

Precision Agriculture for Development

GeoPotato (Bangladesh): Branded Message Experiment Preliminary Results*

*The insights shared in this presentation are preliminary and are only shared for internal discussion among the partner organizations.

Exploring a commercial variation of the service

About GeoPotato

- GeoPotato alerts potato farmers in Bangladesh of potential outbreaks of late blight.
- Branded alerts are a potential funding source for the GeoPotato program and they could be an advertising strategy to improve a private supplier's exposure and sales.

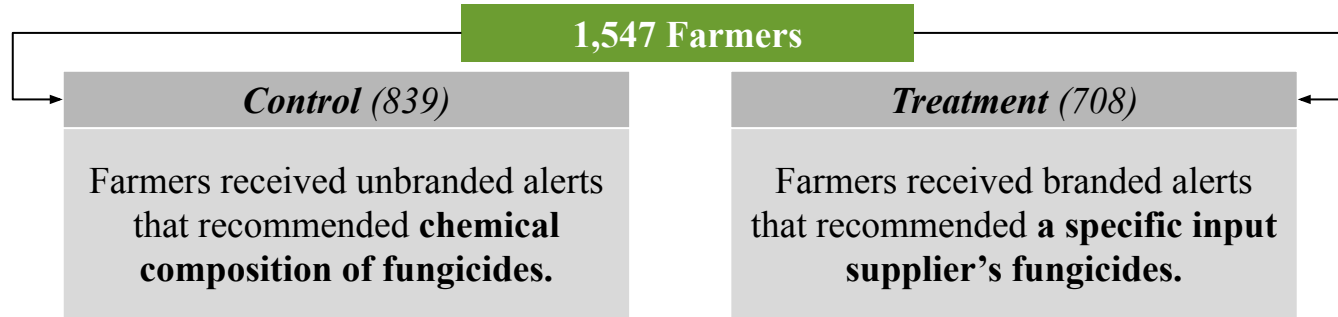
About the partnership

- **mPower**: *Implementing organization*. Social enterprise that administers the GeoPotato service in Bangladesh.
- **Input Supplier**: *Private sector partner*. Global agricultural input supply company.
- **Precision Agriculture for Development (PAD)***: *Evaluation partner*. Non-profit organization that provides mobile advisory services to farmers.

*For more information on PAD, visit <https://precisionag.org/>

Assessing the effects of branded GeoPotato alerts

- ❖ mPower and PAD tested a GeoPotato service with branded fungicide advice.



Key questions

- Does branded fungicide advice affect farmers' trust in the GeoPotato service and the adoption of GeoPotato recommendations?
- Does branded fungicide advice affect brand recognition and purchases of branded (and/or other) fungicides?

Data Collection

Baseline phone survey
December 2018 – January 2019



Endline phone survey
March - April 2019

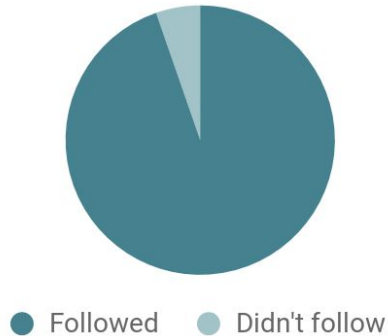
Outcomes of interest that were used to compare control and treatment groups.

- 1 Usage of the brand products
- 2 Recognition of the brand products
- 3 Evocation of the brand
- 4 Satisfaction and trust
- 5 Adoption of recommendations

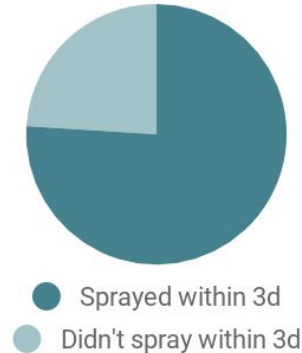
High levels of engagement & adoption of advice

- 1 **98% of farmers remembered that GeoPotato alerts recommended fungicide usage.**
- 2 **Majority of farmers reported following GeoPotato advice but also sprayed at other times.**

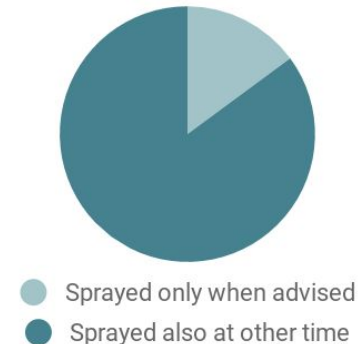
95% followed GeoPotato advice



76% sprayed within 3 days of alert



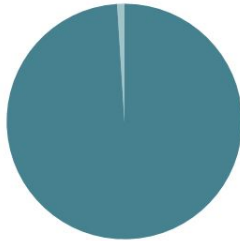
15% sprayed only when advised



High trust and satisfaction with the service

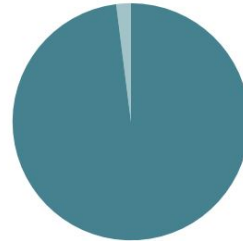
1 Farmers trust GeoPotato and are satisfied with the service.

