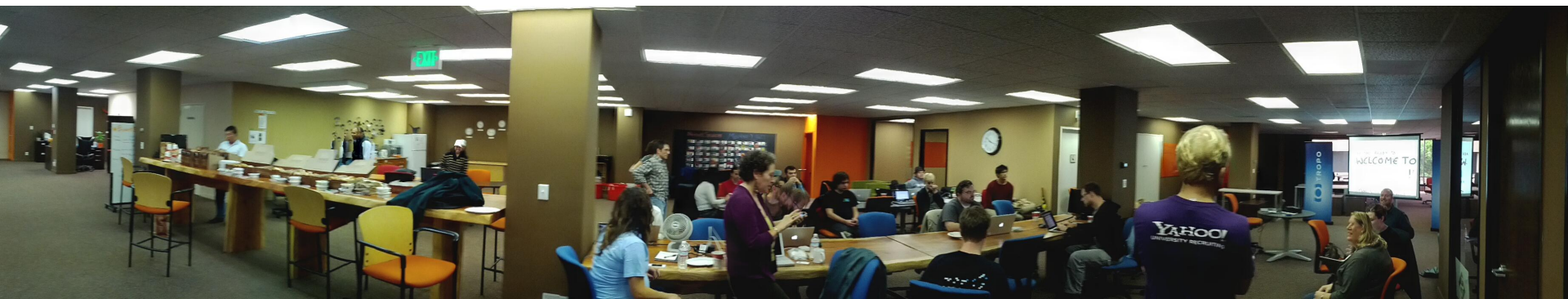


# The PineApple Project

Winter 2012 Global RHoK

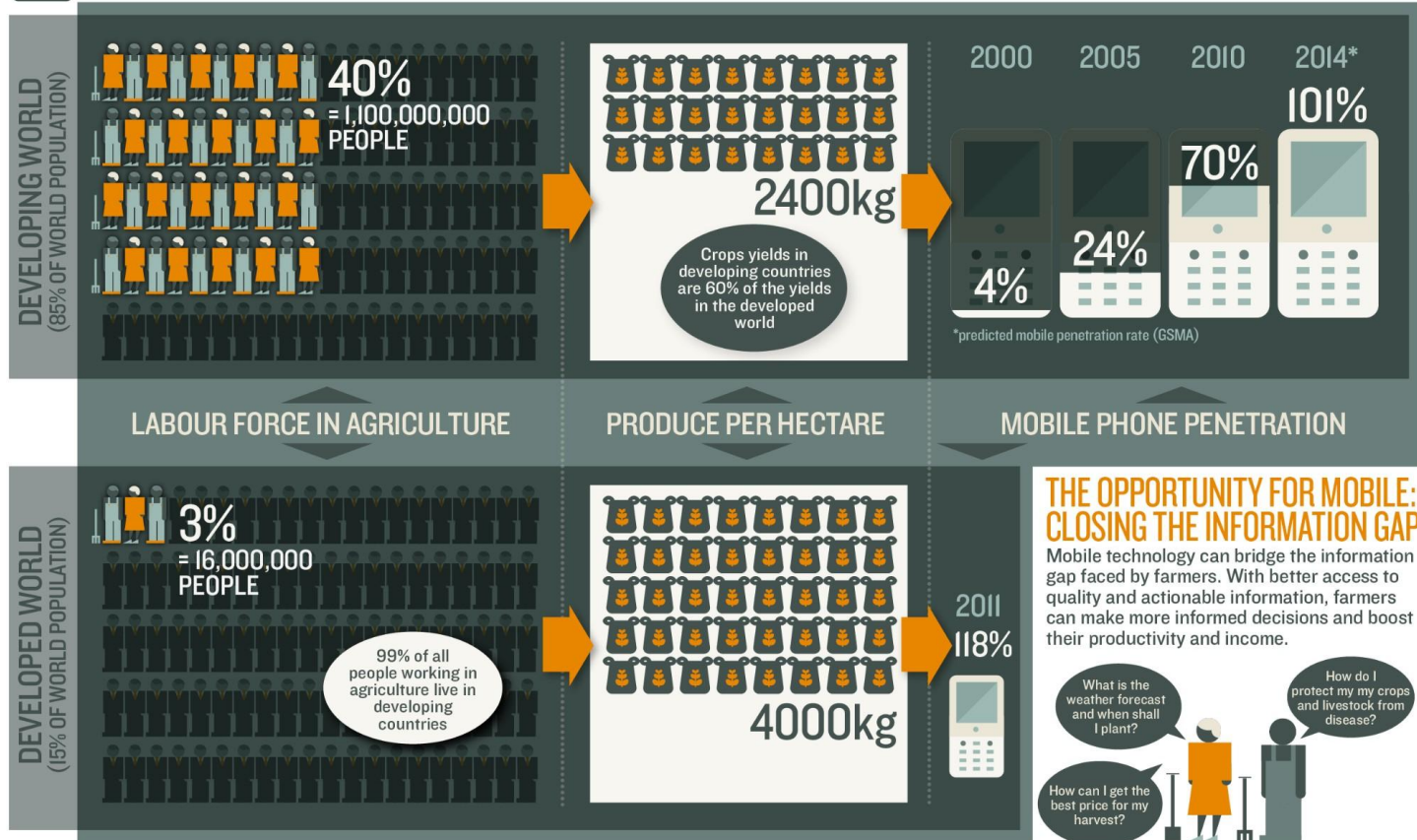


# Problem



## AGRICULTURAL PRODUCTIVITY GAP: THE OPPORTUNITY FOR MOBILE

Farmers in developing countries are less productive than their peers in developed markets. One of the reasons for this is their lack of access to critical information such as weather forecasts and tips on combatting pests and diseases.



Sources: GSMA, The World Bank, CIA- The World Factbook, FAOSTAT

Mobile phone penetration rate= Ratio of the total of mobile connections to the total population.  
(NB. Represents penetration by connections, which can surpass 100% due to multiple SIM ownership)

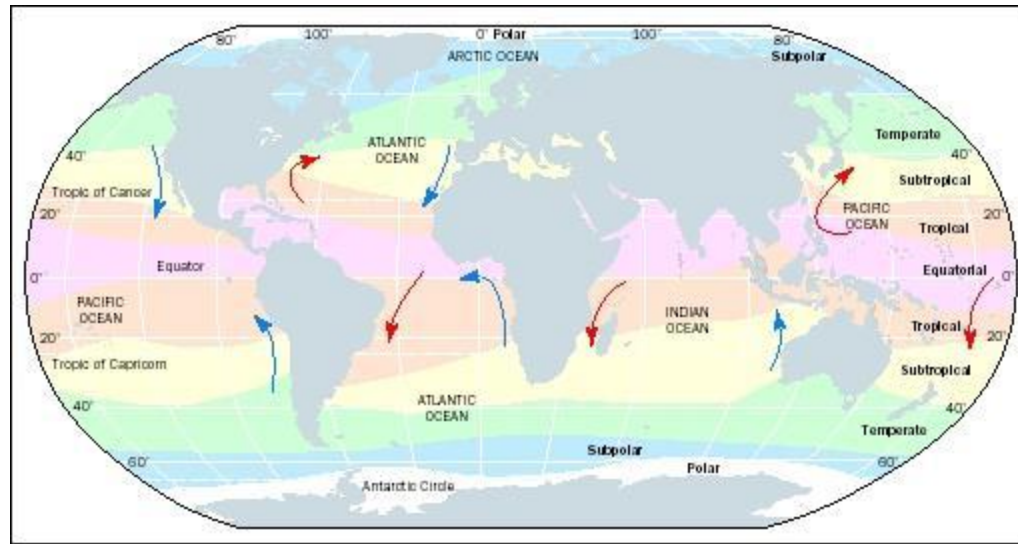
Design: www.richardscotttdesign.co.uk

website: [www.gsma.com/magri](http://www.gsma.com/magri)  
email: [mAgri@gsma.org](mailto:mAgri@gsma.org)  
twitter: @GSMAmAgri



mAgri

# Focus



# Tasks for December RHoK

Pineapple Tasks - Winter 2012 RHoK.pdf

Tools Sign Comment

Task	Participant	Status
<i>Documentation</i>		
Operations Concept Description	Dan Stormont	Done
System Design Description		
Interface Specification	Dan Stormont	INW
System Test Plan		
<i>Server-Side Functionality</i>		
Research SMS services/APIs	Marco Gallotta	Done
Create SMS interface		
Script geocoding service		
Identify sources for soil data	Nona Azure	Done
Ingest soil data as JSON		
Ingest POWER precip data as JSON	Marco Gallotta, Andreas to ingest	Done
Ingest POWER sunlight data as JSON	Marco Gallotta	INW
Ingest POWER humidity data as JSON	Marco Gallotta	INW
Create growing conditions database		
Ingest crop data as JSON	Andreas Gros	Done
Create crop database	Andreas Gros	Done
Create recommendation engine		
<i>Client-Side Functionality</i>		
Create SMS interface		
Create geolocation interfaces		
Interface client with recommendation engine		
<i>Marketing</i>		
Identify potential test sites		
Identify potential sponsors		
Write Marketing Plan		
Clarify branding and web presence		

# **Future Work**

Continue working toward a pilot system -  
hopefully before the next RHoK

# The Team

Andreas - Data GOD!

Marco - Prepped precip data and searched through large quantities of SMS services

Nona - Found a worldwide soil pH data source

Felicia - Helped with marketing suggestions

THANK YOU ALL!