Common Platform for Small Holders
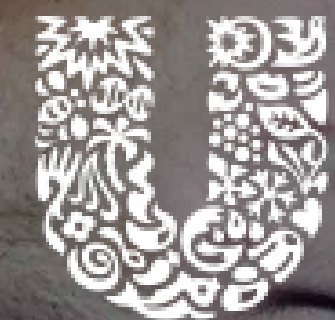
Improve small holders' profitability and productivity across sustainable supply chains

January, 20th 2017

Agenda
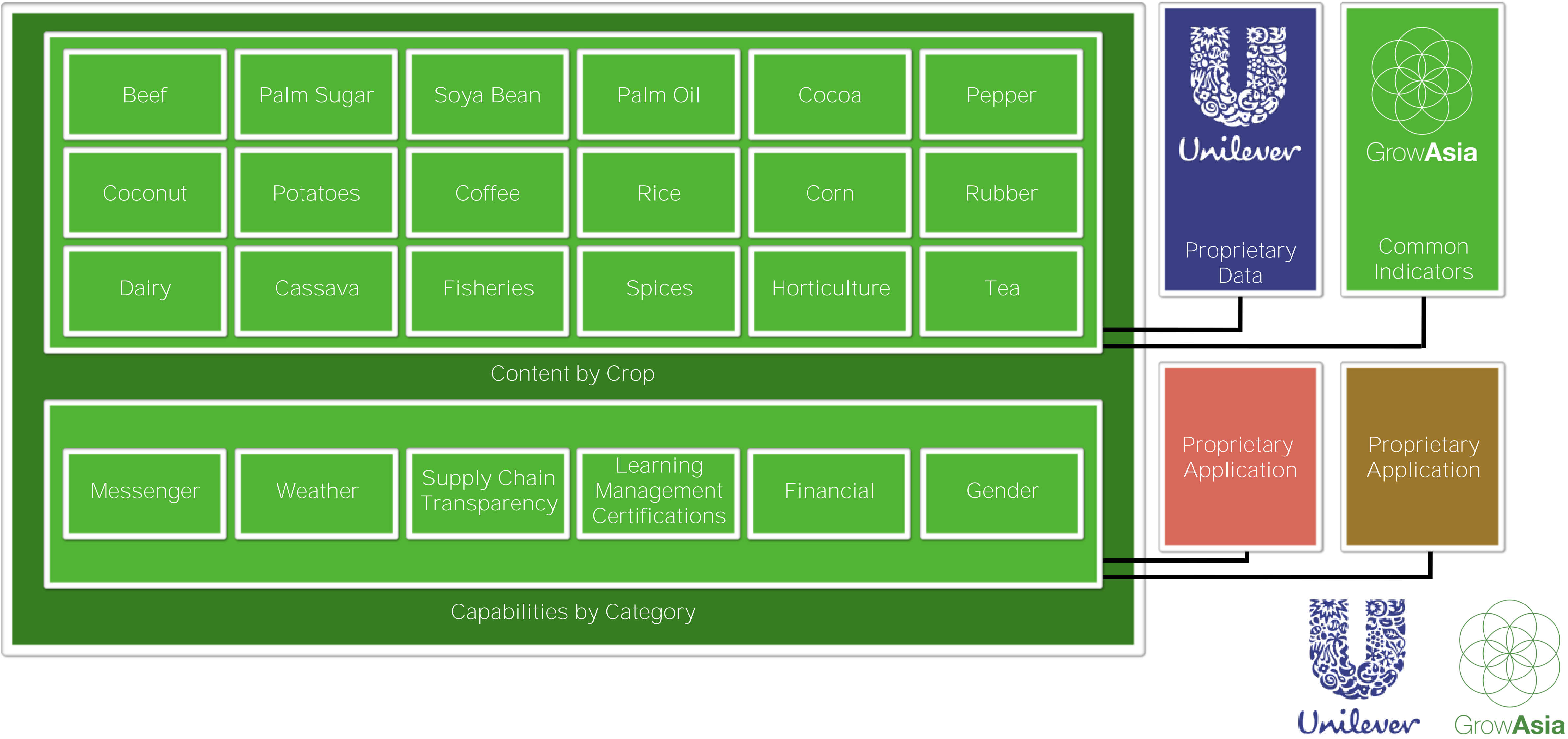
Setting the stage

Introduction

Questions

Setting the stage

- mFarmer is a Grow Asia initiative that has been led in partnership with Unilever

- This is the second meeting following the Grow Asia practitioners summit focused on the digital platform, the first meeting was held in Jakarta in October 2016 and presented to PISAgro board by GrowAsia in November 2016

- The intention has been, to establish digital committees at the group and country levels to make decisions as a group. No show = No excuse.

