



# Digital Agri Hub

Cultivating Tomorrow's Agriculture:  
Your Ultimate Digital Solutions  
Reference Hub

Hosted and maintained by  
Wageningen University and Research



# Agenda

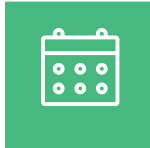


- Current challenges for D4Ag adoption
- Who we are
- Why Digital Agri hub?
- Our offerings
- Our alliances & partners
- Digital innovation ecosystem in Africa – open innovation platforms
- Join the Digital Agri hub community
- Call to action: Climate Smart Agriculture (CSA)

# Challenges for D4Ag mainstreaming / adoption.



Fragmentation



Lack of impact metrics



Technology push



Rapid developments

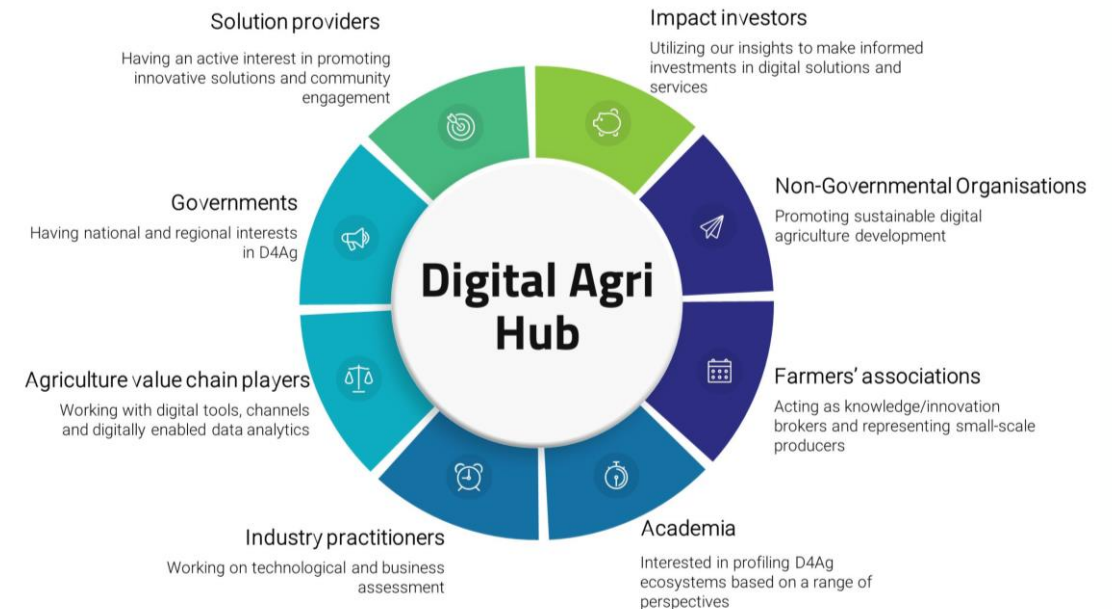


Dalberg Advisors

# Who we are

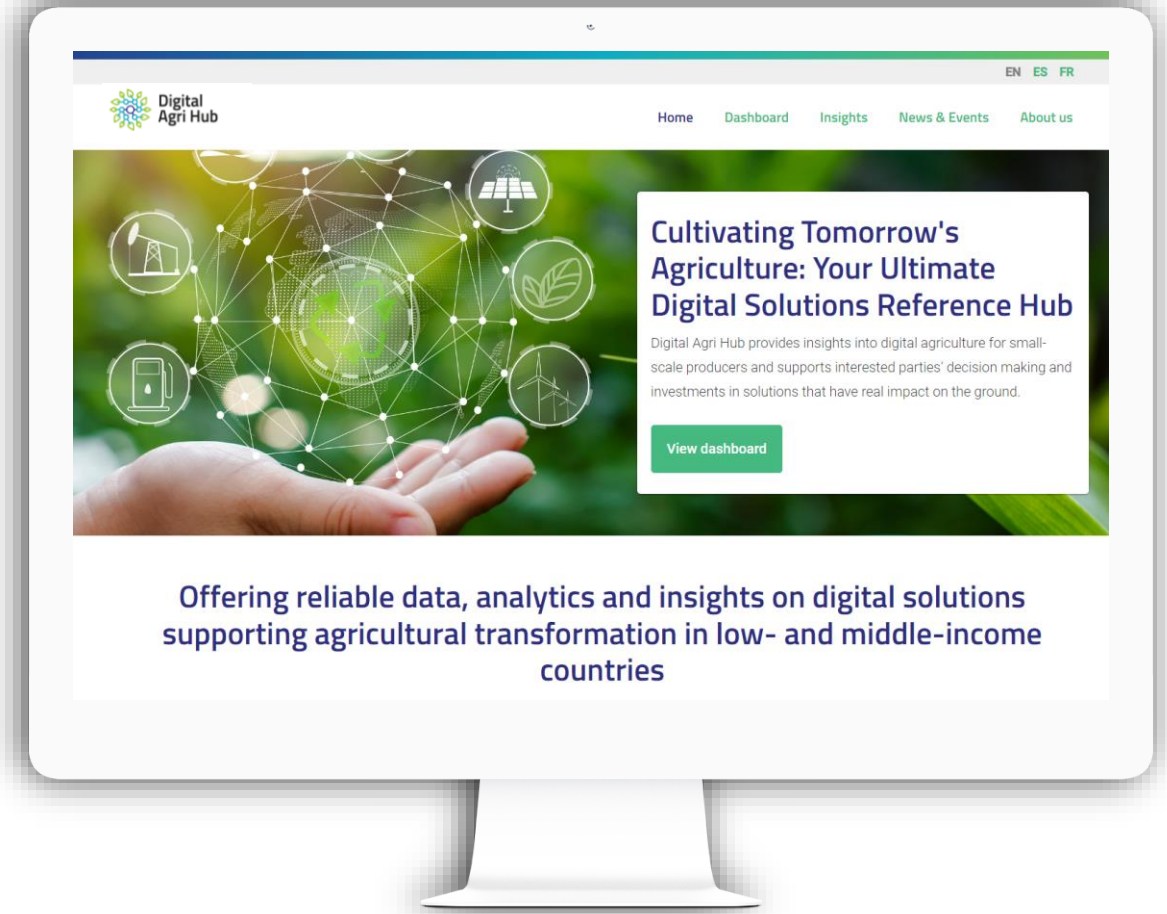
Digital Agri Hub tracks the evolution of the digital agriculture (D4Ag) ecosystem in low- and middle-income countries.

- ❖ Regularly publishes curated information on digital solutions to generate new insights
- ❖ Acts as a multi-actor data and knowledge broker,
- ❖ Focuses on leveraging inclusive digital solutions for development and provides unique perspectives for adopting or investing in digital agricultural innovations.
- ❖ Nurtures and animates a network of people dealing or interested in digitalization for agriculture



# Why the Digital Agri Hub?

- We provide a reliable source of emerging, innovative **D4Ag technologies and solutions** across the entire agrifood system
- We offer evidence- and impact-based information and **insights for decision-makers** and potential investors that support small-scale producers
