Strategy Overview 2022-2025

Our track record

Since 2008, Digital Green has developed and scaled digital tools and services that help small-scale producers thrive. Our partnership with government-supported public extension agents, who provide farmers with critical information and other resources, is a core part of our work—building on our proven Community Video approach. We train these agents in scalable, cost-effective technologies that increase their impact and strengthen public institution capacity to provide digital advisory. Together, we’ve reached over 3.2 million farmers, helping them realize significant increases in both crop yield (up to 47%) and net income (up to 17%).

An evolving challenge

Small-scale producers not only grow our food—they also steward our soil, water, and biodiversity. But they face enormous challenges, from market price volatility to pest infestations. Digital technology has brought about more efficiency and opportunity for farmers, but an increasingly crowded tech landscape has also introduced new complexity and confusion.

» Agricultural value chains in our focus geographies involve high transaction costs and information asymmetries, which constrain productivity.

» Climate change is increasing food security risk and income instability.

» Entrenched gender disparities constrain women: they have unequal access to key resources, like secure land rights, advisory services, markets, and mobile phones.

» Though digital technologies offer transformative potential for farmers, impact is limited as long as farmers are passive data creators, rather than active data users, and as long as data remains siloed and fragmented.

By 2025, we will scale our global reach to 8.7 million small-scale farmers, 60% of whom are women.

We will support these farmers in realizing a 25% increase in net income.

MAIN GEOGRAPHIES
India, Ethiopia, Kenya

MISSION
Creating a world where farmers use technology and data to build prosperous communities

PRIORITY ISSUES
• Enhancing community video advisory based on farmer needs
• Facilitating farmer organization financing and digitization of financial records;
• Enabling trusted farmer data exchange by creating ecosystems for data sharing and capacity for data stewardship
Our mission is to create a world where farmers use technology and data to build prosperous communities.

Our approach

Our partners already play a key role in mobilizing and strengthening farmer organizations and we see an opportunity to provide increased support that improves farmer organization agency and capacity in the face of this changing landscape.

We believe in the promise of advisory, finance, and data to strengthen farmer organizations and unlock the potential of the agricultural sector. Responding to the global context, our approach will increasingly include direct support for farmer organizations. Serving all farmers, with a specific focus on women, we will strengthen farmer organizations in order to increase their collective power, support their adaptation and resilience, and democratize data that can offer new solutions to long-standing challenges.

All of Digital Green’s work is guided by five key principles:

**PARTNERSHIP ENABLED** Partnering with values-aligned stakeholders who are committed to system-level change that elevates farmers

**EQUITY FOCUSED** Placing women and other marginalized communities back at the center of the food and agriculture system to advance gender equality, social inclusion, and women’s empowerment

**TECHNOLOGY EMPOWERED** Increasing authority and agency of farmer groups through technology by enabling ownership and control of their own data

**CLIMATE SMART** Emphasizing climate resilience through data sharing and advisory content that increases adoption of regenerative agricultural practices

**ALWAYS LEARNING** Driven by evidence, sharing insights and data with the agricultural ecosystem to benefit farmers

Our strategy

Our 2022-2025 strategy lays the foundation for the future state we envision: the creation of Digital Farmer Networks (DFNs), which ensure that farmer groups have agency over their data and can drive their own digitization efforts in order to deliver the most value for their members. As DFNs thrive, farmers realize multiple benefits: digital connectivity strengthens the value and confidence of local farming communities; individual farmers have control over the nature and use of their information; and farmer groups can easily use member data to access better services, new income streams, and greater power within the agricultural system.

Digital Green’s digital tools and thought leadership are intended to invite other key players into this systems-level effort to benefit farmers’ resilience and success.

The technology solutions that we develop are open source, co-designed with farmers themselves, and built so that farmers maintain control over their valuable and increasingly sought-after data.

Our model

As Digital Green works to foster the creation and development of strong, interconnected DFNs, we support our overall strategy with three core methods:

**ENHANCE COMMUNITY VIDEO ADVISORY** We support locally tailored digital channels (Video, Interactive Voice Response, WhatsApp, etc.) for peer learning that promotes climate-smart, gender-focused, and marketing content driven by farmer demand

**FACILITATE FARMER ORGANIZATION FINANCING** We enable access to capital for farmer organization growth and resilience, while incentivizing the digitization of financial records to promote data asset development

**ENABLE TRUSTED FARMER DATA EXCHANGE** We develop decentralized protocols for data sharing and protection and build public sector and farmer organization data capacity