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Why pick the Agricultural Decision Making challenge?

In today's world, we suffer:

- Unpredictable weather
- Pests
- Deseases

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).

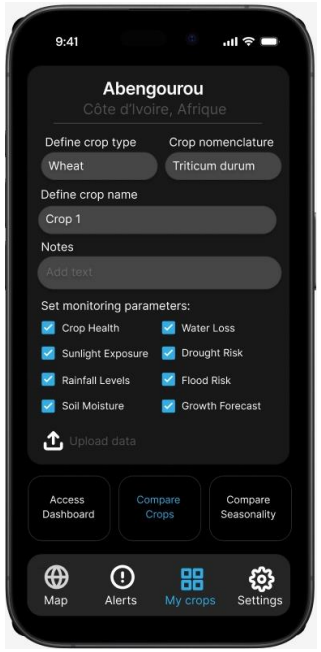
Credit: nooreva

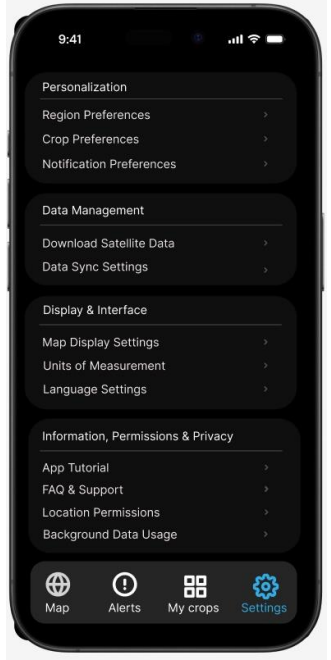
How to address the challenge and what to do?

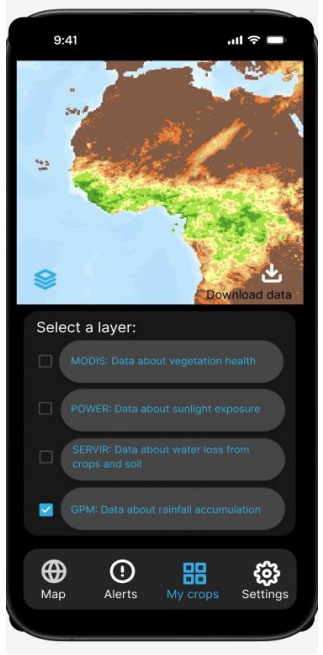
NASA and other Space Agencies have a wealth of information. We will publish that information in a way which is **accessible and understandable to farmers**, by means of an app.

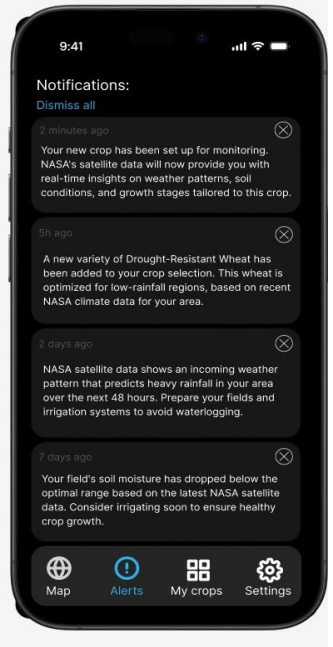
With:

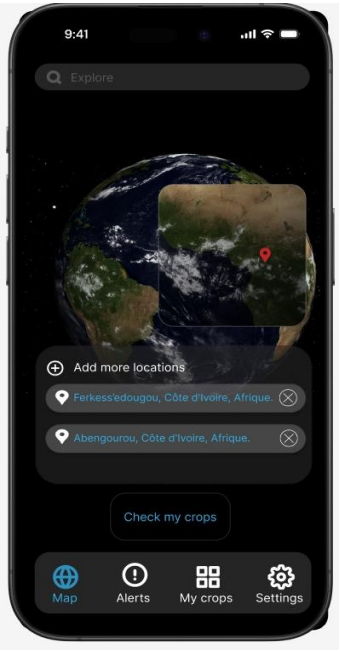
- User-friendly interface
- Dashboard
- Sourcing data not only from the Space Agencies, but from the farmers themselves as well











Credit: FAO

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.

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


thank you
danke
謝謝
ngiyabonga
teşekkür ederim
gracias
merci
obrigado
dziękuję
bedankt
спасибо
go raibh maith agat
mochchakkeram
sukriya
kop khun krap
terima kasih
감사합니다
arigatô
dakujem
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tapadh leat
mauruuru
hvala
sagolun
takk
taiku
dank je
рахмат
Баярлалаа
мерси
ありがとう
ευχαριστώ