



Miller Center

for Social Entrepreneurship

Name of social enterprise: Farmerline

Mission statement: Transforming farmers into successful entrepreneurs

Webpage: farmerline.co

GSBI 2016 business plan presentation:

<https://www.youtube.com/watch?v=8oErcx9YdTI&t=3s>

Headquarters: Kumasi, Ghana

Location(s) of research: Kumasi (possibly Accra)

Impact to date: Over 200,000 farmers reached through B2B operations; 55% increase in farmer revenue from B2F operations.

Background: Farmerline connects Ghanaian smallholder farmers to information, high-quality inputs, and financial products through innovative mobile technology. We have two products and services: Merqdata, our proprietary Business to Business platform, provides food traceability, certification audit, and farmer data collection solutions to a range of clients and partners in the agricultural system; 399 Services, Farmerline's business-to-farmer program, is an information and input financing program that helps farmers access the resources to increase their yield and income.

The challenge: Through 399 Services, smallholder farmers in Ghana can dial the code "399" to subscribe to daily information updates in their local languages and/or opt in to a mobile credits and savings program. The information service provides farmers with the opportunity to leapfrog poor infrastructure and gain access to information on climate, market prices, and best agricultural practices, while the mobile credit and savings program allows the farmers to mobilize funds to purchase the resources they need to increase productivity. To scale 399 Services, Farmerline needs to be communicate its social impact on farmers to business customers and investors.

Action research products needed:

1. Review of current impact assessment strategy to improve and standardize Farmerline's impact measurement;
2. Impact assessment report of 399 Services to be used to communicate impact on farmer yield and income through marketing materials and to funders.

Student skills needed: social science methods and analysis, cross-cultural communication, strong writing and/or storytelling skills, financial modeling

Keywords: smallholder farmers, digital finance, agriculture information and communication technology, agriculture in west Africa, impact measurement, farmer yield, impact investing