Building Trust with East African Farmers: A Poultry App for Good
Modern Poultry Farmers (200 – 2,000 chickens) use social media to:

- address their needs for information on poultry farming
- advertise their products to consumers
Small scale poultry farmers (< 1,500 chickens) record their data in paper notebooks.
Concept

Our solution: a “One Stop Shop,” trusted data solution for agriculture where farmers can get real-time enterprise reports and services.
East Africa

- Lack of trusted poultry data
- Poultry: 112 million
- Population: 133 million
- Urbanization: 4.5% p.a.
- GDP: US $45 billion
Previous Experience

● Problem: Data management is predominantly manual, about 78.4% of SMEs in Tanzania
● Solution: Data Management Tool for Food Processing SMEs
Previous Experience
Banana Disease Management Tool for agriculture extension workers and small holder farmers

Larkin & Fravel (2002), Fusarium wilt diseases are widely known as warm temperature diseases from 11°C to 32°C and optimum temperature for both pathogen and disease development is 27°C to 28°C, F. oxysporum grows well from 10 to 35°C and most severe at 27°C, moderate at 32°C and little at 22°C.
Fusarium wilt generally corresponded to greater severity due to higher temperatures (J. C. Scott & Koike, 2010).
Value Proposition

1) Better Farming Management
   – record keeping

1) Analysed Reports
   – production, sales, health and expenditure

1) Information
   – thorough advertisement

1) Raw Data
   – future research
Product and Services

- Mobile App for farmers
- Online database – raw data
- Reports
- Advertising services
Stakeholders

- Poultry farmers
- Agriculture extension officers
- Agrovet shops
- AI Researchers (Data Science Africa)
- Apps Stores
Key Milestones

- Survey farmers to access trust and other problem areas accurately
- Farmer recruitment
- Collect and analyze survey data with results to be presented at the Data Science Africa Conference in November 2018
- Initial app development
- Beta use of app by farmers
The Team

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