- The approach to mFarmer has been endorsed by the Office of the Vice President of Indonesia for national deployment

- mFarmer is a GrowAsia brand name

- mFarmer is meant to be a common portal / site / download but connect to other applications to provide the capabilities. mFarmer does not compete with individual apps. mFarmer distributes individual apps.
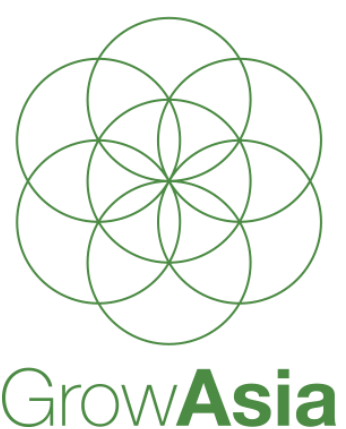
What? mFarmer Overview

Create a non-exclusive, crop and market agnostic small holder centric platform that empowers farmers to optimize productivity, profitability and environmental sustainability.

Beef	Palm Sugar	Soya Bean	Palm Oil	Cocoa	Pepper
Coconut	Potatoes	Coffee	Rice	Corn	Rubber
Dairy	Cassava	Fisheries	Spices	Horticulture	Tea

Content by Crop

Messenger	Weather	Supply Chain Transparency	Learning Management Certifications	Financial	Gender

Capabilities by Category

Unilever — Proprietary Data

GrowAsia — Common Indicators

Proprietary Application

Proprietary Application

How? Access

Enable farmers with affordable access to connect to the platform, standard mobile data rates are infeasible in the early stages of achieving inclusivity. We are beginning with Free Basics by Facebook.


