

🏆 SAG-SEED WINNER 2016 🏆

Farmerline provides information and services needed by farmers like best agronomic practices, weather data, literacy training and market prices through its developed mobile software technology. The localized data help transform smallholder farmers into successful entrepreneurs and mitigate some of the harmful effects from climate change.



Farmerline Ltd, Ghana

BUSINESS MODEL

Farmerline's software MERGDATA reaches farmers via mobile technology that is adapted to the local context and shares empowering information in mass quantities in voice or SMS format. Business activities include licensing the software, surveying tools and database to organizations (B2B) as well as direct sales of content services to farmers (B2F), and have resulted in USD 300,000 of revenues in the past year.

Farmerline also provides financial services to increase farmers' access to savings and loans and additionally offers literacy training and workshops on how to access, understand and implement agronomic best practices.

ENTERPRISE FAST FACTS:

Location	Kumasi, Ghana
Year founded	2013
Sector	Sustainable Agriculture
Product/Service	Mobile information service

CONTACT

Mr. Albert Bensusan

📧 albert@farmerline.co

🌐 <http://farmerline.org/>

Social impacts:

- Empowering farmers through education, knowledge and improved income from better agricultural practices and market information.
- Offering employment opportunities and increased income for market price collectors and surveyors as well as for a network of up to 100 sales agents by the end of 2016.

Environmental impacts:

- Providing localized data that increase farmer's ability to adapt to climate changes, increasingly unpredictable periods of rain and drought as well as showing agricultural best practices.
- Enabling inventory tracking that reduces inefficiencies and wasted crops.

Economic impacts:

- Reaching a total of over 200,000 smallholder farmers across 5 countries over the last 3 years with relevant information to improve their entrepreneurial success.
- Delivering data and services that improve productivity, farmers' decision on when to plant and harvest, agricultural practices, crop outputs, income and livelihoods of rural farmers.

Farmerline has reached over 200,000 smallholder farmers across 5 countries in 3 years, creating a meaningful social and environmental impact.

Scaling up activities:

- Develop Fintech solution for smallholder farmers in partnership with Micro Finance Institutions (MFI's).
- Expand into five new countries by providing content and technology services.
- Explore investors and seek affordable debt and equity investments to increase the scale of the business.
- Re-invest business revenues into company growth to reach one million farmers in 10 countries in the next three years.



Partnership

Farmerline Ltd works on software development and distributes software and related services.

ARMAJARO = ECOM, an investment firm, currently uses Farmerline's technology to collect, store and analyse data while mapping farms.

MEDA, an initiative seeking to empower female agricultural workers, uses Farmerline's messaging service to provide information on sustainable households and food insecurity.



The 2016 SAG-SEED Awards in Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda are supported by SWITCH-Africa Green, which is implemented by UNEP with the assistance of the European Union.

About SEED

SEED is a global partnership for action on sustainable development that was founded by the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP) and the International Union for the Conservation of Nature at the 2002 World Summit on Sustainable Development. SEED is based on the understanding that the promotion of social and environmental enterprises is pivotal to a world of flourishing communities where entrepreneurship drives sustainable development. The 2016 SAG-SEED Awards in Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda are part of the multi-country project "Promoting Eco-Entrepreneurship in Africa" implemented by SEED under SWITCH-Africa Green (SAG). SAG is implemented by UNEP with the assistance of the European Union. Other project partners in SAG are UNDP and the United Nations Office for Project Services (UNOPS).

www.seed.uno/sag

SEED Founding Partners



SEED Hosting Partner



SEED Partners

