

PARTNERSHIP



Project Objectives

- A. Food security and social and sustainable economic growth
- B. Poverty alleviation
- C. Improved gender equity
- D. Self-Reliance
- E. Miscellaneous
 - Access to information and technology
 - Improved market information
 - New partnerships for new products and services for agriculture



Project Objectives OUTCOMES	YEAR 1	YEAR 2	YEAR 3
No. of coffee farmers using product or service	5,000	40,000	100,000
No. of B2B clients using product or service	5 local authorities	20 local authorities	50 local authorities
	10 coffee companies	40 coffee companies	100 coffee companies
	50 traders	200 traders	400 traders
	100 farmer groups	300 farmer groups	1000 farmer groups
No. of coffee farmers with improved production	2,500	10,000	50,000
Improvement in production / yield	0 %	5 %	10 %
Improvement in effective use of water, seedlings, pesticides and fertilizer	0 %	5 %	10 %
Improvement in income	0 %	5 %	10 %

COST SIDE

PAYMENT FOR SERVICES

REVENUE SIDE

Service (content) Providers

- NIAPP
- eLEAF
- IPSARD
- UTZ
- WaterWatch

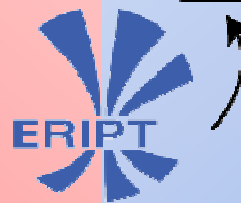
Target User Groups (indicative payment)

- Farmers (US\$ 15-25 per year)
- B2B / Value Chain (x10)
- Government (x10)

DATA COLLECTION & PROCESS

- Satellite data collection, processing and aggregation
- GIS data analysis & visualization
- Combining information layers
- Database maintenance & QA
- 24/7 online availability
- Use statistics & admin
- Feedback options

Data uploads
SMS & survey analysis



Computer
Tablet
Smart Phone
Text
Messaging

INFORMATION PRODUCTS

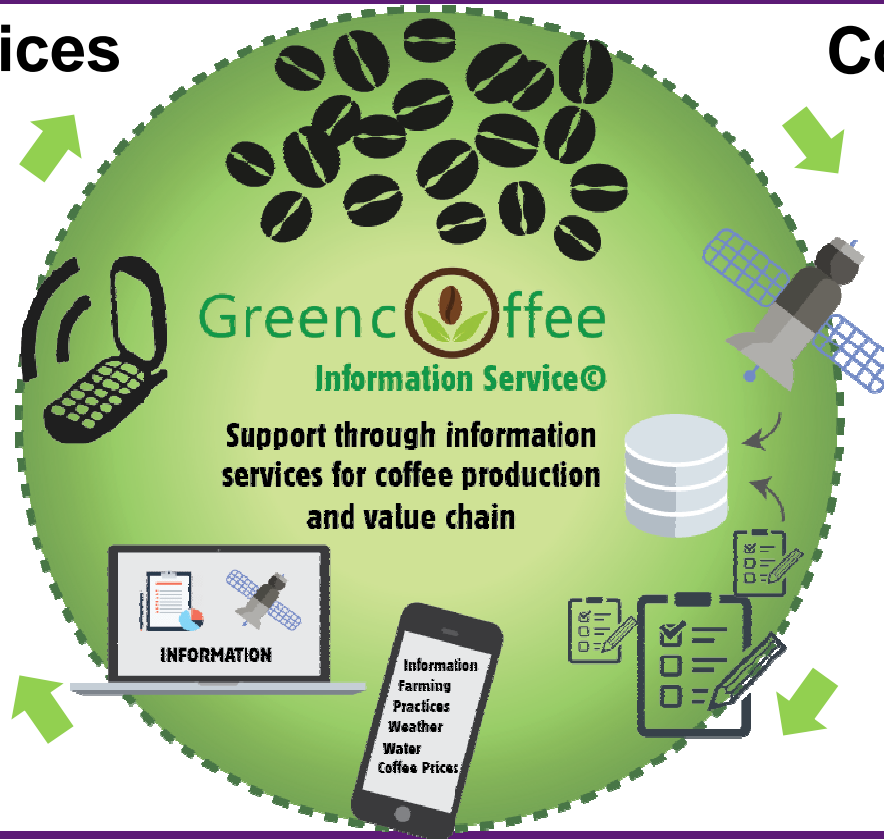
- Weather information
- Water availability for irrigation
- Pests & diseases
- Soil & soil improvement
- GAP information
- Training materials
- Price of coffee
- Sustainability criteria
- Policy related information

Information Services

Farmers' livelihoods & sustainable coffee production



Feedback and input from farmers to create a learning system



Coffee Production & Value Chain

Information production & distribution for farmers support



Input from dedicated service providers for tailored information products