- Available in over 60 countries including PH, ID, MM, KH

- Non-exclusive and open to all operators

- Open platform with 1500+ services available

- Websites proxied, not cached

- Optimizes for low-end devices & network constrained regions

- User navigation data removed after 90 days

- HTTPS supported
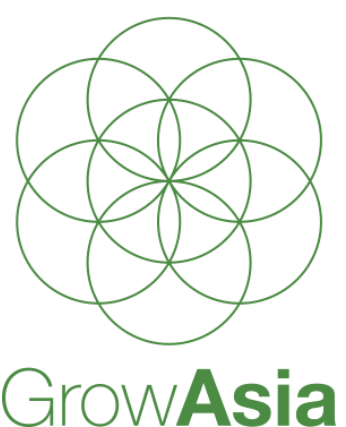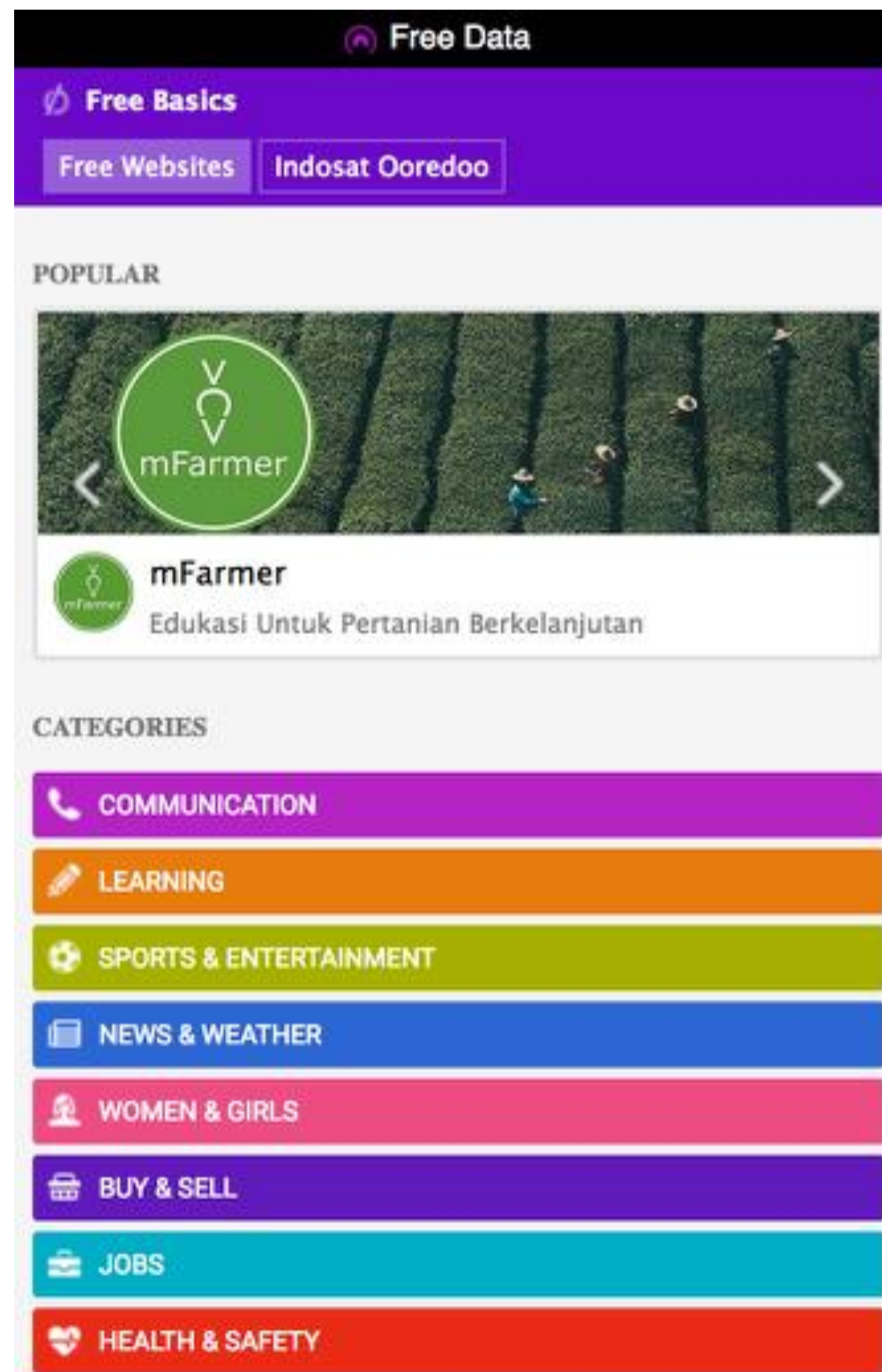
Why? Usability, Agility and Precision

Facilitate farmers' identifying relevant content for their businesses, help organize agriculture content that is designed for smallholders and help profile partners committed to supporting smallholders.

