



USAID
FROM THE AMERICAN PEOPLE

Using ICT to Improve AG Development in Sub-Saharan Africa

Judy Payne

e-Business Advisor

US Agency for International Development

23rd Annual IFAMA World Forum

18-20 June 2013

Atlanta, Georgia



Photo credit: GSMA Development Fund - mAgri Programme

Better agriculture is critical for the poor

Over half of the 800M people in sub-Saharan Africans are poor.

Some 70-80 percent of them farm – and mostly on small plots.

Over 1B worldwide are under-nourished.

Africa could feed the world – if productivity gains are achieved.



ICT offers enormous potential...

ICT – information and communications technologies – includes mobile phones, low-cost video, radio, tv, internet, and combinations

Use of mobile phones alone is growing faster in Africa than anywhere – the poor mostly still use basic phones but this too is changing...



Many Ways to Use ICT to Boost Ag Productivity

Remind farmers of good practices, provide weather & market prices

Lower transaction costs for agribusinesses dealing with 10,000s of farmers, helping them to reward for quality, timeliness

Enable farmers to have questions answered fast, by experts

Enable farmers to get paid faster, use ICT-enabled crop insurance



But Most ICT Apps Still Far Fall Short

- **Have not scaled to reach millions of farmers**
- **Too dependent on donors for funding**
- **Not yet sure of impact of many of them**

But things are improving!

