



Long-term EU-AU Research and Innovation Partnership for Food and Nutrition Security and Sustainable Agriculture

Dialogue for Action and Brokerage in West Africa: Fostering Knowledge, Communication & Innovation Hubs

Virtual Workshop | 28 - 29 October 2020





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PANEL 2: INNOVATION AND DIGITALISATION IN AGRICULTURE

FARM4TRADE NAMIBIA

Precision livestock productivity solutions



ANDREA CAPOBIANCO DONDONA IT
Veterinarian and co-founder



THE FARM4TRADE APP SUITE

The DIGITAL
Livestock supply chain
management solution



A cloud based platform where
livestock stakeholders can
manage all aspects.



Business Intelligence

Integrated dashboard for
productivity reports

AMove

Animal transport pooling
platform

Feed Formula

Auto formulate nutrition
on a budget

Snap Animal

Contactless photo and video
Animal identification

Marketplace

An open online marketplace to
buy and sell Animals

Farm Management

Flagship App

Animal record keeping for feeding,
health, reproduction, productivity
and more.



2 - CRITICAL FACTORS FOR DEVELOPMENT SUCCESS / LIMITING FACTORS.

User Base Growth

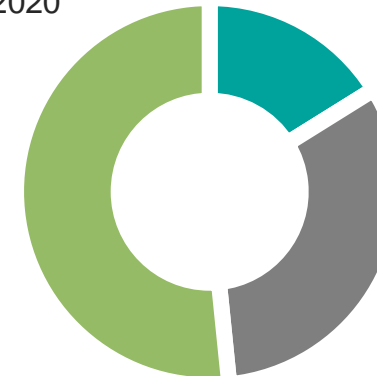


- Feedback and data collection for app improvement
- Paid Pro Tier Subscriptions



Funding Gap

Already Invested
in 2017-2020



Gap for 2020-2021
(This funding round)

Gap for 2022-2025
(Next funding round)

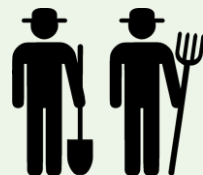


3 - MOST PRESSING THEMATIC PRIORITY CONCERNING THIS TOPIC.

Social Impact



**Empower farmers
(especially women farmers)
with data**
to optimize productivity, to obtain
credit and to forecast needs



**Reverse rural
abandonment
trend**
which threatens
local economies and
food security



**Invest in
Community
contribution**
to improve the
livestock
ecosystem



**Help curb
environmental
impact**
by promoting
livestock
efficiency practices



**Support
transparency
and justice
especially for
farmers**

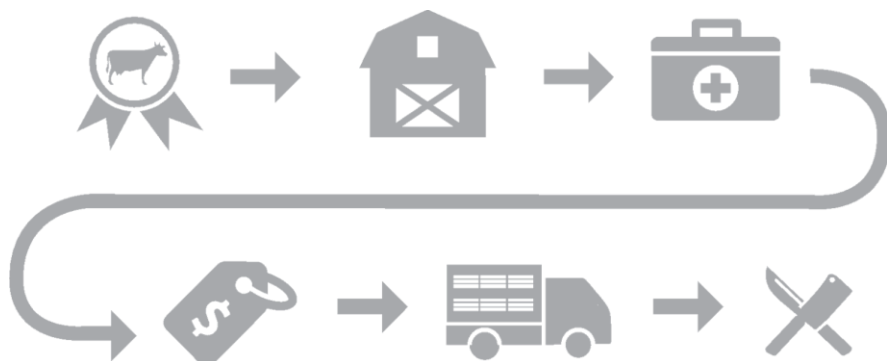


4 - KEY ACTORS, IMPORTANT PLAYERS



SUITE

farmers breeders operators
 vets nutritionists transporters
 slaughterhouses loan lenders



Other Farm4Trade Solutions



PhAID

Contactless biometric Photo AI re-Identification for animals

governments farmers



ADAL

Automated slaughterhouse inspection innovation

slaughterhouses farmers

Inspection operators/vets

governments consumers

5 - CONDITIONS FOR ENHANCING ACTORS' COOPERATION (CRITICAL FACTORS, ENABLING ENVIRONMENT AND INTERFACES TO ENSURE COLLABORATION)

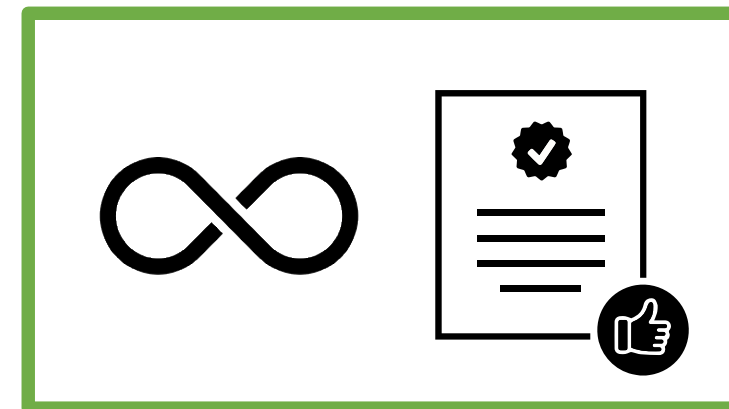
Access to Internet and Devices



Computer literacy



Habit usage and Industry adoption





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THANK YOU



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