Usability
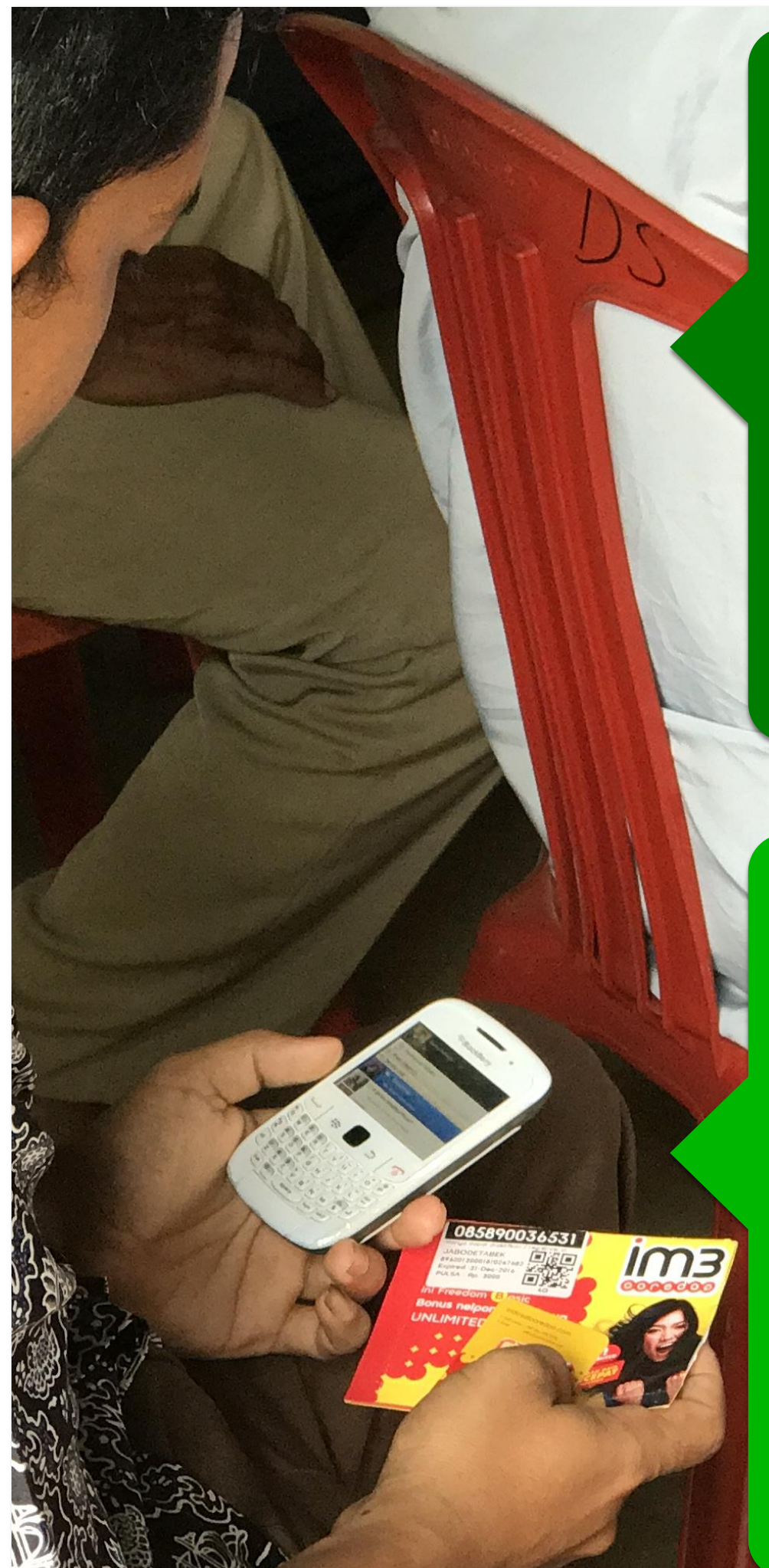
Today
Pay retail for mobile data or members sponsor data

Different applications by:
- Company
- Capability

Some apps work on feature phones some do not

or

mFarmer
Get free access to basic services

A single integrated access point to multiple forms of content and applications

Functions across devices types and operating systems

Agility

How will we get to true scale in an affordable and expeditious way without a common platform strategy?

- Share best practices among partners (content, activation, etc.)

