

Harnessing the potential of the mobile phone for connecting farmers with climate information

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Background

- Farming community highly isolated, poorly integrated with national economy - geography, infrastructure
- Cellular phones proving to be the game changer
- Fastest spontaneous adoption rates of any technology
- Challenge is to go beyond basic use
- How to transform this into a multi-purpose platform
- Timely given the challenges of climate change
- A key focus of Climate Smart Agriculture (CSA)



Key areas of opportunity in CSA

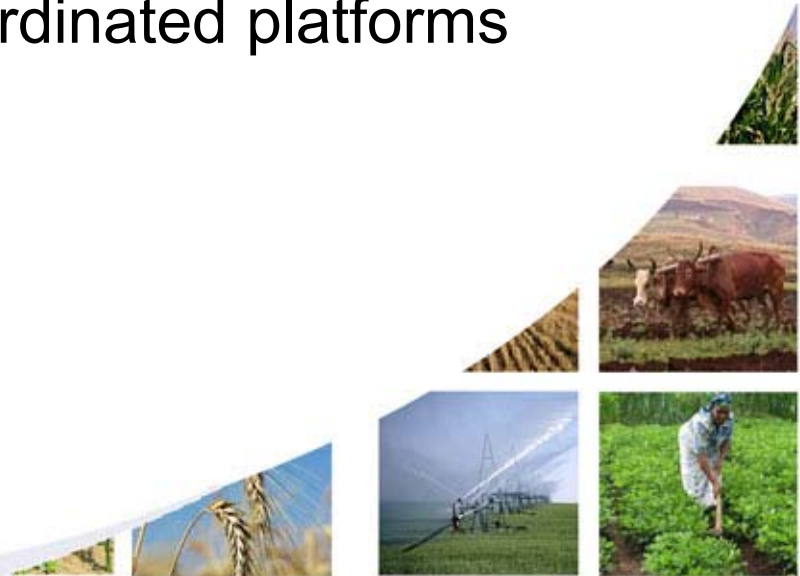
New impetus to overcome persistent challenges

- Early warning systems, weather advisories
- Extension services – interactive, wide reach, cost effective
- Improve farmer organisation - cost effective, efficient
- Better market integration - price discovery, reduce transaction costs, expanded markets
- Aggregation – tackle scale issues, increase bargaining power, quality products
- Innovative financing frameworks, reduced risk for private players
- Data gathering – efficient, geo-referenced
- Payment and remittance systems
- Cab corruption, exploitation of farmers
- Growing interest from the youths



Challenges of cellular platforms in CSA

- The high cost of data, low bandwidth, suitable devices, smartphones
- Low literacy levels – better among the youths
- Language challenges
- Tailoring content for platforms
- Emergence of numerous uncoordinated platforms





Thank You

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