- We support the existing D4Ag ecosystem through **knowledge brokering, stakeholder engagement and advisory.**



# Our offerings

Crowdsourced and curated 1200+D4Ag solutions database and dashboard



A repository of verified digital agriculture services in LMICs

The screenshot shows a grid of 12 digital agriculture solutions, each with a title, provider, and a 'Read more' button. The solutions include:

- CropMap** by Doktor Technologies
- Food Price Monitoring and Anal...** by Food and Agricultural Organization (FAO)
- Fruityto** by FRUITYTOY SOLUTIONS
- Digital Regreening Platform** by JustAgg
- One Million Voices of Agroecol...** by Agroecology Map
- ShaYoFae** by BetaDigi
- e-Nutrifood** by Food and Agricultural Organization (FAO)
- Family Farming Knowledge Plat...** by Food and Agricultural Organization (FAO)
- The Illegal Logging Detection a...** by Space4Good
- Inputs Supply chain digitization** by SmartDealer Technologies Private Limited
- Agrimarketplace** by Food and Agricultural Organization (FAO)
- LeafCares** by AgroCares

Knowledge products on an inclusive, climate-resilient agri-food system through sustainable D4Ag innovations

The collage features several knowledge products:

- BLUGS** blog post: "Unlocking the Potential of Digital Agriculture in the NENA Region: Leveraging Digital Agri Hub's D4Ag data and insights" (Published: 14 September 2023)
- BLUGS** blog post: "Digital agroecology, an Oxymoron?" (Published: 13 July 2023)
- Report cover: "Insights from the Digital Agri Hub e-conversations" (Published: 14 July 2023)
- Report cover: "Assessment of Smart Farming Solutions for Smallholders in Low- and Middle-Income Countries" (Published: 2023)

