If possible, try to include your organization and location when asking questions.

USAID Agrilinks: Nina-- do you mean governments in the countries where the Connect Farmer Alliance services are offered?

USAID Agrilinks Moderator: Thanks!

Nina Paustian: Yes, thanks.

Rudolph Travers: Will Vodafone be willing to expand into other agri market sectors throughout Africa?

Geetha Nagarajan: Are there any assessments on efficiency and effectiveness. Gains of these mobile based farmer linkages vs. traditional value chain linkages through contractual arrangements?

USAID Agrilinks: Rudolph-- Organization and location?

USAID Agrilinks Moderator: Please add in your org and location when asking a question!

USAID Agrilinks Moderator: Great questions. We are recording them for our presenters.

Geetha Nagarajan: Geetha Nagarajan, social impact inc.

USAID Agrilinks Moderator: Thanks Geetha. Where are you based?

Geetha Nagarajan: Arlington, Virginia.

Bart Sullivan: The "product" Michael is talking about in Tanzania is called "Kilimo club" I think.

Rudolph Travers: Global Ag USA, Culpeper, VA.

USAID Agrilinks Moderator: Thanks.

Melanie Chen: Melanie Chen, Freedom from Hunger, Davis, CA: Great to have at least brief mention of impact on women farmers. Might be good to hear extent to which project was able to reach women farmers.

Audra Ryan: Have you used mAgri systems for knowledge sharing or just financial functions? (Audra, 2degrees, UK)

Christine Ohresser-Joumard: Christine Ohresser-Joumard, Abt Associates.

Sambou Coly: Do you have some examples that you can share of capacity building provide to businesses and to farmers?

Jan Priebe: The commercial benefits of the system are very clear - for both Vodafone and participating agribusinesses, could you share more about the (social) impacts on the smallholder farmers beyond the mentioned security created by mobile payments, and what impacts is USAID looking for as donor organisation?

Jan Priebe: Jan, natural resources institute, Medway, UK.

Geetha Nagarajan: Can microfinance institutions use m-services without being regulated?

Jenny Rafanomezana: Jenny from TruTrade, Uganda, we provide structured trading mechanism and trying to increase number of mobile payments to farmers. Critical issue in acceptance of digital payment is farmer access to mobile money agents. Has your programme worked directly on this?

Jeannette Tramhel: Electronic warehouse receipts - Mike, do you have any experience or suggestions as to how these digital payments

could assist in transition to electronic warehouse receipts (from paper-based)?

Jerry Brown:

At present, TechnoServe is an important partner as an information, operational and trust partner for the success of this ICT based financial service? What capacity is being built within the farmer groups and agribusinesses for the sustainability of this project?

Richard Tinsley:

This all sounds like a lot of administrative activities, thus what is the sustainable administrative overhead costs of providing these services that will eventually after any donor support be?

Richard Tinsley:

Be charged to the farmers.

Maria Abigail Carpio:

Aby Carpio, from Oxford Policy Management (UK). I would like to get the presenters' thoughts on whether and how this model could be rolled out in countries where mobile financial services are not yet developed (e.g. countries where the appropriate regulatory framework is not yet in place to develop / launch mobile FS). Would such a mobile solution work without facilitating payments (at first)?

Jan Priebe:

Do you feel it is necessary it is necessary to have a partnership with an MNO to create such a service, or could something similar be set up using 'over the top' systems?

Dirk Lebe:

Swisscontact, Cocoa project in Indonesia ... You are all the time speaking about commercial products. How much it costs and how much the farmers have to pay?

Rudolph Travers:

How to contact m-agri service providers in Kenya and Tanzania, including Vodafone?

Adam Wills:

(Adam Wills, UK, GSMA) - Mike your point about making sure partners are honest about incentives is key. You also mention that agribusiness can see different value propositions, e.g., understanding real-time buying habits, reducing fraud, or just increased cost efficiencies using digital payments systems, what is the leading incentive and KPI for the agribusiness? And is it the same across different types of agribusiness?

