



TER.RA | Food for Thought

Latin America and Caribbean

TER.RA may be looking for new members.
Go to the **Members** tab for more information.

Food for Thought

Your challenge is to consider the journey of food to your plate, determine how disruptions from the COVID-19 pandemic are affecting the food supply locally and globally, and propose solutions to address these issues.

TER.RA - The connection that feeds

Summary

The TER.RA is a collaborative platform, to help family farmers to solve specific problems in their activities by using technology to connect with volunteer professionals, offering free knowledge and information.

How We Addressed This Challenge

Currently, we are living with a virus that caused a global panic due to the little knowledge that our specialists had about it. With this rapid dissemination, society began to take precautionary decisions that changed our reality.

We face this challenge in addition to the market and economic problem in which many countries find themselves, here in Brazil we understand that some problems stem from all of our historical construction that has always isolated some populations and kept all social inequality in their record.

Our project is linked to the social because, we believe that although many are only concerned with the distribution of food in order not to break a chain that is often commanded by large producers, we believe that the entire life process of a small rural producer who takes subsistence and their monthly income have to be supported.

Often this assistance is not only financial, we connect with the food distribution process taking care of the producer so that literally he can bear good results, having the opportunity to connect to a platform that will bring free specialized consultations in order to assist in the resolution problems related to your daily life, whether at work or some problem in your personal life.

Registration form for Small Farmers:

<https://forms.gle/nu4jNZCqJN1XPswA8>

Link to volunteer registration:

<https://forms.gle/ma556unzsTXbdPFm7>

Link for the demo mockup:

https://docs.google.com/document/d/15YQMrOa_UhvewZmALUES1s9W5MW7kq0Blaz1Q5EuxWA/edit?usp=sharing

Social networks:

https://www.facebook.com/Terra-101142488299907/?ref=page_internal

How We Developed This Project

At this time, privileged are those who have had their jobs kept and who can continue working from home during the quarantine, on the other hand, small producers remain in the field with more and more difficulties to deal with the new problems caused by the pandemic, thinking about people with low education and low income, trapped in a world of social isolation that does not understand them well and analyzing that they already lived on the margins of society with very low access to information, we see the small producer as a human person, who has family, fears and depression and who contribute to the noble task of feeding the world.

What motivated us in the creation of the project was the personal question of: How can we, being in our homes, whether or not with the background in the agricultural sector, help in family farming? What do they need right now? How to serve this group with little digital inclusion? With your children studying at home, what are the new challenges for rural areas? How to deal with psychological and family problems? How will all these problems experienced at the family level impact food production in the near future?

What is certain is that we, like thousands of other professionals, do not forget where we came from, but sometimes we do not know how to help, we are grateful for our community and we have idle time that we could give back to those who do so much for us, so we will help guarantee the basis this productive chain.

The answer we found is within us, professionals, engineers, teachers, medical lawyers, programmers! It is time to give back and start this digital transformation, inverting the food chain, we will be the food of knowledge for these families who are the livelihood of the world, teaching how to fish a digital fish, offering guidance when equipment breaks, psychological assistance, recommendations hygiene and care during the pandemic. For this to happen, we cannot expect people from the countryside without a voice or semi-illiterate to ask for help, as they may never be heard or it will be too late. The way we envisage this to happen is through volunteers who will publicize such a project in their communities, of children of

farmers who have access to the internet, through a neighbor who heard about the platform, a text message, a video on Whatsapp or a voice call, thus breaking the physical barrier

whatsapp or a voice call, thus breaking the physical barrier and reaching the small producer digitally.

We want to start a network that proposes to help in a scenario of lack of information and technology in the field for small producers, something that will transcend the crisis in which we live and could be another tool for the digital transformation of the field, composed of professionals from different areas that can help producers. We want to take technical information in a way that the producer understands, even over the phone, a volunteer agronomist will be able to call a producer and help him in making decisions that will impact food production, the same goes for a veterinarian, and why not record a video of an electrical problem in the water pump that is shutting down on its own and compromising irrigation, or even receive rain messages to optimize your irrigation through messages.

Project Demo

<https://www.youtube.com/watch?v=wsY13AkB75g&feature=youtu.be>

Project Code

<https://github.com/TER-RA-Agro/>

Data & Resources

The first use of data provided by Johns Hopkins University (<https://coronavirus.jhu.edu/map.html>) was necessary to understand the real situation of our country (Brazil) in relation to the world, considering that the most affected by the virus is one of the largest consumers of primary foods.

The WordPop platform helps in the search and understanding of the socioeconomic data of the world (https://www.worldpop.org/focus_areas#case3) we can see the current condition of rural exodus and analyze whether the difficulties of the agricultural environment arouse the interest of this change or if the family tradition of agriculture remains from generation to generation.

FAO (<http://www.fao.org/faostat/en/#home>) is the platform responsible for all the distribution of data related to agriculture in the world, without much specific information

about Brazil, we managed to have a general notion of agricultural distribution and how family farming accounts for about 77% of the total Brazilian population

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Finally, the specific data provided by nasa (<https://earthdata.nasa.gov/learn/pathfinders>) served to assist rural producers who started on our platform and were curious to know more about climate issues provided by satellite, it is It is very important to emphasize that the cultural knowledge acquired from father to son is extremely important for these families, but the opportunity to access technical data generates interest and complements all knowledge.

Tags

#food #familyfarming #volunteer #collaborative
#digitaltransformation #inspiring #agriculture

Global Judging

This project has been submitted for consideration during the Space Apps Global Judging process.