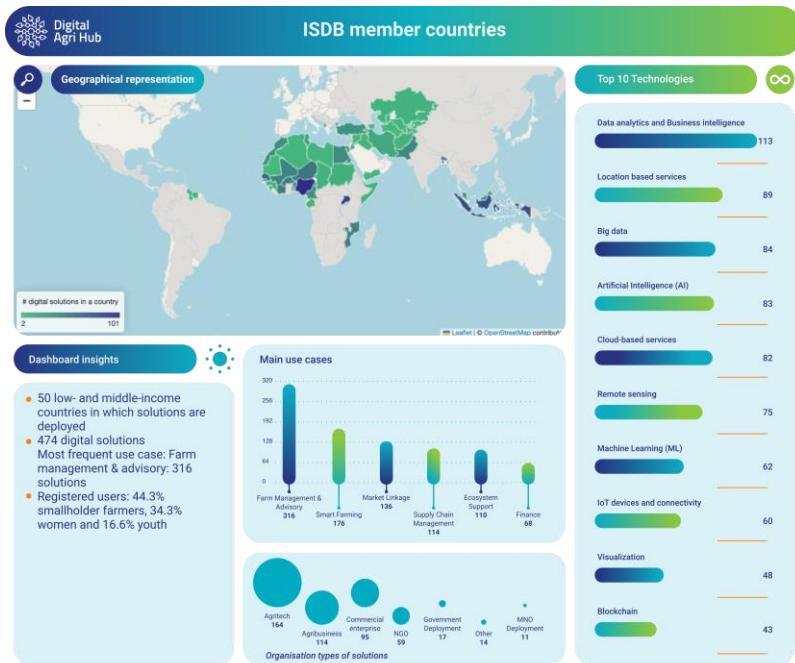
The report covers include bullet points such as:

- e-conversation #1: independent evidence of D4Ag impact is needed. Who would be in the best position to provide it?
- e-conversation #2: How true is the mantra that small-scale producers benefit from digitalisation?
- e-conversation #3: Is smart farming raising justifiable expectations?
- e-conversation #4: Is gender inclusion in the framework of D4Ag projects a genuine need or a must-include component to satisfy donors' expectations?