Jason Girard: (Jason Girard, Tetra Tech ARD, Burlington, VT USA) I'm interested in hearing more about the structure of this alliance. In broad terms, what activities, actions and processes were carried about by USAID/Technoserve vs. Vodafone? Also in terms of resources, what aspects of the project were paid for with USAID resources vs. Vodafone's contributions?

Mark Leclair: Using media (mass media) to sensitize farmers (and agribusiness) to this type of system could be useful.

Rudolph Travers: Understand most small-scale farmers are illiterate, how do they access such tech products?

Jan Priebe: Thank you very much for your answers! Really interesting initiative, best of luck!

Carl Hammerdorfer: SEAF is looking at an investment in a poultry feed business that is considering the connected farmer platform. Over half of their poultry grower customers are women.

Carl Hammerdorfer: That's in Tanzania.

USAID Agrilinks Moderator: Thanks for the insight, Carl.

USAID Agrilinks Moderator: Thanks for joining, Jan!

Bart Sullivan: Farm Radio International have been approached by Vodacom in Tanzania. We have submitted some ideas on how we could work together with radio stations. How do you understand these partnerships at the country level -- should we continue to talk to Vodacom country TZ country office or reach out to Technoserve as well?

USAID Agrilinks: Bart; what is your organization and location?

Ziad Hamoui: Borderless Alliance is a private sector led advocacy group promoting regional economic integration in West Africa. Food security is an important issue over here due to the imbalances between production and consumption. We are working with key stakeholders on ensuring free movement of goods and people across the region.

Jill Shemin: (Consultant/former USAID ICT): you mentioned Vodafone is going to be taking on a lot more operations and implementation over the next 8 mos. can we hear more about this - this is ok retry significant handover for mAgri. It also says a lot of Vodafone - creating a new unit, staff, etc. - is it part of an overall new structure? How is Vodafone 'fitting it in' internally to their structure? And, is it still seen as commercial or as CSR?

USAID Agrilinks Moderator: Thanks for the insightful questions, everyone!

Adam Wills: Thanks for a great webinar.

USAID Agrilinks Moderator: We will be opening our polls shortly, so stick around to fill them out quickly and to continue chatting with one another!

USAID Agrilinks Moderator: Direct questions to Agrilinks.org or email Judy.

Mike Elliott: Jill, it's being taken on by the commercial team in Voda / OpCos

KDAD AV Tech: We'll leave the room open for another 10 minutes or so. Please fill out the polls!

Joel Brounen: Thanks for the presentation. Great work!

USAID Agrilinks Moderator: Please continue the conversation by posting questions or comments here: <http://agrilinks.org/events/connected-farmer-alliance-helping-poor-farmers-commercially-sustainable-m-agri-services>

Jen Peterson: I think FHI360 is also organizing an Ag-ICT conference in DC in June. Check their website for more info.

USAID Agrilinks Moderator: Thanks for the info, Jen.

USAID Agrilinks Moderator: Thanks everyone, for joining! Stay tuned for event resources over the next week or so.

Judy Payne: Jen: yes that's a good thing for everyone to know about! Sorry I didn't mention it.

Laura Crow: For the question about whether Connected Farmer type solution would work in countries without mobile money, I

would say it depends on the key challenges of the market. If there is significant challenges around information sharing and traceability, then I would say yes. However I think the commercial proposition is stronger where there is mobile money services as this brings a greater cost saving to the companies using and paying for the service.

KDAD AV Tech:

Here's the link to the DC event in June: <http://ictforag.org/>

Lan Le:

Hello everyone. My name is Lan, from International Center for Tropical Agriculture (CIAT) based in Vietnam. We are currently implementing Integrated Pest Management extension campaign in 7 SE Asian countries, using Farmer to Farmer video. We are looking for opportunities to develop mobile-based extension in SE Asian but it seems that ICT-based extension is not popular here. I would like to ask if anyone know any documents about ICTs in SE Asia.

KDAD AV Tech:

We're going to close the meeting now. Thanks to everyone for attending and be well!