

10 May 2023

Innovations Session N°13

Producers' and SMEs innovations in agroecology for sustainable agrifood systems



INNOVATIONS^{Wi-Fi}
SERIES



NGWALA INVENTIONS



Making organic farming more profitable to African farmers

MISSION AND VISION

Mission:

To become regional producer and distribute the leading tor of organic pesticides and fertilizer through an innovative digital deliver systems that support rural farmers

Vision:

Organic agriculture in Africa is cost-effective and sustainable –facilitating agricultural solutions to hunger, poverty, climate, environment and health



PROBLEM

▪ Highly variable international prices, and poor infrastructure adds to pesticides & fertilizer, distribution, and marketing costs. In Developing Countries 1 ton is sold at **\$1028**, compared with **\$427** in the United States (FAO 2022) leading to high crop production cost and loss of potential yields by 50%.



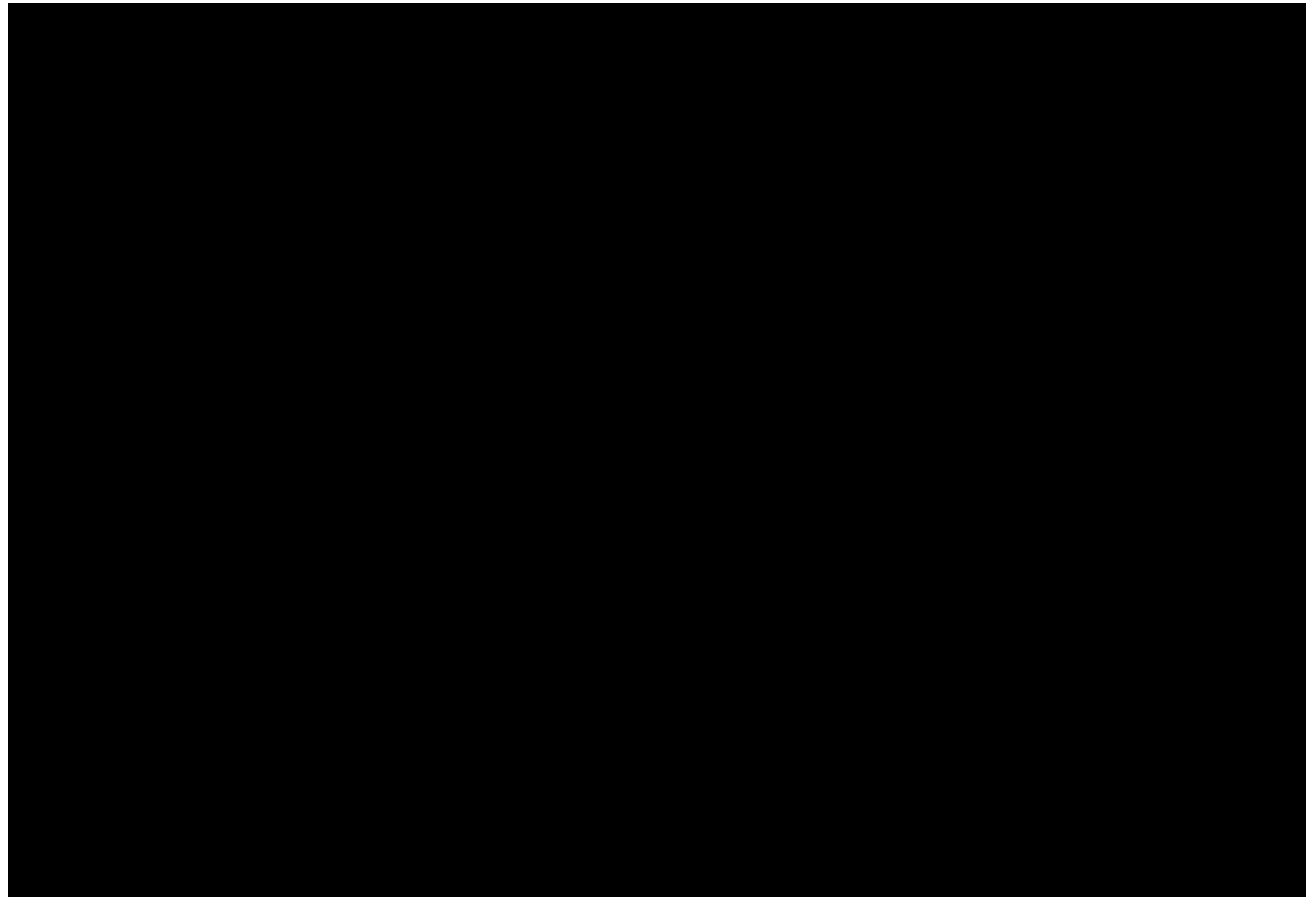
▪ But even if the expensive chemical pesticides and fertilizer are used leads to chemical exposure of pesticides & fertilizer directly or through poor disposed empty pesticides containers leading to 385 Million acute poisoning and 200,000 annual deaths globally (UNEP,2021)



