

Farmbetter: 3-in-1 Digital Advisory Platform

Smart farming support—anytime, anywhere.

farmbetter is a digital advisory platform that helps cooperatives and agribusinesses support farmers efficiently. Farmers get tailored advice via WhatsApp, field agents manage interactions through a mobile app, and managers track adoption and impact using a real-time dashboard. The system reduces advisory costs, improves product consistency, and strengthens farmer relationships.



Farmbetter
Benjamin Graub

Commodities

Cattle, Coffee, Tea, Potato

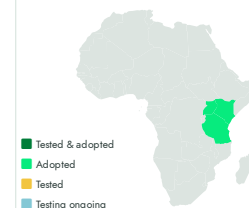
Sustainable Development Goals



Categories

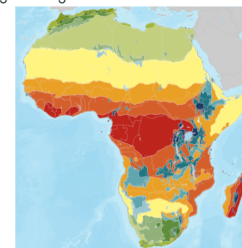
Production, Postharvest, Marketing,
Pre-production, Digital applications,
Advisory and information service, + 2 more

Tested/adopted in



Where it can be used

This technology can be used in the colored agro-ecological zones.



Target groups

Farmers, Processors, Sellers, Manufacturers,
Advisory and Extension Services,
Cooperatives and Agribusinesses

This technology is **pre-validated**.

9-8



Scaling readiness: idea maturity
9/9; level of use 8/9

8830 USD

Cost per year per
organisation

21383 USD

Revenue per year per
organisation

12553 USD

Net income per year per
organisation

242 %

ROI per year per
organisation



Provisional application, Copyright, Trademark

Problem

- Cooperatives and agribusinesses struggle to engage large farmer networks consistently.
- Field agents are overburdened, and support is difficult to monitor.
- Inconsistent practices affect supply quality, planning, and traceability.
- Extension costs are rising without digital systems to improve efficiency.

Solution

- Deliver advice to farmers through WhatsApp with proven best practices.
- Use a mobile app to manage agents and track farmer interactions.
- Monitor adoption and activity through a live dashboard.
- Reduce advisory costs while improving supply quality and consistency.
- Strengthen traceability and farmer loyalty with one integrated system.

Key points to design your business plan

Private sector actors can work with farmbetter through models such as cooperative subscriptions, integrated marketplaces, public–private partnerships, data monetization, or hybrid combinations. For example, cooperatives can pay a license fee and recover costs through member packages, while integrated marketplaces attract farmers with free advice and generate income from input sales or produce buying. PPPs involve co-funding access with governments or NGOs, sharing costs for licensing, training, and promotion. Data monetization focuses on offering the tool at low cost to grow users and selling aggregated, anonymized insights. A hybrid model blends these approaches, starting with one stream and expanding over time. Each model requires steps like signing agreements, onboarding suppliers or partners, setting up features, and promoting adoption, with costs linked to licensing, training, integration, marketing, and analytics.

Inclusion assessment



Climate impact



Farmbetter

<https://taat.africa/zku>

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