

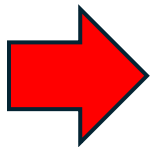
# Why pick the Agricultural Decision Making challenge?

In today's world, we suffer:

- Unpredictable weather
- Pests
- Diseases

Which directly affect farmers:

- Planting and harvesting schedules are disrupted
- Crops are damaged
- Livestock becomes sick



This means that all of us are affected, because crops and livestock are a critical source of food.



Credit: Getty Images



# Why pick the Agricultural Decision Making challenge?

Within this context, Farmers need support by means of improved weather data and predictions (more precise, timely, adapted to their specific crops / livestock)

This support will enable farmers to:

- Make informed decisions based on relevant, useful, actual data
- Manage the risks of drought and floodings and use water efficiently
- Improve their farming practices
- Optimize production

➔ In turn, this contributes to a steady supply of food, which benefits both farmers and consumers (predictable deliveries, stable prices).

# How to address the challenge and what to do?

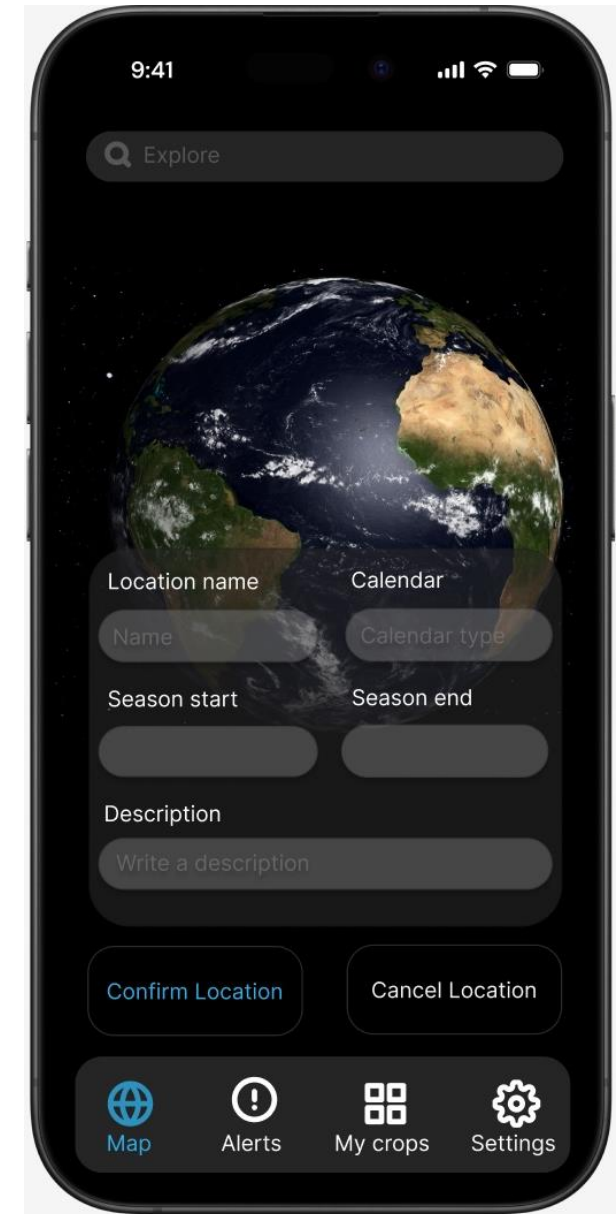
NASA and other Space Agencies have a wealth of information. We will publish that information in a way which is **accessible and understandable to farmers**, by means of an app.

We designed a multiplatform app to run on:

- Smartphone
- Tablet
- Web browser

With:

- User-friendly interface
- Dashboard
- Sourcing data not only from the Space Agencies, but from the farmers themselves as well







## Who will use it?

The app will be available to different people with different perspectives:

- Farmers (520 million people, around 50% women, less than 10 hectares)
- Agronomists
- Soil scientists
- Laborers
- Agricultural communities

We need to bear in mind that more than 1/3 of adults in Southeast Asia and Sub-Saharan Africa cannot read.

On the other hand, the app will also support exchanging messages among people and the use of discussion forums.

Credit: FAO



# Critical Success Factors

We consider the following points as most relevant:

- Farmer centric design, i.e. base the app on the users and their specific needs
- Translate complex data into clear and understandable information
- Timely updates and offline availability for away locations with no connectivity or low speed connectivity



## Q&A

