

# MoA-INFO Key Achievements



In collaboration with Kenya's Ministry of Agriculture, Livestock, and Fisheries (MoALF), PAD launched the MoA-INFO SMS platform in July 2018. The service provides free agricultural recommendations to farmers via SMS. The platform currently has over 360,000 registered users in Kenya.

## 2018

### January 26

Communications Authority of Kenya acknowledges that Fall Armyworm (FAW) advisory messages are a matter of national interest and issues a letter allowing telecommunication companies to broadcast messages to farmers across Kenya

### March 27-28

Fall Armyworm (FAW) content development workshop with the Ministry of Agriculture, PAD, CABI and other subject matter experts

### May 30

PAD begins sending advisory messages to agro-dealers



### June 4

First pilot messages sent to farmers on MoA-INFO with advice about FAW and a decision-support tool to help farmers determine if pesticides were going to be cost-effective



### July 2-26

First experiment on the platform to measure how effective different messages are in helping farmers to internalize knowledge about FAW

### July 10

Launch event for MoA-INFO held at Fairview Hotel and led by Prof. Hamadi Boga – Principal Secretary for Agricultural Research

### July 10 - August 1

First round of invitation messages sent to Safaricom users

### July 13

PAD begins using SMS quizzes to measure how much farmers are learning from MoA-INFO

### July 21

1,000,000th message sent



### July 26

100,000 users reached



### August 14

PAD begins asking farmers to tell us where their farm is located



### September 13

PAD begins sending cropping advice to farmers, with information about maize pre-planting



### October 22-25

Second round of invitation messages sent to Safaricom users

### October 26

PAD begins sending customized advice to farmers based on their location, with information about maize top-dressing



## 2019

### February 4 - March 16

Third round of invitation messages sent to Safaricom users

### February 11

PAD launches in-house messaging service, Paddy which allows for greater customization in messaging

### February 21

10,000,000th message sent



Launch of two new crops: Beans and Irish potatoes

### February 22

250,000 users reached



### February 25

Launch of maize seed and maize fertilizer decision support tools

### February 28

One Acre Fund farmers invited to MoA-INFO platform

### March 5

PAD launches experiment to offer farmers in two counties weather forecasts



### April 1

Workshop to update FAW content led by CABI and attended by the Ministry of Agriculture, PAD, and other subject matter experts



### June 18

Tulaa farmers invited to MoA-INFO platform to receive Irish potato advice

### July 31

Launch of three new crops: Sweet potatoes, pigeon peas, bananas



### August 5

PAD launches pilot to collect planting dates information from farmers



### August 21

25,000,000th message sent

### October 7

PAD launches experiment in collaboration with CABI to provide farmers with information on when pesticides are most likely to be effective against FAW



### Dec 9

Launch of **World Bank One Million Farmer Platform** where PAD will collaborate with 14 other innovators and 15 county governments to develop a platform serving 1 million Kenyan farmers



## 2020

### April 29

PAD launches pilot IVR service



PAD launches survey of MoA-INFO farmers to learn how coronavirus has disrupted production

### May 18

Launch of two new crops: Tomatoes and sorghum



### May 19

Invite 16,000 new farmers from **World Bank One Million Farmer Program**



Republic of Kenya  
Ministry of Agriculture, Livestock and Fisheries