# Data and insights – global coverage

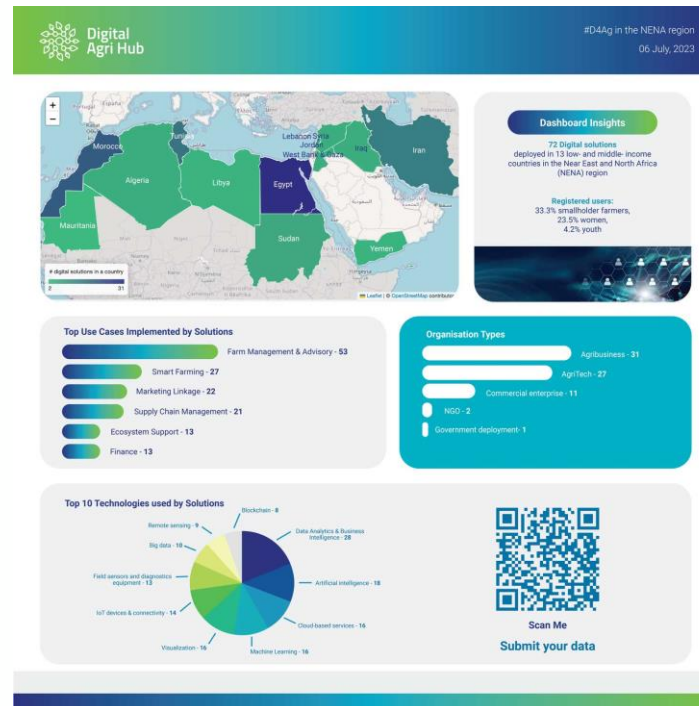
## Global landscape

For Islamic Development Bank; 50 out of 57 member states that are LMICs



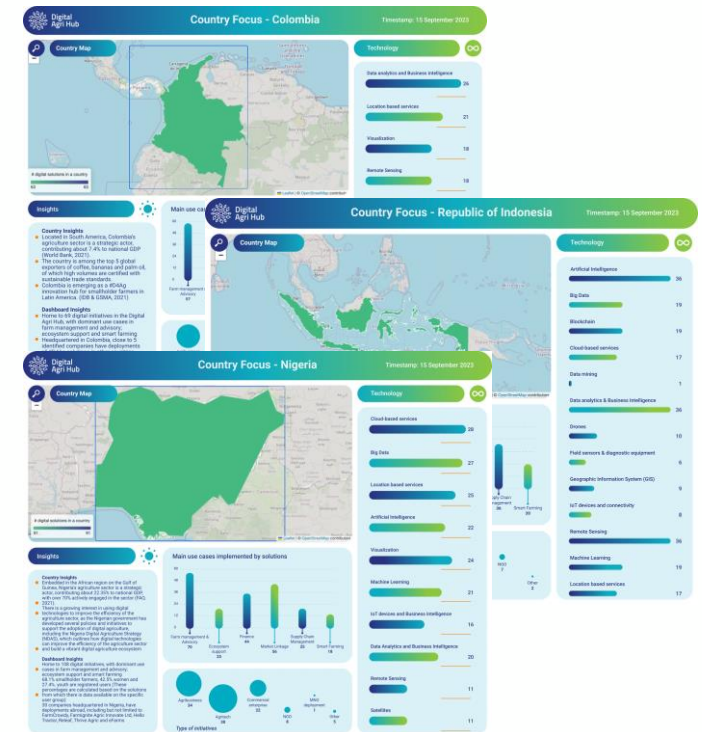
## Region analysis

For FAO SOFA regions; D4Ag solutions deployed in the Near East and North Africa (NENA) region



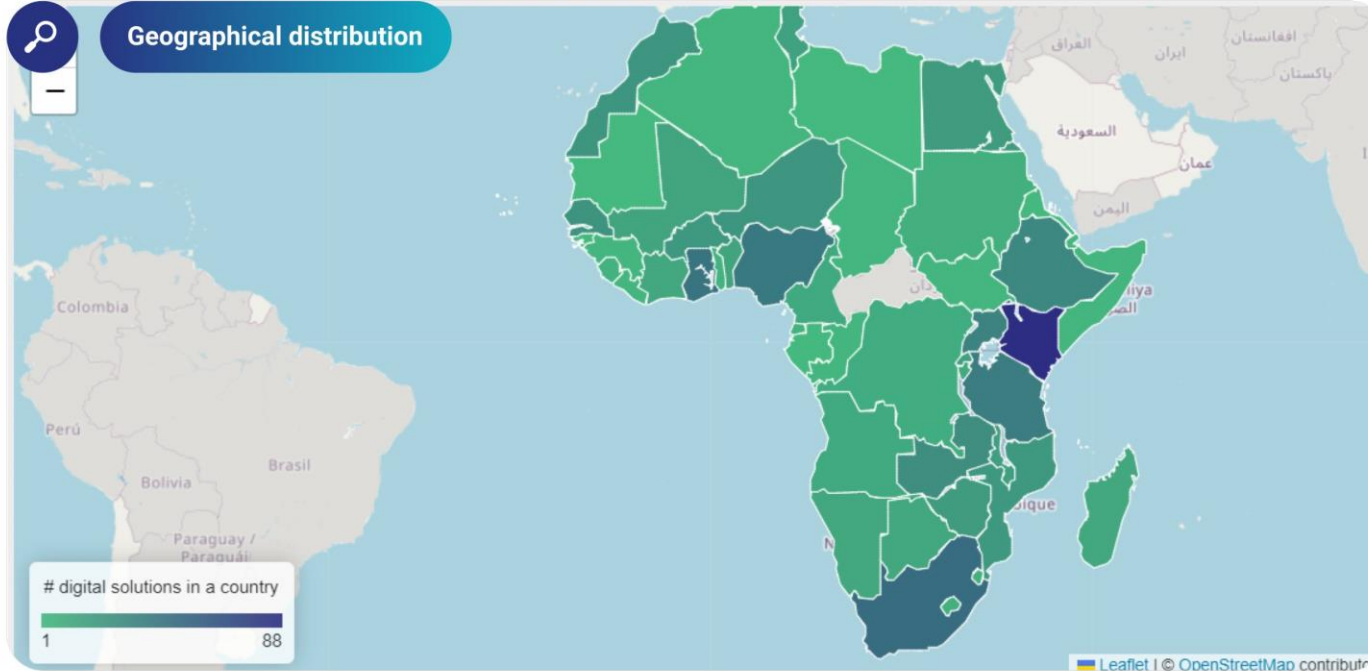
## Country focus

Country-specific D4Ag statistics and outreach e.g., Colombia, Nigeria and Indonesia





