

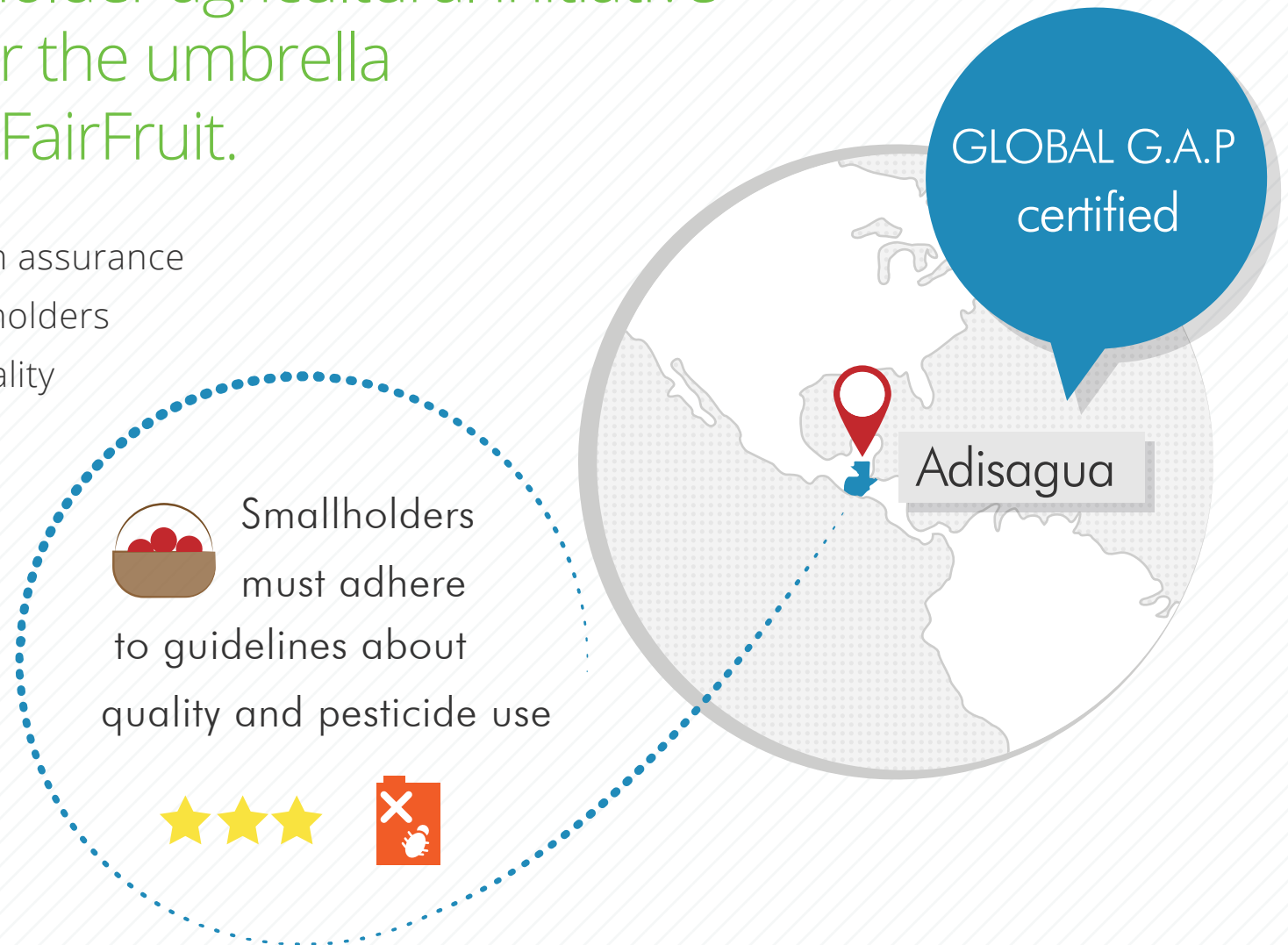
FAIR - FRUIT

case study



Adisagua is a smallholder agricultural initiative in Guatemala, under the umbrella of parent company FairFruit.

As a certified member of the farm assurance programme **GLOBAL G.A.P** smallholders must adhere to guidelines on quality and pesticide use.



