

ICT & INNOVATION: THE TRANSFORMATION OF AGRICULTURE



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AgriBusiness Forum Botswana

Our Profile Snapshot

agribotswana.com

agribotswana.com is an online newspaper that deals with sharing the news of the agribusiness industry as well as research articles with the farming and entrepreneur community. (agribotswana.com)



Agri Link is a magazine show on TV and Radio that focuses on linking farming to business, as well as to relative stakeholders, technologies and ideas. The aim is to influence behavioural change within the farming community and entrepreneurs to view farming as a viable business, focusing on increasing incomes, sustainability and growth.



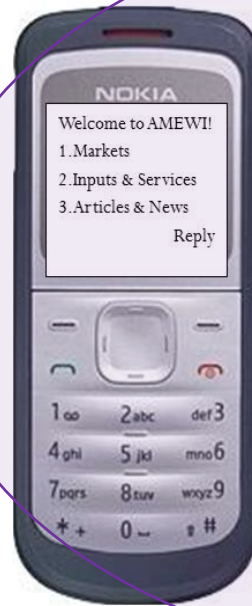
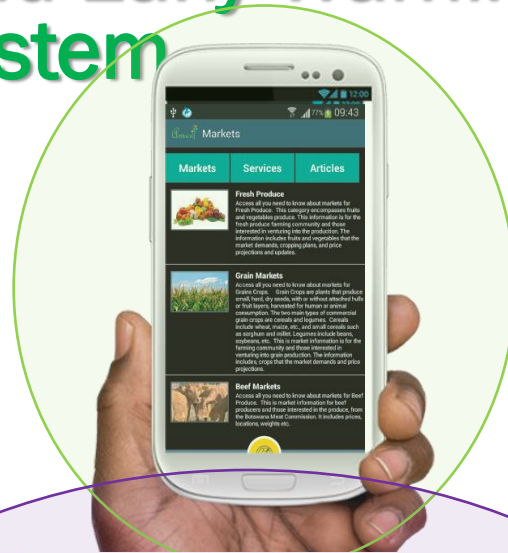
AMEWI is an online system that assists farmers and agribusinesses to access early warning information, market updates and prices, production information, trading platform, industry directory, and more to assist in improving farm production as well as grow the agribusiness industry. AMEWI includes an online portal, mobile phone app, SMS service and USSD service. (amewi.co.bw)

Agribusiness Consultancy & Training

AgriBusiness Forum Botswana offers consultancy services as well as training on farming and agribusiness projects. We also conduct workshops, seminars, forums and other events focused on building capacity on agribusiness and farming, as well as tours to agricultural locations in and out of the country.

What is AMEWI?

Agricultural Marketing and Early Warning Information system



Why AMEWI?



What is the AMEWI Model?

- ✓ Information Dissemination
- ✓ Communication
- ✓ Structure



- ✓ Production
- ✓ Marketing
- ✓ Early Warning Info



Ameri
INNOVATION

- ✓ Sustainability
- ✓ Viability
- ✓ Visibility



- ✓ Research
- ✓ Technology
- ✓ Adaptability



AMEWI Users

- **Farmers (Youth, Commercial farmers, Emerging farmers, Smallholder farmers)**
- Farmer / Commodity Organizations
- **Extension Services and development agencies.**
- Input and machinery Suppliers, Traders
- NGO's, CBO's, Researchers, Universities etc
- Government Departments

AMEWI Impact

1. Markets
2. Early Warning
3. Production



1. Increased Income
2. Increased Sustainability
(Mitigation)
3. Improved Production

“EVERYONE WANTS TO BE A BEAST UNTIL ITS TIME TO
DO WHAT THE REAL BEAST DO”

“EVERYONE IS A FARMER UNTIL ITS TIME TO DO WHAT
REAL FARMERS DO”

REAL FARMERS

- DO NOT GIVE UP WHEN:
 1. Drought hits
 2. Disease and outbreaks strike
 3. When they experience effects of climate change

DO NOT FEAR CHANGE

A close-up photograph of a person wearing a dark plaid jacket over a dark shirt. The person's hands are clasped in front of them, and a watch is visible on their left wrist. The background is a plain, light-colored wall.

**It's not over
until I win.**

MILLIONAIRE'S SAYINGS

THIS IS WHAT REAL FARMERS SAY

HOW

- REAL FARMERS

1. Move with times they don't get stuck in one place.
2. Advance and adapt to Morden technology
3. Research and improve their practices both business and production.
4. Are never content, NEVER comfortable they grow everyday.