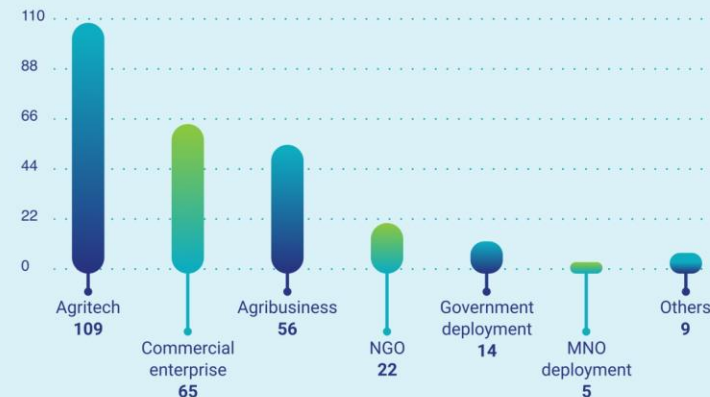
## Geographical distribution



### Dashboard insights

- 280 digital solutions
- 13 solutions are verified and have received a badge of approval
- Deployed in 51 Low- and Middle-income countries
- Most frequent use case is “Farm management and Advisory” with 222
- Top 5 countries: Kenya, Nigeria, Ghana, South Africa and Ethiopia

### Number of solutions per organisation



### 2024 DCAS trends in Africa

- 1 In 2024, over **15 African governments** have integrated DCAS into their national climate action plans, with Kenya and Ghana leading in policy-driven deployments that have reached over 2 million farmers.
- 2 Investment: Africa's DCAS sector attracted over **\$250 million in investment** by 2024, with Nigeria and South Africa seeing the highest inflows aimed at expanding digital climate services.
- 3 Donor Contributions: International donors like the World Bank and USAID have committed more than **\$150 million to DCAS** initiatives across Africa, focusing on high-impact countries such as Ethiopia and Ghana.
- 4 Role of Entrepreneurs: Entrepreneurs in Kenya, Nigeria, and Ghana have **launched over 50 new DCAS startups** since 2022, leveraging mobile and AI technologies to reach millions of farmers.
- 5 Women-led DCAS projects in Ethiopia and Ghana now account for **30% of all initiatives**, reflecting a growing focus on gender-sensitive climate services.