99% find the GeoPotato alerts reliable



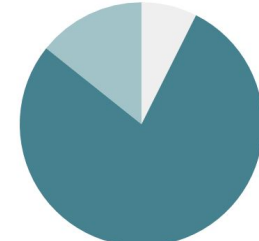
● Found alerts reliable
● Did not find alerts reliable

98% are satisfied with the GeoPotato service



● Satisfied with the results
● Not satisfied with the results

78% rate the service "good" & 14% "very good"

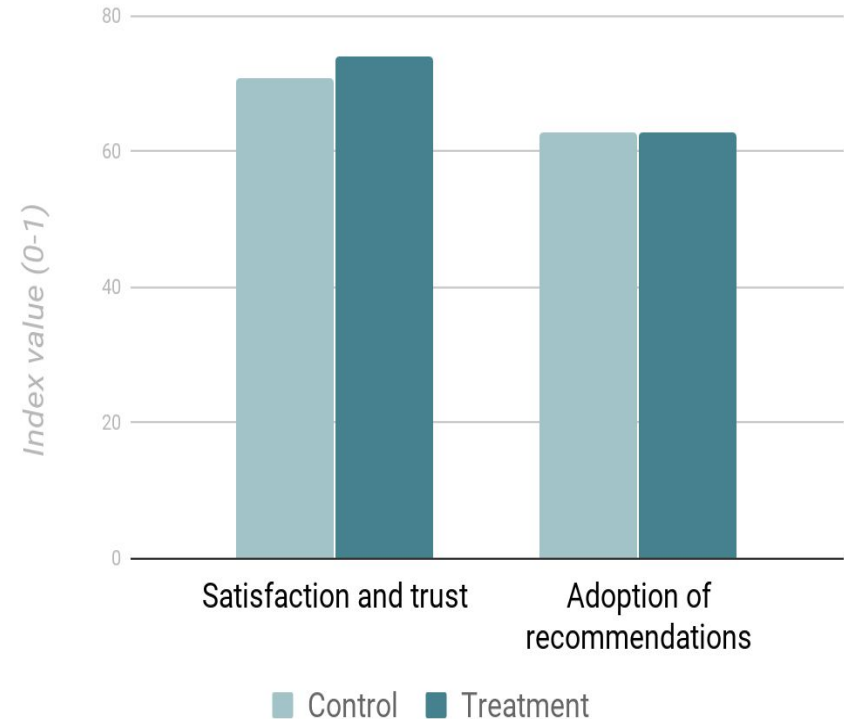


● Other ● Good ● Very good

2 On average, each farmer shares the GeoPotato recommendations with 8 farmers, suggesting that the impact of GeoPotato could reach well beyond direct service users.

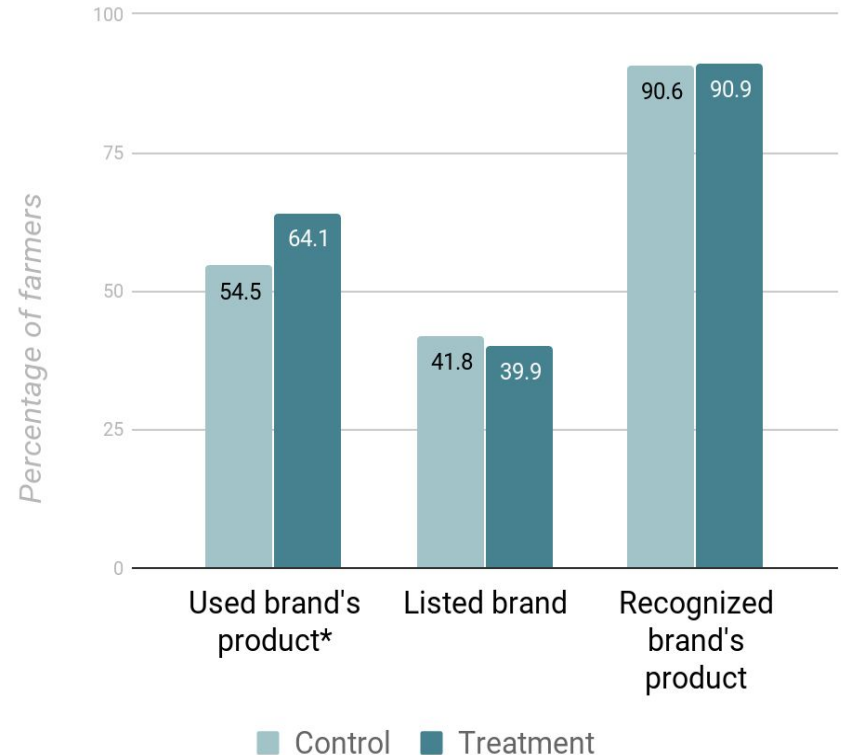
Some insights from initial analysis

- **Branded alerts had no large effects on farmers' satisfaction and trust or likelihood of adopting GeoPotato recommendations.** This suggests that the branded alerts could be used as a revenue model without negatively affecting the impact of the program.



Some insights from initial analysis

- Farmers who received branded messages were **18% more likely to use the brand's products**. This translates into additional 1,000 farmers per 10,000 GeoPotato users.
- Farmers **ability to recall the brand and their recognition of the brand's products were not significantly impacted** as a result of receiving branded alerts.





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information at their
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