THEY DO NOT FEAR CHANGE, THEY EMBRACE AND VALUE CHANGE

WHY CHANGE

“If You Want Something You Never Done Before ,
You Got To Do Something You’ve Never Done
Before”

- You cant keep on doing the same things over and over again and expect different results”

WHAT CAN AMEWI OFFER IN DRY SEASON MANAGEMENT PREPARATIONS

- UNLIMITED ACESSTO INFORMATION:
 1. Vaccination calendars
 2. Feeding plans
 3. Supplementing plans
 4. Interactive platform
 5. Climate change information
 6. Weather alerts
 7. Product availability and promotions
 8. Early Warning (disease and out breaks)

IT ALL TAKES A CLICK OF A BUTTON

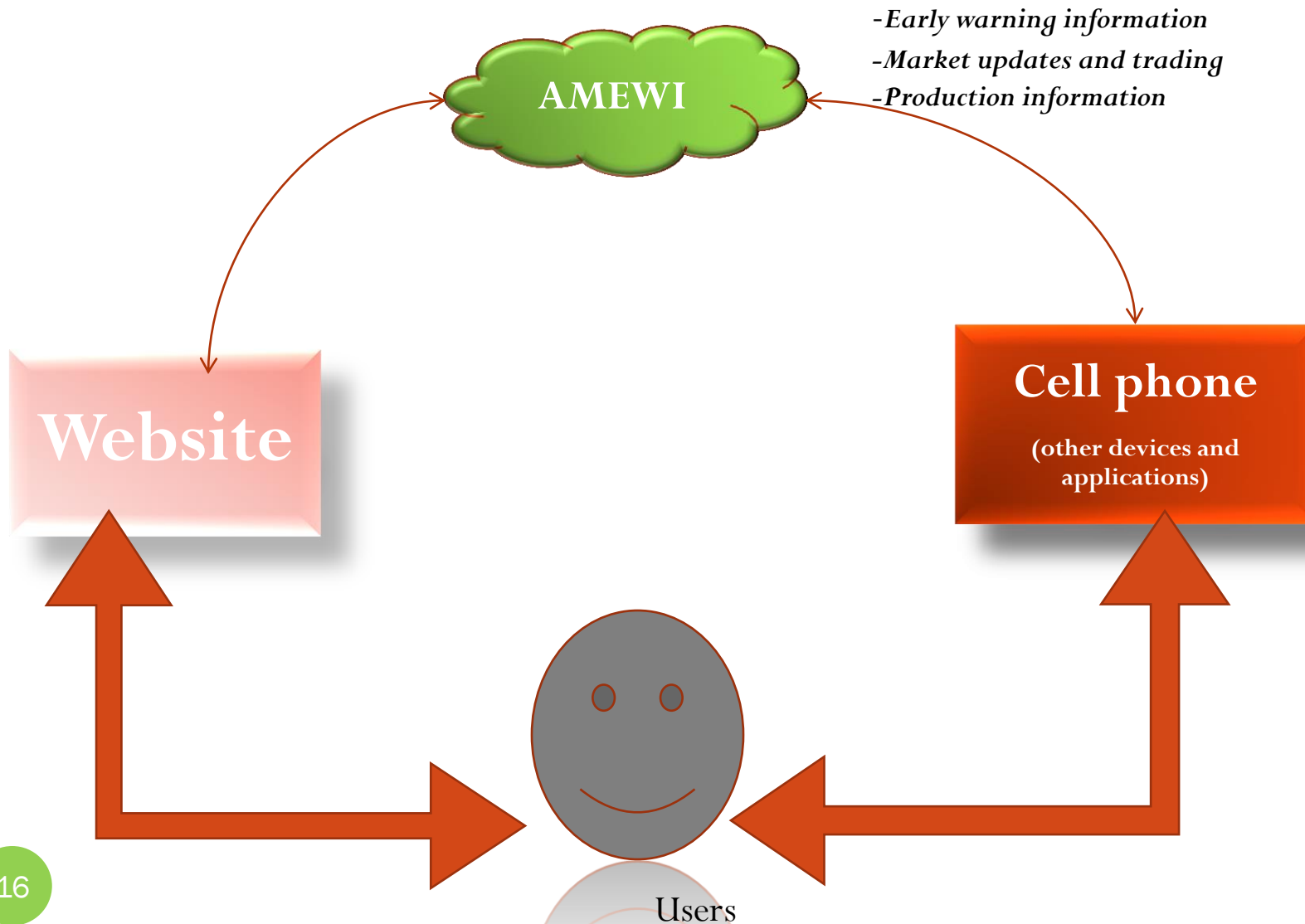
LETS TAKE A TOUR

AMEWI ONLINE TOUR

AMEWI IS READY TO GO WITH YOU!



