

Solidaridad



IMPROVING FARMING WITH DIGITAL SOLUTIONS

Jan Maarten Dros, Solidaridad
ADP Multi-Stakeholder Meeting
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<VIDEO CATTLE GRADING APP>

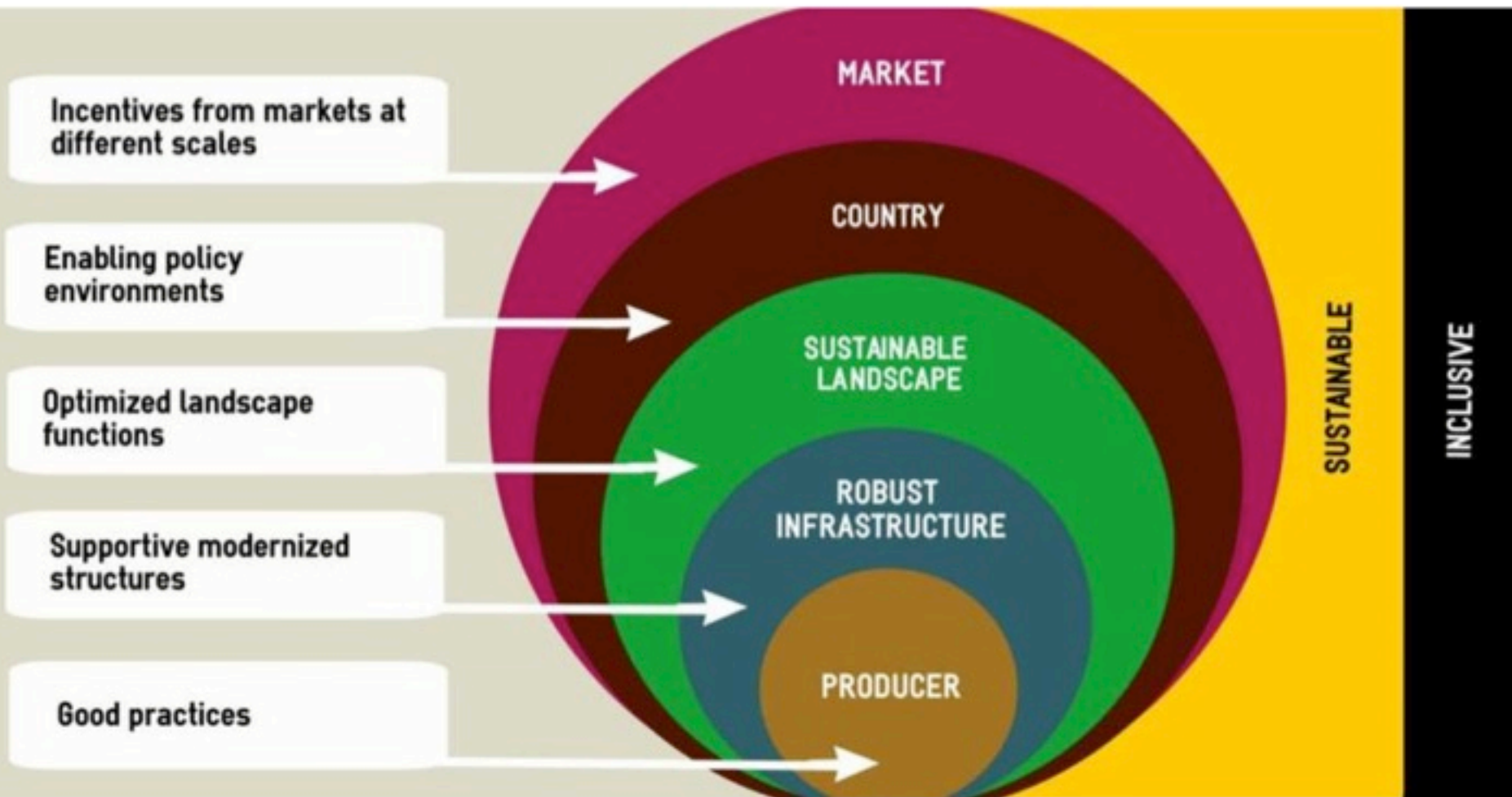
THROUGH 8 REGIONAL CENTRES IN 44 COUNTRIES



- Cotton
- Livestock
- Coffee
- Fruit & Vegetables
- Soy
- Textiles
- Palm oil
- Cocoa
- Tea
- Sugarcane
- Dairy
- Aquaculture
- Gold

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HOLISTIC APPROACH



**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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