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| Title of case study | Preventive weather forecasting for West African farmers to increase agricultural yield |
| Name of organization(s) | Ignitia AB, Ignitia Ghana Ltd |
| Business sector | Science and Technology |
| Region(s) relevant to case study | <input type="checkbox"/> All regions <input checked="" type="checkbox"/> Africa and the Arab States <input type="checkbox"/> Asia and the Pacific <input type="checkbox"/> Caribbean and Central America <input type="checkbox"/> Europe <input type="checkbox"/> Least Developed Countries <input type="checkbox"/> North America <input type="checkbox"/> Polar regions <input type="checkbox"/> Small Island Developing States <input type="checkbox"/> South America |
| Country(s) relevant to case study | Ghana |
| Adaptation sector(s) relevant to case study | <input type="checkbox"/> Business <input type="checkbox"/> Education and training <input checked="" type="checkbox"/> Food security, agriculture, forestry and fisheries <input type="checkbox"/> Human health <input type="checkbox"/> Oceans and coastal areas <input checked="" type="checkbox"/> Science, assessment, monitoring and early warning <input type="checkbox"/> Terrestrial ecosystems <input type="checkbox"/> Tourism <input type="checkbox"/> Transport, infrastructure and human settlements <input type="checkbox"/> Water resources <input type="checkbox"/> Other (please specify): |
| Adaptation activity | <p>Reliable weather information allows for enhanced agricultural productivity, food security, preventive actions and disaster reduction in case of natural hazards leading to financial, environmental or human losses. A vast majority of the Sub-Saharan countries, however, have no access to this basic, but valuable information. Ignitia aims to change that.</p> <p>Ignitia is presenting a hands-on opportunity, where it can deliver daily weather forecasts and warnings to initially 90,000 farmers in Ghana for a marginal cost for the</p> |

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| | <p>farmer. A unique agricultural business model has been developed to suit the needs of the individual farmers. The forecasts are not sold directly to the farmer. Instead, Ignitia cooperates with farmer associations.</p> <p>The farmer gets a daily forecast in his/her mobile phone by an automatically generated text message, tailored to the farmer's specific location by GPS coordinates. When needed, an early warning is issued for severe weather and threat of natural disaster. Farmers are directly dependent on temperature changes, rainfall and evaporation rates for growing, maintenance and harvesting of their crops.</p> <p>Not only does this help to increase the probability of enhanced agricultural yields, but it also contributes to more careful use of limited resources such as water, fertilizers and pesticides.</p> |
| <p>Cost-benefit</p> | <p>Due to the fact that Ignitia's weather forecast is largely automated in product development, and our unique, inclusive business model that initially provides weather information to a large number of small scale farmers in West Africa, we can sell daily weather forecasts for as little as \$2 USD per farmer, per year. Thus, even the poorest can make use of our service and become an active decision-maker aided by the latest available and most accurate weather reports.</p> |
| <p style="text-align: center;">CLICK FOR MORE INFO</p> <p style="text-align: center;"></p> | |





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