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Department of Foreign Affairs and Trade



#ADBSustainableFoodWebinarSeries

# Digital Agriculture in Asia and the Pacific

Strategies for Donor Impact









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## **Context**

There are over 70 million smallholder farmers in Southeast Asia

IFAD's mission is to "transform rural economies and food systems by making them more inclusive, productive, resilient and sustainable"

A range of digital tools are emerging which seem aligned to this mission



## **Context**

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### **Farmer Mobile Communication**

Farmers use SMS and chat to learn from each other, and transact with traders, retailers and lenders

### **Agribusiness Platforms**

Agribusiness use digital tools to manage their supply chains

Trading Traders manage their business using digital tools **Payments** Farmers send and receive funds digitally Lending Farmers lend from digital platforms **Advisory** Farmers use mobile apps to access weather information and advice **Hardware** Farmers use IOT and automation technologies on their farms **E Commerce** 







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#### **Innovators**

• Build the technologies

#### Agribusiness

• Have driven the agribusiness platforms, and could drive some Third Wave Technologies

#### **Mobile Operators**

• Deploy the necessary networks

#### Governments

• Set policy on data costs and digital payments.

#### Investors

• Fund the growth of most tools

#### **Accelerators and Competitions**

• Connect early stage innovations to investors and agribusiness







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### Barrier One

Lack of funding for early stage innovations

Support accelerators and competitions

### **Barrier Two**

Lack of Coordination and Momentum

• Brokering and Information Sharing

### Barrier Three

**Government Policy Hampers Growth** 

Policy Advocacy

### **Barrier Four**

Governments aren't adopting innovations

• Support governments to use the tools







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	Mobile Communication	Agribusiness Platforms	Trading	Payments	Lending	Advisory	Hardware
Does the technology have potential to grow?							
Does the technology deliver on IFAD's mission?							
Can IFAD drive adoption?							



Donor

Influence?

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Hardware

	Mobile Communication	Agribusiness Platforms	Trading	Payments	Lending	Advisory	
Growth otential?							
Mission ignment?							







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	Mobile Communication	Agribusiness Platforms	Trading	Payments	Lending	Advisory	Hardware
Growth Potential?							
Mission Alignment?							
Donor Influence?							







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	Mobile Communication	Agribusiness Platforms	Trading	Payments	Lending	Advisory	Hardware
Growth Potential?							
Mission Alignment?							
Donor Influence?							







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	Mobile Communication	Agribusiness Platforms	Trading	Payments	Lending	Advisory	Hardware
Growth Potential?							
Mission Alignment?							
Donor Influence?							







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### Recommendations

	Policy Advocacy	Early Stage Funding	Partnership Building
1. Invest in Digital Lending			
2. Promote Mobile Communication			
3. Support Digital Payments			









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paul@growasia.org

exchange.growasia.org