

Farmbetter: 3-in-1 Digital Advisory Platform

Smart farming support—anytime, anywhere.

farmbetter gives governments a practical way to modernize extension services. The platform combines a WhatsApp chatbot for farmer advice, a mobile app for public extension agents, and a dashboard for tracking performance. It extends the reach of advisory programs, reduces delivery costs, and generates real-time data to guide policy and planning.



Farmbetter
Benjamin Graub

Commodities

Cattle, Coffee, Tea, Potato

Sustainable Development Goals

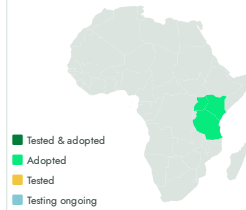


+ 2 more

Categories

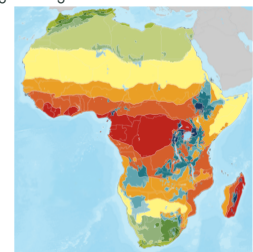
Production, Postharvest, Marketing, Pre-production, Digital applications, Advisory and information service, + 2 more

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

Inclusion assessment 5

Climate impact 6

Problem

- Extension services lack the staff and tools to serve all farmers effectively.
- Climate-smart agriculture policies are hard to implement at farm level.
- No system exists to track adoption, coverage, or outcomes in real time.
- Gender and youth inclusion goals remain unmet due to data gaps.
- Ministries face pressure to report on SDG progress, but lack field-level visibility.

Solution

- Expand extension reach with WhatsApp advice and agent mobile tools.
- Use real-time dashboards to track advisory delivery and coverage.
- Ensure recommendations are climate-smart and adapted to local contexts.
- Monitor gender and youth participation automatically.
- Align with SDG targets and national digital agriculture strategies.

Key points to design your project

The **farmbetter platform** combines a WhatsApp chatbot for farmers, an offline app for agents, and a web dashboard for real-time oversight.

Key steps to integrate:

- Target areas with low extension coverage
- Secure license and budget for renewals
- Localize advice to crops, climate, and languages
- Train agents to onboard farmers and use the app
- Plan connectivity: chatbot (low data), app (offline), dashboard (internet)
- Promote via demos or media
- Track gender, youth, and location data
- Use results to refine services

AgriPath uses farmbetter in 5 countries, reaching **50,000 farmers** and **250 agents** with a focus on women and youth.

8830 USD	21383 USD	12553 USD	242 %
Cost per year per organisation	Revenue per year per organisation	Net income per year per organisation	ROI per year per organisation

💡 IP
Provisional application, Copyright, Trademark

