Cropin

PLEXUS GROUP

Case Study

Automating Processes to Boost Efficiency in Cotton Production

smartfarm

TECHNOSERVE
BUSINESS SOLUTIONS TO POVERTY

The Customer

The customer is an agribusiness specializing in cotton farming and trading. They partner with various players along the agri supply chain to ensure sustainable practices while maximizing profit. This particular project in **Mozambique** involved working with small holder farmers to ensure sustainable utilization of resources while maintaining complete traceability for CMIA (Cotton Made in Africa) certification. In this endeavour, they partnered with Technoserve.

Technoserve is a non-profit organization that operates in 29 countries. It aims to create lasting prosperity for people in developing countries by linking them to information, capital and markets.

In 2016, Technoserve chose CropIn as its technology partner for the project.

The Challenges

One of the major challenges facing the cotton industry today is the low income farmers derive from their harvest, despite cotton being one of the most valuable commodities in the world. The problem is exacerbated by the fact that most of the cotton is grown by smallholder farmers and it is difficult to organize the sector. In this regard, sustainability of practices is essential to help give small farmers more value for their labour.

As part of their operations in Mozambique, Plexus wanted to work with smallholder farmers to ensure ideal utilization of resources, while maintaining full traceability for CMIA (Cotton Made in Africa) certification.
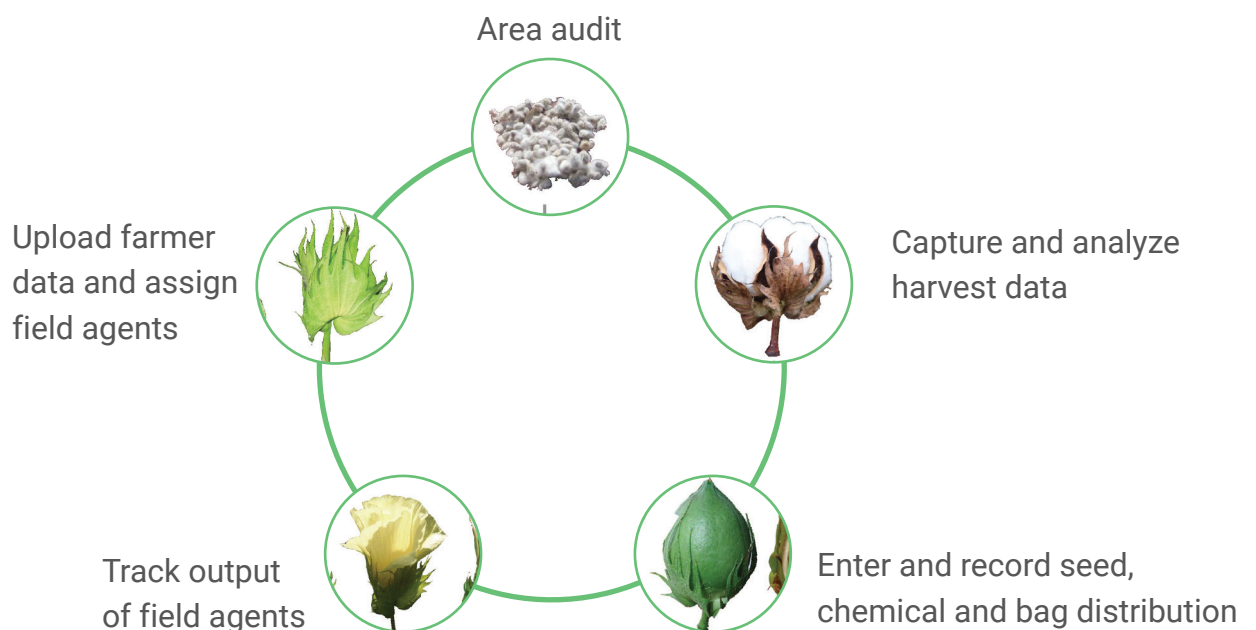
The objective was to digitize **40,000** farmers working on **30,000** hectares of land.

The CropIn Solution

The customer was struggling to maintain comprehensive records through manual data entry and a lot of resources were going to waste. CropIn provided the solution through Smartfarm, a robust, flexible farm management system that gave the customer precise knowledge of operations and distribution of resources.

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The primary objective of the customer was to successfully monitor the output of field agents and ensure minimum wastage of resources during seed, chemical and bag distribution.

Smartfarm provided an efficient solution by putting 40,000 farmers and their harvest data on a single platform, as well as training more than 180 field officers to update their activities on the app and aid farmers better through satellite and weather input based crop advisory.

Area audit

Upload farmer data and assign field agents

Capture and analyze harvest data

Track output of field agents

Enter and record seed, chemical and bag distribution

Impact

- **40,000+ farmers** digitized from seed to sale

- **Over 180 field agents** trained and active on SmartFarm

- **Digital record keeping** brought transparency, accountability and ease of doing business

- **Seed and chemical distribution data** continuously being collected from end users for assessment

- **Crop advisory** set up to help farmers during instances of weather risks, pest infestations and outbreak of disease

smartfarm

FARM
MANAGEMENT
SOLUTION

smartrisk

AGRI BUSINESS
INTELLIGENCE
SOLUTION

mwarehouse

PACKHOUSE
SOLUTION &
TRACEABILITY

smartsales

INPUT CHANNEL
MANAGEMENT
SOLUTION

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