- Reduce and share costs

- Leverage best content and capabilities

- Access to finance through economies of scale to enable credit worthiness
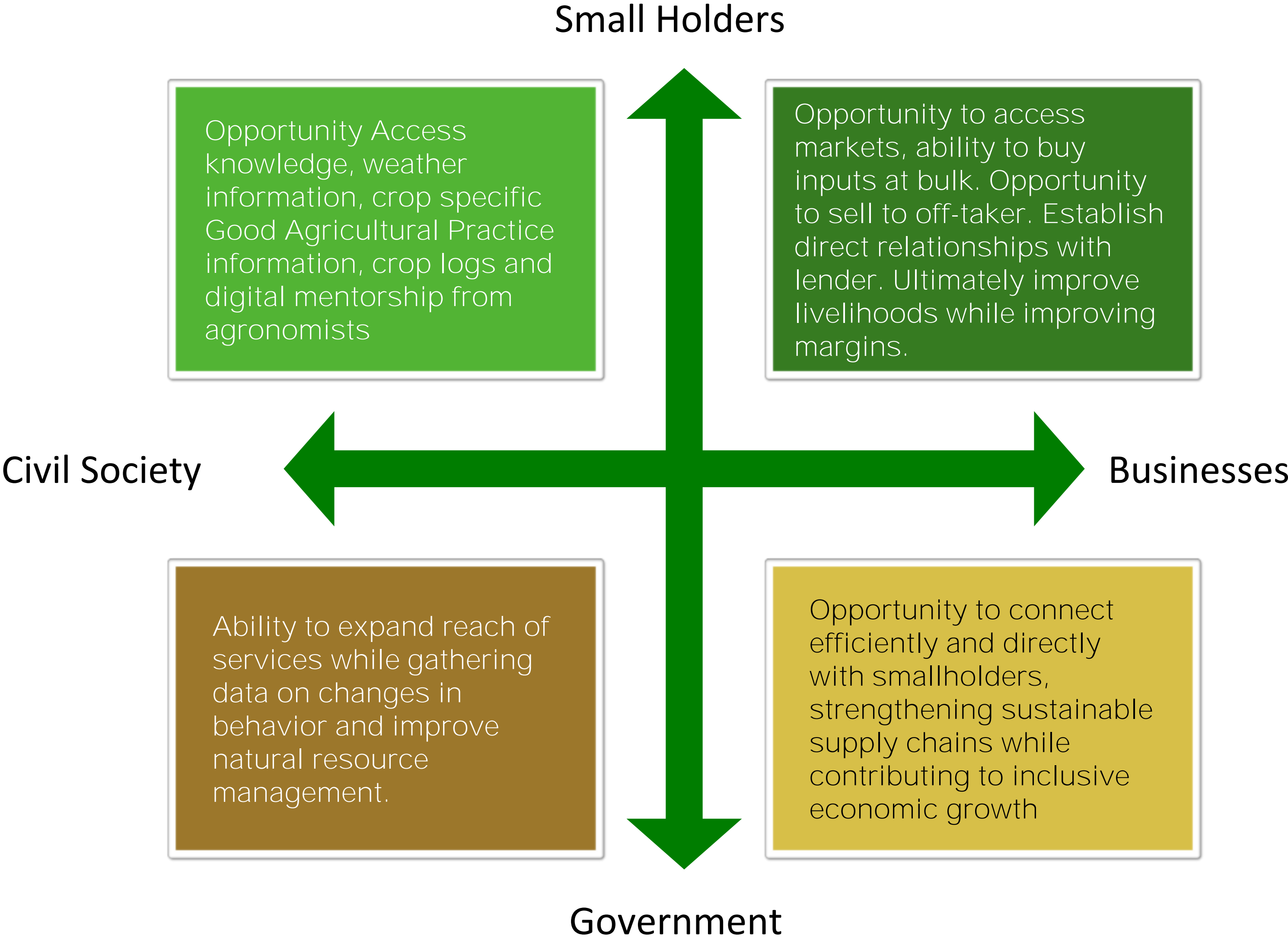
Precision

Will we realistically have robust and accurate data, as an industry without a common platform strategy?

- Grow Asia data synchronization and accuracy

- **Members's capacity to manage** complexity across fragmented technology infrastructure

- Cost of retrofitting data from bespoke enterprise systems to better enable farmers to access relevant information

Who? Benefits

All stakeholders benefit from a common platform for small holders

Small Holders

Opportunity Access knowledge, weather information, crop specific Good Agricultural Practice information, crop logs and digital mentorship from agronomists

Opportunity to access markets, ability to buy inputs at bulk. Opportunity to sell to off-taker. Establish direct relationships with lender. Ultimately improve livelihoods while improving margins.

Civil Society

Businesses

Ability to expand reach of services while gathering data on changes in behavior and improve natural resource management.

