20 October 2026

Innovations Session N°28

Digitalisation & AI in Agrifood: Tools for Efficiency and Market Access



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A voice note, a photo, a sale

How BayKart uses AI to connect Gambian farmers to markets

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WHERE THE STORY STARTS

A good harvest, and nobody to sell it to

The harvest

Tomatoes are ready in a women’s garden.

The gap

Buyers a few kilometres away don’t know it exists.

The loss

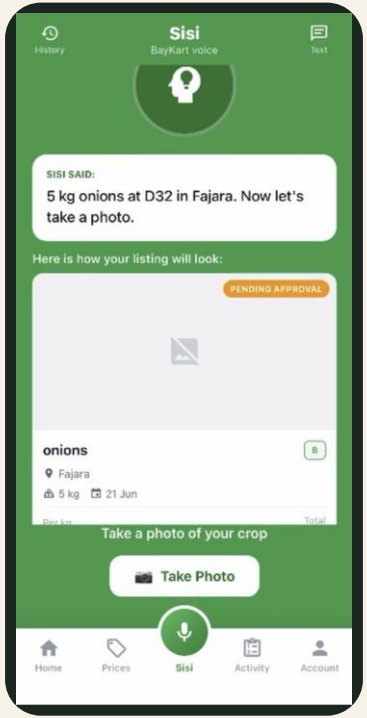
Days later, up to 40% has spoiled or sold cheap.

The problem wasn’t farming. It was information.



AI TOOL #1 · LIVE TODAY

Sisi: the farmer just speaks



1 Speak

A voice note in Wolof, Mandinka or Fula. No typing, no reading.

2 Understand

AI picks out the crop, quantity, price and location.

3 Sell

It becomes a listing that verified buyers can order.

"Onions, 5 kilos, 32 dalasi, Fajara." → a live listing on BayKart

~45	600+ kg	40% → 15%
voice listings a week	delivered weekly from voice listings	post-harvest loss on aggregated produce

Lesson: voice beat apps. Farmers who never typed a message now sell through their phone.



AI TOOL #2 · IN DEVELOPMENT

Snap a photo, know the harvest date

1. **Snap** The farmer photographs her crop.
2. **Predict** AI estimates ripeness and the expected harvest date.
3. **Pre-list** Sisi lists the produce before it is picked.
4. **Commit** Buyers commit in advance. Harvest goes straight to a buyer.

From selling what is rotting → **to selling what is coming.**

WHAT WE LEARNED · WHAT IS NEEDED

AI only works when it fits the farmer's reality

What we learned

Voice first, not app first.

Local languages unlock adoption.

AI needs people.

Field officers and cooperative leaders build the trust.

An app can't cool a tomato.

AI only pays off with aggregation and cold chain.

Three proposed actions

1 **Invest in African-language AI**

Voice data in Wolof, Mandinka, Fula and more, open to everyone building for farmers.

2 **Turn farm data into finance**

Digital sales records should count as credit history for farmers and agri-SMEs.

3 **Fund digital and physical together**

Back AI tools alongside shared cold storage and aggregation hubs.



Thank you

Questions & discussion welcome

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Looking for partners to pilot photo-to-harvest AI with farmer organisations

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