# Our alliance (MOU)



Food and Agriculture Organization  
of the United Nations



**AGRA**  
Sustainably Growing  
Africa's Food Systems



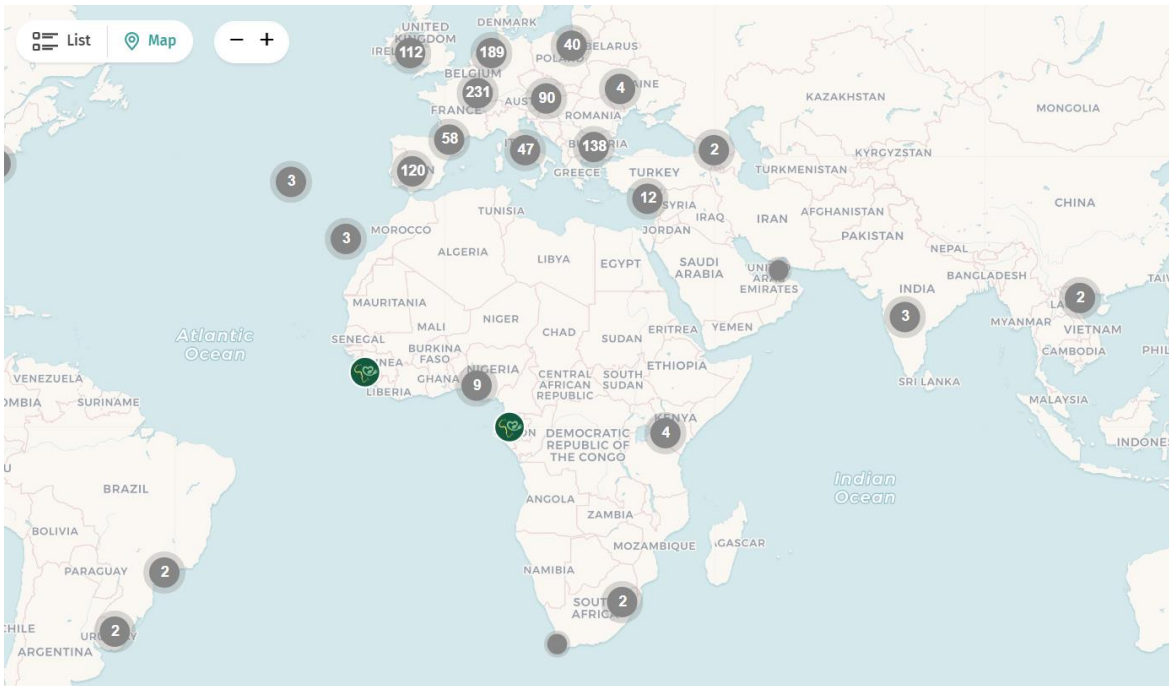
Partner projects in Africa – by WUR



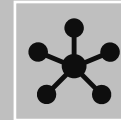
# Partner projects



- We connect the dots between farmers, researchers and innovators.
- We connect EU & AU projects on the Innovation Portal to offer them a thriving digital ecosystem.
- We provide support to businesses to network and grow their sustainable digital innovations



Horizon 2020 project (2019-2022)



Creation of a European network of Digital Innovation Hubs



Supporting digitalisation of Agriculture



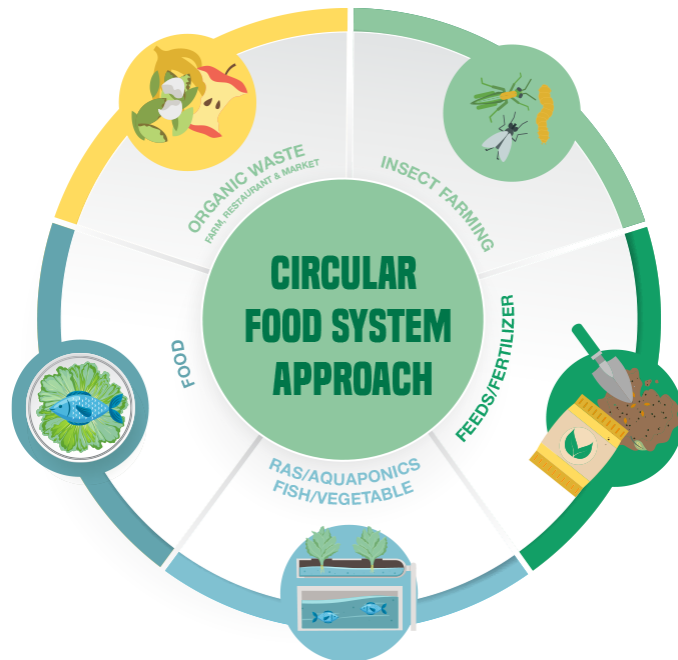
Largest open innovation network for smart agriculture in Europe

# Partner projects

## Thriving Digital Ecosystems in Africa



INtegrated and Circular Technologies for Sustainable city region FOOD systems in Africa (INCiTIS-FOOD)



Funded by the European Union



Co-funded by the European Union

# Join the Digital Agri Hub community

## Data entry tool for digital solution providers.

- Request for an account if you are new
- Take ownership of existing digital solutions on our dashboard
- Receive a badge of approval for curated and maintained solutions on the dashboard

## Network with your peers

- Connect with a diverse community of 1700+ stakeholders in D4Ag, technology experts, value-chain actors and knowledge providers

**Data entry for digital solution providers in agriculture**

Digital Agri Hub offers a data entry facility for digital solution and service providers for agriculture deployed in low- and middle-income countries or to update Digital Agri Hub dashboard with the most up-to-date information, also making the short manual to guide you through the process is available [through this link](#).

To avoid spam and possible misuse, we are asking you to first request a user account. Your account request will be reviewed by our team. Once approved, you will receive an email with a link to create your account. You will be asked to fill in your name, email, and password. We will only onboard solutions that support [digital agriculture](#).