AMEWI System



AMEWI Value

Farmer Focused



AMEWI Value

Interactive

Potso / Kakgelo / Maikutlo



Karabo/ Patlo Maikutlo / Dikitso

AMEWI Value

Mobile Phone Access



Summary

“Knowledge is like fine wine. The researchers brews it, the scientific paper bottles it, the peer review tastes it, the journal sticks a label on it, and archives systems store it carefully in a cellar. Great job, but just one small problem: **Wine is only useful when somebody drinks it.** Wine in a bottle does not quench thirst. Knowledge Translation opens the bottle, pours the wine, and serves it.”



Is Botswana Agriculture Ready For ICT's?

“Even if you’re on the right track – you’ll get run over if you just sit there”

Arthur Goodfrey

Mobile technology tests had an active role in developing farmers income as well as improving agricultural process efficiency

im



In Kenya more than 10 million farmers now use M-PESA and the service is bringing significant benefits to users in rural communities. A study by the Consultative Group to Assist the Poor found that the income of rural people in certain locations of Kenya has increased by up to 30% using M-PESA. Using the service to send and receive money quickly is supporting improved agricultural output.

In Tanzania, a program is trailed working with government to monitor the quality of government services to farmers using mobile telephony.



In Cambodia, the Philippines and Indonesia, market information accessibility through SMS servicing being tested



in Bangladesh, there is some work to provide storm warning to fishing communities via mobile phones.



Training

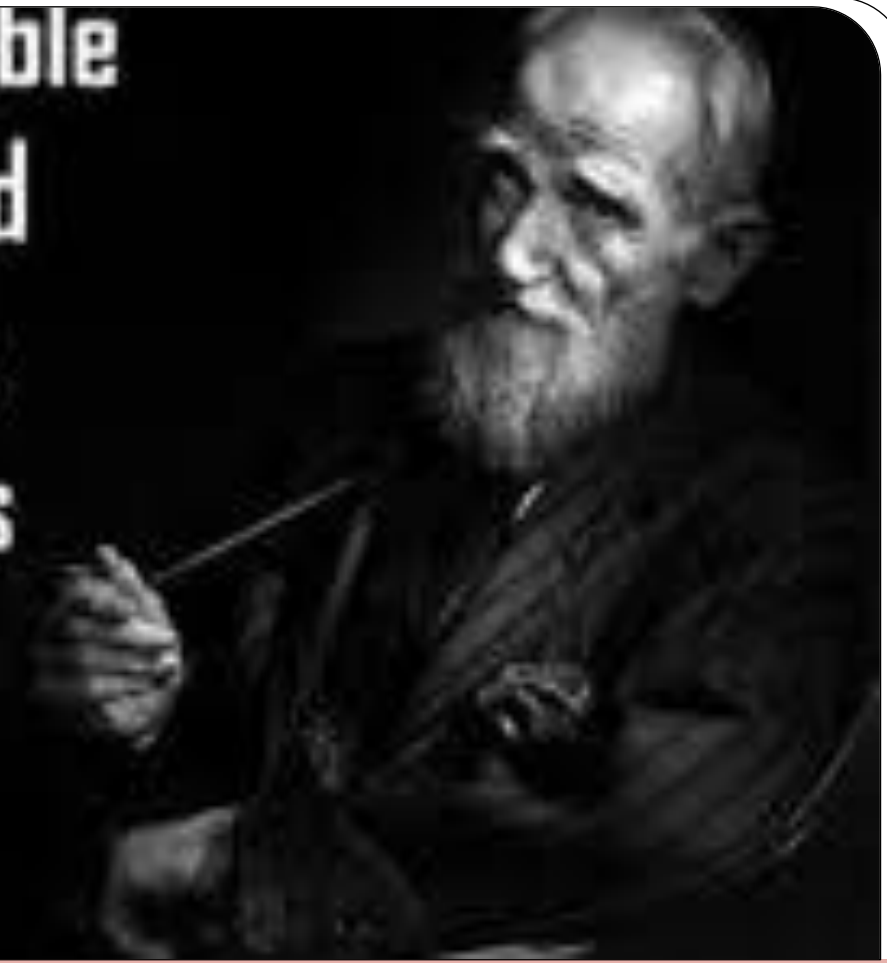


Training





“Progress is impossible
without change, and
those who cannot
change their minds
cannot change
anything.”



DO NOT FEAR CHANGE

**“Fear is false evidence appearing to be real,
fear only play tricks with your mind”**



SMILE , SHINE , CHANGE AND WINNNNNNN

Thank You



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URLS:

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