

Precision
Agriculture for
Development

Q1 2019

QUARTERLY REPORT



PROGRAM HIGHLIGHT: RWANDA

On the heels of an SMS-based information intervention supporting the One Acre Fund's delivery of 6.3 million agroforestry trees in late 2018, there have been three main activities in Rwanda in Q1:

1. Analyzing results to determine the impact of these messages - sent to volunteer extension workers - on their performance and farmer demand for tree delivery.

Preliminary analysis shows the intervention increased the number of farmers who arrived to receive trees as well as the share of farmer promoters who met their target number of farmers by 1,970. These early results are exciting, since they highlight the potential of digital interventions in improving the impact of traditional extension services, cost-effectively.

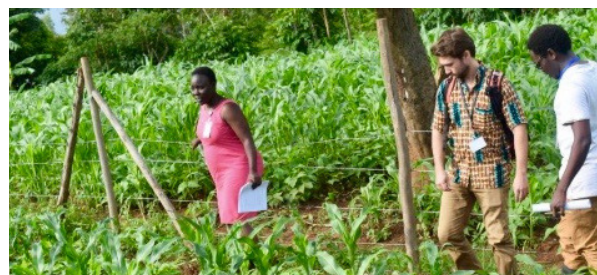
2. Finalizing the roll-out of follow-up SMS messaging to farmers who received these agroforestry trees and extension support in order to improve on-farm tree survival rates.

3. Designing a digital intervention supporting a radio campaign that promotes the use of improved maize seeds by One Acre Fund. PAD is preparing to run a complementary SMS campaign messaging extension agents to get the word out about the radio campaign and communicating the benefits of hybrid varieties to farmers. We are also planning to incorporate an interactive feedback component to this campaign in which farmer testimonials are sent digitally to extension agents as a means of motivation.

Starting with several trials and campaigns on lime adoption in acidic soils, followed by joint work on distributing trees and enhanced maize seeds, One Acre Fund has been an extraordinary partner to PAD, allowing us to test and then roll out digital messages to augment existing in-person service. This sentiment seems mutual, as Andrew Youn (OAF Co-Founder) recently wrote "I can confidently say that PAD is the single-most valued learning partner that we have benefitted from." We at PAD are hugely appreciative of this partnership.

KENYA

Our rapidly expanding MoA-INFO service now has over 350,000 registrations completed into the platform - up 150% from Q4. Additionally, the Kenya team has won the World Bank's "Disruptive Agriculture Technology" challenge, involving mentorship and potential financial support with the purpose of strengthening the Bank's \$450 million in agricultural investments across 45 of Kenya's 47 counties through digital innovation.



INDIA

In efforts to reduce crop burning, our teams in India are officially starting initiatives with The Nature Conservancy on the Happy Seeder Project in effort to reduce the environmentally harmful practice of crop burning. Work with long-term partners is expanding, with the Coffee Board of India supporting our efforts to create a PAD-owned mobile app to expand our farmer reach. The Odisha service is now accessed by 270,000 farmers. Recent research shows that 71% of farmers share PAD advice within their own households and 76% within their own communities (but outside their homes).

UGANDA

PAD has begun preliminary field testing for an ICT-based agronomic support tool based on a farmer field school model in partnership with several local NGO's. The testing involves visits to farmer groups to understand their preferences and interactions with various digital platforms

ETHIOPIA

Taking lessons from 2018's production season push calls, PAD together developed a push call implementation plan to farmers and DAs for the 2019 production season. In addition, PAD continues to work on a/b tests and improvement plans to 8028 farmers hotline system. PAD also has been working with Agricultural Transformation Agency (ATA) to develop livestock content in the areas of dairy, fattening, agriculture and chicken production activities.

BANGLADESH

Along with our Bangladeshi partner mPower, PAD has partnered with Bayer, a global agricultural input supply company, to develop a commercial version of the existing GeoPotato service. We are expecting endline survey results reviewed by the end of Q2 on both our GeoPotato and Agri360 projects.

PAKISTAN

After a visit from officials of the new Government of Punjab, PAD was praised for its work on soil health card design and IVR development. Additionally, PAD is developing advisory content for cotton and oil seed farmers under the Punjab Smart Subsidies project. Cotton advisory especially may see a soaring farmer reach in the upcoming quarter. We are continuing to explore expansion to Balochistan.





PAD BY THE NUMBERS

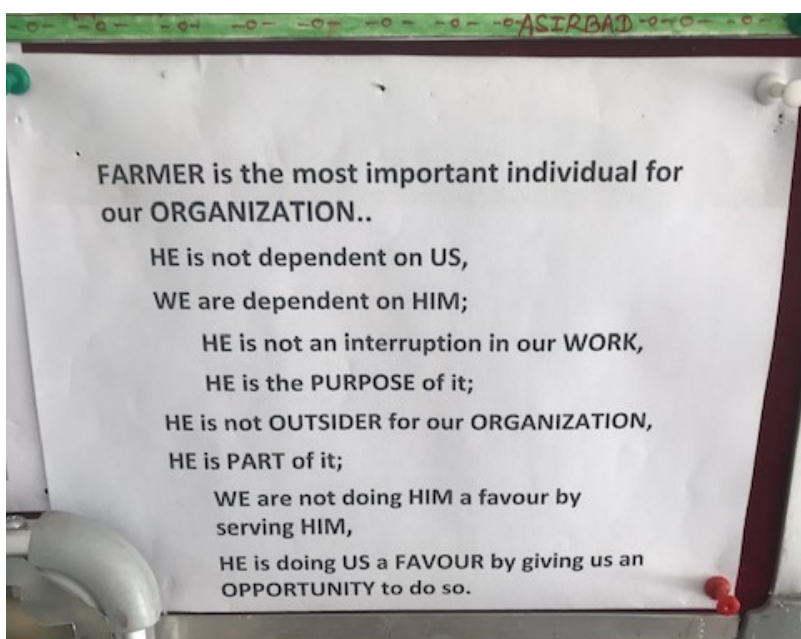
	Q4 2018	Q1 2019	Change
Farmer Reach*	855K	1.38M	+522K
Avg. Cost/Farmer**	\$3.81	\$2.79	-\$1.02
Active Operations	11	12	+1
PAD Team Size***	95	100	+5
Operating Costs**	\$3.3M	\$3.8M	+\$0.5M

Other Updates

This past quarter, we welcomed a new funding partner, **Hampshire Foundation**, and thank **Dioraphte** and **Jasmine Social Investments** for their renewed commitments

A Word from Heiner:

"In my recent visit to India, I saw this note on the PADIF bulleting board in Bhubaneswar. I don't know who wrote or put it there, but it is a wonderful expression from one PAD colleague about our values."



** Farmers receiving PAD services in Q1, newly enrolled in Q1, and previously enrolled whose use is stagnant due to seasonal crop cycles

** Counted in 12 month cycles

***Includes part-time staff but excludes 127 seconded staff working for PAD in Q1 (Total staff in Q1 is 227)