



**Australian Government**  
**Department of Foreign Affairs and Trade**



**APR**  
**Webinar Series**  
[aprknowledge@ifad.org](mailto:aprknowledge@ifad.org)

# Digital Agriculture in Asia and the Pacific

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## Strategies for Donor Impact

**12.07.2021**

11.00 - 12.30 CEST | 17.00 - 18.30 SGT

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# 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

Farmer Advisory	Digital Lending	Supply Chain Intelligence
Digital Marketplaces		Mechanization and Hardware

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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

2021



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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?							

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



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

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

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



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## Recommendations

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





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