### Step 1 - Request an account

Use the action button under this section to request your account. It will open the account request form. You will be asked to fill in your name, email, and password. We will

**CropMap**  
Doktor Technologies  
CropMap is a machine learning and AI-based platform that utilizes advanced algorithms to precisely measure market volume and segmentation, make accurate predictions, optimize operations, and minimize production costs. The [read more](#)

**Food Price Monitoring and Anal...**  
Food and Agricultural Organization (FAO)  
FAO hosts this website with historical and actual prices for various commodities. The site provides an advanced technical solution for the dissemination and analysis of domestic and international price information for 86 countries. The main page [read more](#)

**Fruityfy**  
FRUITIFY SOLUTIONS  
Fruityfy is redefining the way premium fresh Pakistan produce is being distributed countrywide.  
Fruityfy founded the idea of providing fresh food directly from farmers to end consumers. [read more](#)

**Digital Regreening Platform**  
JustAggIt  
We want to make restoring land as accessible as possible. Our on-the-ground landscape restoration programs (with trainers and local partners) are effective, but we want to scale up and speed up restoration, and also reach farmers outside of these [read more](#)

**One Million Voices of Agroecol...**  
Agroecology Map  
1) What is the One Million Voices citizen science initiative?  
The One Million Voices citizen science initiative is a project implemented by the Agroecology TRP in [read more](#)

**ShaYoFae**  
BetaAggIt  
ShaYoFae is an app to share and compare agricultural practices.  
Realtime sharing of cropping operations and monitoring of crop growth. [read more](#)

**e-Nutrifood**  
Food and Agricultural Organization (FAO)  
e-Nutrifood application provides information on production, conservation and consumption of nutritious foods. Adequate information concerning the quality and combination of essential nutritional values of food are vital in food/nutrition [read more](#)

**Family Farming Knowledge Plat...**  
Food and Agricultural Organization (FAO)  
The Family Farming Knowledge Platform gathers digitized quality information on family farming from all over the world, including national laws and regulations, public policies, best practices, relevant data and statistics, researches, articles and [read more](#)

### Insights from the Digital Agri Hub e-conversations

Digital Agri Hub organises a series of e-conversations on various topics related to digitalisation in agriculture. They aimed to lead to a more objective, prudent, and realistic attitude on how to approach and present digitalization for small-scale producers in low- and middle-income countries. They have opened new avenues for solving issues that were at the basis of such stereotypes.

A new, 2nd series of e-conversations on D4Ag interest topics started 26 June 2023, with the following outcomes so far:

- e-conversation #1: Independent evidence of D4Ag impact is needed. Who would be in the best position to provide it?

These are the summaries of the individual discussions in the 1st series:

- e-conversation #1: Small-scale producers co-designing digital solutions. A myth or reality?
- e-conversation #2: How true is the mantra that small-scale producers benefit from digitalisation?
- e-conversation #3: Is smart farming raising justifiable expectations?
- e-conversation #4: Is gender inclusion in the framework of D4Ag projects a genuine need or a must-include component to satisfy donors' expectations?

# Call to action: Climate Smart Agriculture (CSA)

## e-Conversations on D4Ag interest topics, series 2

- How to assess the “fit-for-purpose” of digital CSA solutions?
- How to **raise awareness** towards an **observed growing adoption gap** for CSA digital solutions between providers and users (farmers)?
- What are the main factors that determine the **adoption or rejection** of digital CSA solutions including **aquaculture and livestock production**?
- What actions are needed for **further scaling** CSA solutions including aquaculture and livestock production?

Hosted by the Digital Agri Hub, AGRA & Dgroups foundation



Digital Agri Hub

6<sup>th</sup> eConversation, 2<sup>nd</sup> series

**What pathways for scaling Climate Smart Agriculture?**

Join the exchange

<https://bit.ly/joinD4g>

Starting on 9 September 2024

# THANK YOU

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<https://bit.ly/3MmUd53>



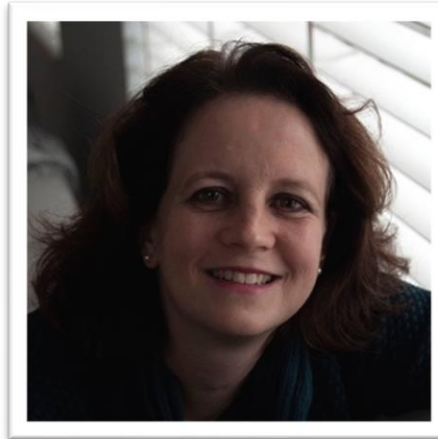
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<https://bit.ly/4dxmeTx>

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