



Farming information

Agriculture, content and tools
(Fiji, Papua New Guinea, Samoa, Solomon Islands)

Problem addressed

In the Pacific Islands, agriculture and fisheries play a vital role in supporting economic growth, sustainable livelihoods, and food security. The use of digital technologies however is still in its infancy. As a result, farmers in SIDS, especially those in remote locations, have difficulties accessing actors along the value chain and those in international markets.



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Solution

Through a collective effort involving various stakeholders from Fiji's agriculture industry, a platform for agriculture value chain stakeholders has been developed to connect the various actors and access information. It also offers a place to find simple digital tools for improved farm management.

Innovations and features

Access to information – list of curated training content for farmers and agriculture-related opportunities, news, and events nearby.

Traceability and transparency – Keep daily logs of all activities including tillage, planting, spraying, fertilizer application, harvest, sales, and expenses.

Improved farm management – Identify trends and gain insights through simple analytics to help improve productivity and profitability.

Efficient record keeping – Access simple digital tools to manage farm records from anywhere using a mobile phone.

Market linkages – Connect with other agriculture value chain stakeholders through the online buy and sell feature.



Evidence and viability

- Over 1 000 downloads of the app and an active user community on social media.
- Tracks and traces each commodity from farm-to-plate, making it easier to obtain organic certification.
- Addresses the lack of information and connection between actors on the value chain.
- Leverages traceability to market products internationally.

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