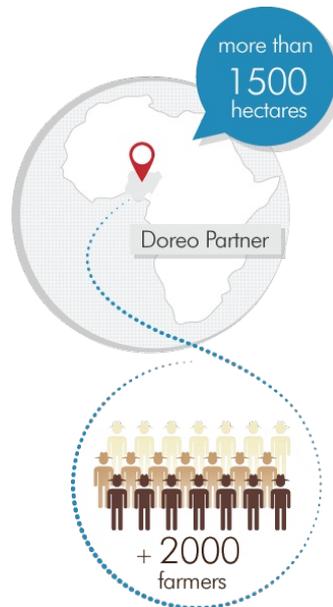
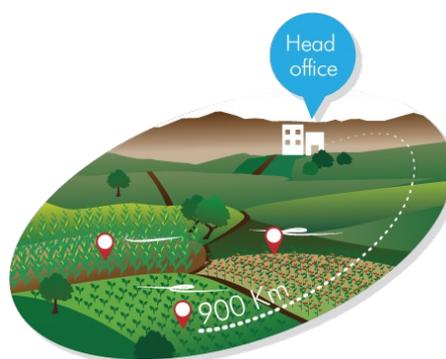


Doreo Partners, an impact investment firm in Nigeria, signed up to Farmforce in 2013 on behalf of one of its investee companies, Babban Gona.



Babban Gona is an agricultural franchise with a vision to improve the incomes and livelihoods of one million small-scale farmers by 2025 by transitioning them from small-scale farmers to profitable commercial farmers through the provision of a holistic set of services. It harnessed Farmforce technology to streamline operations and achieve more efficient information transfers between field operations in northern Nigeria and the head office nearly 900 km away.

The collaboration has been so successful that Babban Gona increased Farmforce coverage by more than 189 per cent between 2013 and 2014, with more than 2,000 farmers now enrolled in the initiative.



The brief:

Babban Gona has been working with smallholder farmers in Nigeria since 2011.

Traditionally field agents used a paper-based system to track information on farming activity in northern Nigeria, recording data on field operations and harvests. The information was uploaded and sent via email to the head office in Lagos, in the south-west of the country. With 2,000 farmers spread over a total area of 1,500 hectares, this methodology was both resource and time-intensive, and it could take several days for vital information to reach the leadership team.

In 2013 Babban Gona set out to streamline operations, adopting Farmforce as a technological solution to these challenges.

Execution:

A total of 692 farmers were enrolled in the scheme in 2013, covering an area of 583 hectares. Farmforce is used to record information about farmers' personal profiles, field summaries, growing activity and generated yields. Information is transferred in real-time between the field operations and the head office.

Field agents also utilise the technology to alert head office of any problems in individual farm operations.

Information on the diagnosis and required remedial action is transmitted from the leadership team within hours. The partnership began in 2013 and is currently ongoing.

Time to share critical information

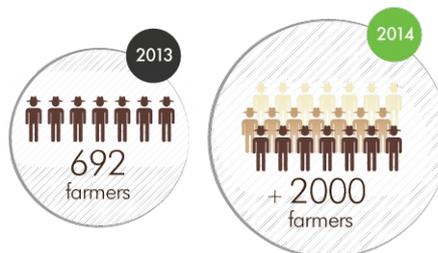


Results:

- Better monitoring of member farmers and their respective fields.
- Field agents are able to alert team members in Lagos about unusual growing patterns within minutes.
- More efficient diagnoses of field issues, and faster remedial action.
- Data time-lags between field operations and head office have been reduced from several days to hours.
- Increased scheme coverage from 692 farmers in 2013 to more than 2,000 in 2014.

“Farmforce has greatly improved our operations, making it easier to monitor the growing activities of more than 2,000 smallholder-farmers' fields”

Chinwe Osuji
Senior associate



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