Opportunity to connect efficiently and directly with smallholders, strengthening sustainable supply chains while contributing to inclusive economic growth

Government

Unilever   GrowAsia

How? Phases of Engagement

Grow Asia members have non-exclusive options for engagement with the common platform.

P1: Information Transfer

All partners are invited to showcase content on the Hub:
- Option 1: Pool resources and digitize as a working group
- Option 2: Individual company digitize proprietary content

P2: Acceleration of Outreach

Grow Asia could also reach out to non-WG partners that would be magnets, attracting more farmers, such as financial institutions

P3: Transaction Enablement

Individual companies lead and fund the creation of business-specific transaction services

Companies anonymously share data related to Grow Asia indicators for accuracy
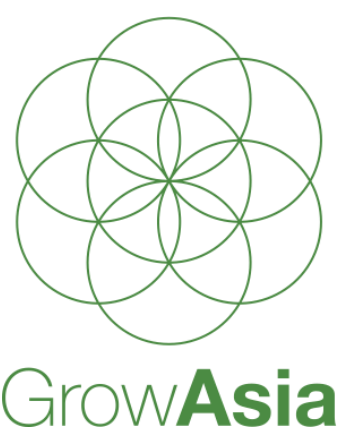
Phase One: Information Transfer

Information transfer is focused on service improvement through relevance and capability building

Option 1 Benefits
Pool resources as a working group

Leverage existing WG relationships and content

Share costs among WG partners

Grow Asia can co-fund

Flexible to integrate proprietary data with proprietary systems
- Enterprise Systems
- Loyalty Programs

Option 2 Benefits
Individually digitize proprietary content

Flexibility to iterate at preferred pace

Data is wholly controlled by business

Option 1 Drawbacks

Limit ability to push company-specific content

Need to address upfront data sharing/privacy/liability concerns

Option 2 Drawbacks

Bear all sourcing burden, costs and quality risk

May need to develop additional content

Assumes individual members have pool of farmers

Unilever   GrowAsia

Phase Two: Acceleration of Outreach

Outreach is focused on community engagement and literacy training. Grow Asia can also reach out to non-working group companies like financial institutions to reach more farmers.

Option 1

Augment and leverage existing field workers from companies, civil society, and government to incorporate mFarmer as a learning tool and introduce with co-funded testing of different outreach strategies, e.g. gamification, women-focused community engagement, etc.

Option 2

Members individually fund, manage and implement digital literacy training across supply chains, with self-funded testing of different outreach strategies

Phase Three: Transaction Enablement

Phase three of the partnership process is the implementation phase which requires members or working groups to take ownership of proprietary data and sourcing within their supply chains

Step 1: Systems Integration

Integrate common platform with member specific enterprise systems and based on the business rules determined by members at their discretion