SOLUTION / PRODUCT

Solar Powered Mobile Money Digital Organic Pesticides and Fertilizer Dispensing System

- Easy access for local farmers
- Access to credit via mobile payment
- Farmers pay for exact quantities and refill containers for zero waste
- Mobile App allows farmers to track expenditures, quantities, and impact
- Scan the crop and determine the pest and disease
- Scan the soil to determine the nutrients deficiency
- Allow farmers to charge their mobile phones on farm



Video

CUSTOMERS

Smallholder farmers aged 18 to 50 years living in rural Africa



BUSINESS MODEL

- BC = Sell 7USD per litre directly to small holder farmers which is 2 USD less than competitors

- BB = Collects 10% commission per litre of organic pesticides and fertilizer

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----- Go 1 of 10 selected

| <input type="checkbox"/> | Card | Reference number | Date occurred | Used amount | Balance |
|-------------------------------------|---------|------------------|---------------------------|-------------|-----------|
| <input type="checkbox"/> | 98435 | DSDBOPXC9701 | March 15, 2023, 6:02 p.m. | 20000.00 | 25000.00 |
| <input type="checkbox"/> | 90865 | 1TTLCUUC27VP | March 15, 2023, 6 a.m. | 5000.00 | 15000.00 |
| <input type="checkbox"/> | 898594 | 4T6BDSJ3KQID | March 8, 2023, noon | 15000.00 | 20000.00 |
| <input checked="" type="checkbox"/> | 56789 | YQB3C84IOSMT | March 14, 2023, 6 a.m. | 10000.00 | 20000.00 |
| <input type="checkbox"/> | 23456 | 8UQRK1TS5LCL | April 11, 2023, 5:58 p.m. | 5000.00 | 12000.00 |
| <input type="checkbox"/> | 4353453 | EI17P776VDRN | May 8, 2023, 5:56 p.m. | 7000.00 | 3000.00 |
| <input type="checkbox"/> | 63534 | F2ZVPBURZ7QX | May 8, 2023, 5:55 p.m. | 5000.00 | 10000.00 |
| <input type="checkbox"/> | 5654654 | LYO3I3SJ3911 | May 8, 2023, 5:54 p.m. | 7500.00 | 2500.00 |
| <input type="checkbox"/> | 6726376 | 2KW1G1QQ307T | May 8, 2023, 5:52 p.m. | 25000.00 | 175000.00 |
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ACHIEVEMENT

- Working with 200,000 + smallholder farmers
- Made average monthly revenue of \$10,000
- Operating in East Africa (Tanzania and Rwanda)
- Partnership with UNDP currently
- Created more than 120 employment
- Awards from:- Conservation Finance Alliance, Milken Motsepe Foundation, Ministry of Foreign Affairs in Egypt collaborated with UNFCCC, World Bank

THANK YOU FOR LISTENING



*This series of events is organised by PAFO and COLEAD.
COLEAD operates within the framework of development cooperation
between the Organisation of African, Caribbean and Pacific States (OACPS)
and the European Union.*



Thank you

