Solidaridad
IMPROVING FARMING WITH DIGITAL SOLUTIONS

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ADP Multi-Stakeholder Meeting
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<VIDEO CATTLE GRADING APP>
THROUGH 8 REGIONAL CENTRES
IN 44 COUNTRIES
HOLISTIC APPROACH

- Incentives from markets at different scales
- Enabling policy environments
- Optimized landscape functions
- Supportive modernized structures
- Good practices
IN OUR QUEST FOR SUSTAINABLE DEVELOPMENT...
REMOTE SENSING IS IMPORTANT TO KNOW WHAT’S GOING ON...
FARMER BEHAVIOR DETERMINES FAILURE OR SUCCESS
<EXAMPLE FARMING SOLUTION>
<EXAMPLE EXTENSION SOLUTION>
OUR LESSON
LEARNED
THIS DOES NOT
MAKE FARMERS
TICK
WHETHER WE LIKE IT OR NOT...
FARMERS ARE ENTREPRENEURS OPERATING IN MARKETS
ASK YOURSELF:
WHICH SERVICES WOULD ADDRESS FARMER’S NEEDS?
ACCESS TO
AGRICULTURAL CREDIT
LAND TITLES
QUALITY INPUTS
PRICE INFORMATION
WEATHER FORECASTS
LOCAL MARKETS
INTERNATIONAL MARKETS
DIGITAL & MOBILE TECHNOLOGIES SHOULD BE DEVELOPED TO DELIVER SERVICES AT SCALE
FOR EFFICIENT RESOURCE USE
AND IMPROVED QUALITY OF LIFE
JOIN US
FOR CHANGE THAT MATTERS
JAN MAARTEN DROS

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