In 2013 Adisagua signed up to Farmforce with the aim of enhancing its grower management capability.

In the first year of the partnership Farmforce covered 16 per cent of farmers in the Adisagua initiative.

In 2014 all 1,350 smallholders will be enrolled in the scheme.

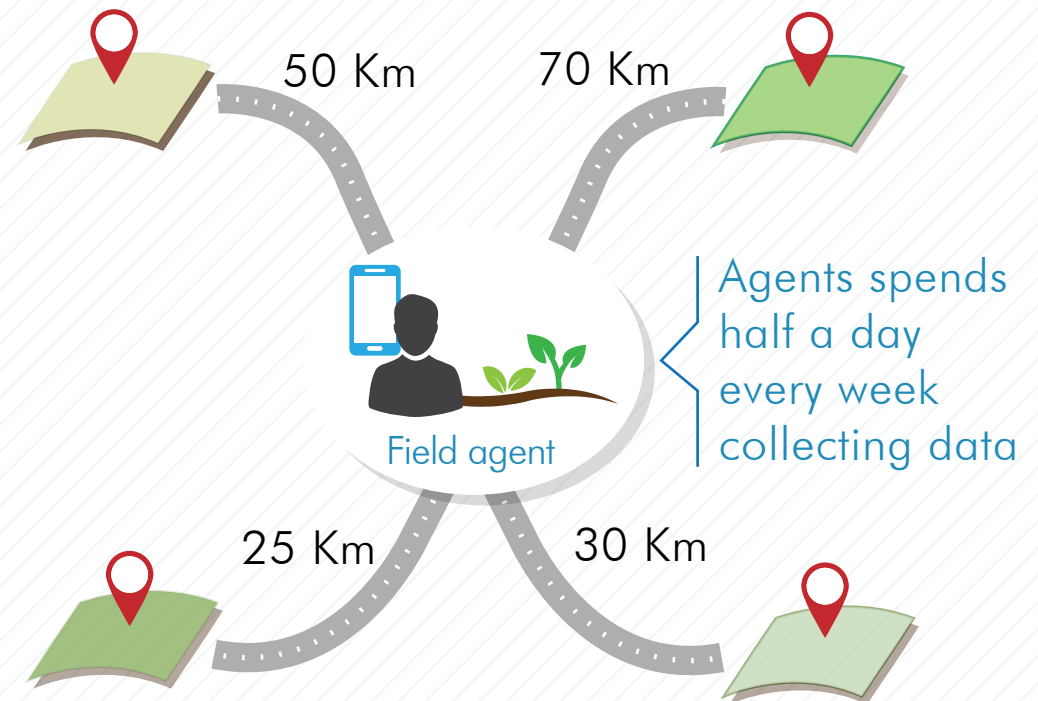


The brief

The Adisagua scheme launched in Guatemala in 2010, and today comprises 1,350 farmers across a total area of 500 hectares. Before partnering with Farmforce, the project faced the challenge of efficiently collecting information on farmers and their harvesting activity. As smallholders were spread across vast distances, field agents were required to spend half a day every week collecting data and sending it to headquarters.

The traditional system also meant it was impossible for management to collect data on specific farm activity, with information only available at farmer group level.

The Adisagua scheme signed up to Farmforce with the expectation that it would help to overcome some of these challenges, providing a tool for more effective grower management.





*Record keeping is easier with Farmforce than with the conventional system.
There is a lower probability of errors*



Caroline Floren
Project manager

Execution:

In August 2013 Farmforce technology was rolled out across a 150 hectare area, covering 220 French bean smallholder farms. Information about farmers, field profiles and harvested yields is collected and uploaded in real-time.



Execution:

As field agents spend less time processing data, they are able to dedicate more energy to strategic activities, such as demonstrating new technology in fields, or testing new products.

Collecting data at farmer level also allows the performance of individual smallholders to be evaluated, ensuring technical assistance and training is targeted where it is needed most.



Results:

- Easier compliance with GLOBAL G.A.P requirements.
- Greatly improved knowledge of farmers, including information on their personal profiles and locations.
- Information transfers between the field and head office has decreased from several days to an hour.
- Traceability of smallholder groups is now 10 times more precise.
- Farmforce adoption increased from 16 per cent of farmers in 2013 to 100 per cent in 2014.





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