Step 2: Implement member specific capabilities

Private access and sub-categories of mFarmer can be created to house member specific capabilities
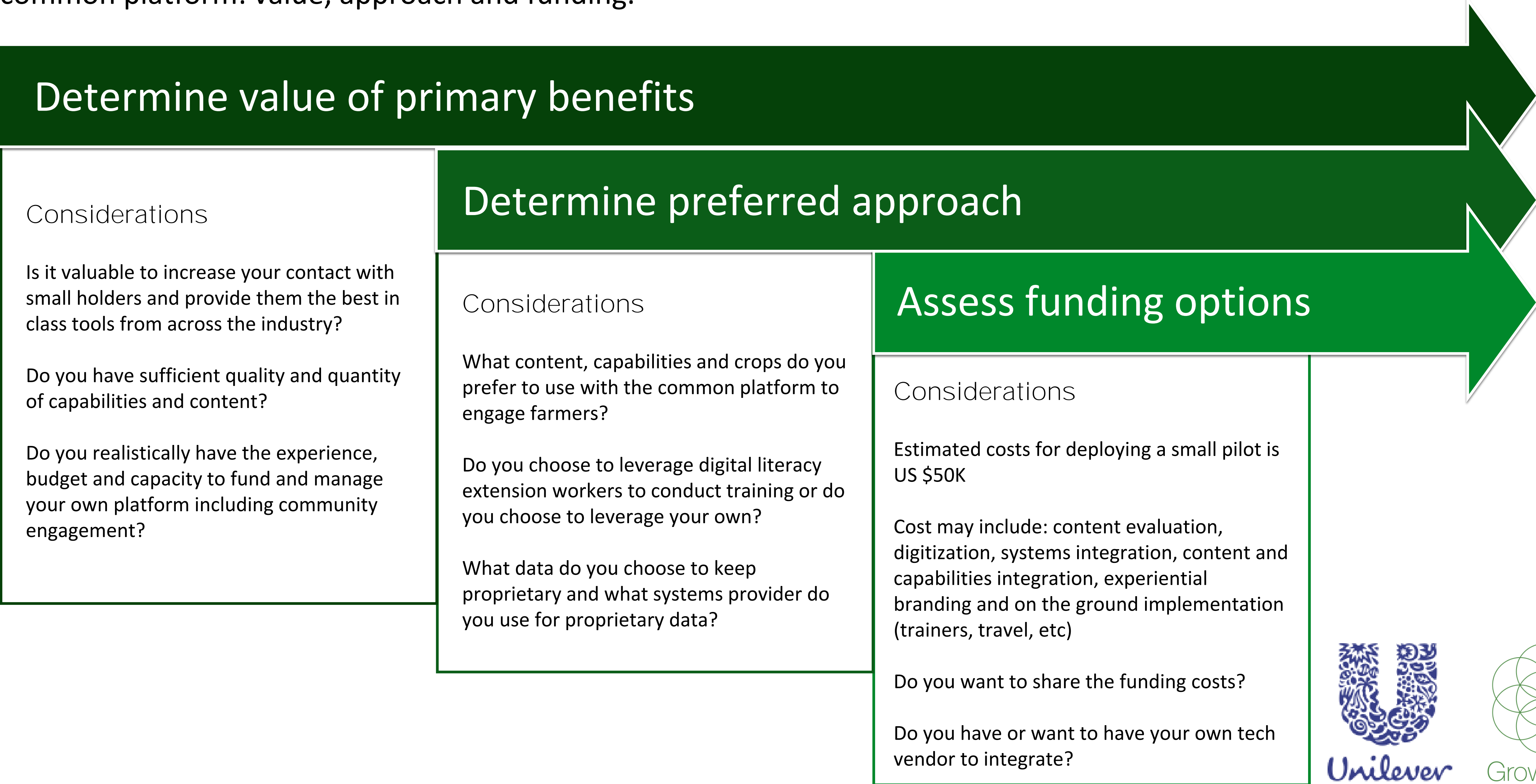
Step 3: Live System

Transactions begin processing and data is published to enterprise specific systems; including but not limited to: off-take contract directly with smallholders, input purchases

Next Steps

Grow Asia has determined there are three key decisions each member has to make in order to engage with the common platform: value, approach and funding.

Determine value of primary benefits

Considerations

Is it valuable to increase your contact with small holders and provide them the best in class tools from across the industry?

Do you have sufficient quality and quantity of capabilities and content?

Do you realistically have the experience, budget and capacity to fund and manage your own platform including community engagement?

Determine preferred approach

Considerations

What content, capabilities and crops do you prefer to use with the common platform to engage farmers?

Do you choose to leverage digital literacy extension workers to conduct training or do you choose to leverage your own?

What data do you choose to keep proprietary and what systems provider do you use for proprietary data?

Assess funding options

Considerations

Estimated costs for deploying a small pilot is US $50K

Cost may include: content evaluation, digitization, systems integration, content and capabilities integration, experiential branding and on the ground implementation (trainers, travel, etc)

Do you want to share the funding costs?

Do you have or want to have your own tech vendor to integrate?

Getting Started

Answers to the following questions enable us to engage and get started. Indonesia is already active and new markets can be activated within 30 days.

- Target Village(s)?

- Locations?

- Crop?

- How many Farmers?

- How many cooperative administrators?

- Are there any existing tech solutions for us to integrate or consider?

- Are there other stakeholders who have the relationships with the farmers to facilitate training?

- Contact: Shang Hui Chia, Knowledge Manager at shanghui@growasia.org