

Farmbetter: 3-in-1 Digital Advisory Platform

Smart farming support—anytime, anywhere.

farmbetter enables development programs to scale climate-smart agriculture with built-in tools for delivery and monitoring. Farmers receive localized advice via WhatsApp, agents follow up using a mobile app, and teams track progress with a live dashboard. It supports inclusive outreach, adaptive learning, and SDG-aligned impact at scale.



Farmbetter
Benjamin Graub

Commodities

Cattle, Coffee, Tea, Potato

Sustainable Development Goals

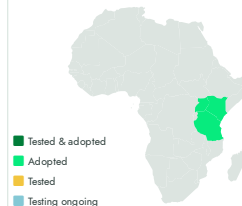


+ 2 more

Categories

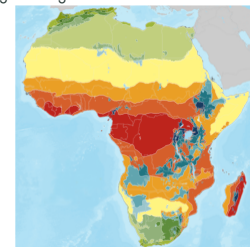
Production, Postharvest, Marketing, Pre-production, Digital applications, Advisory and information service, Market linkage
+ 2 more

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**.

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

Inclusion assessment

5

Climate impact

6

Problem

- Programs rely on expensive face-to-face training to deliver advice.
- It's difficult to know who received advice, what was adopted, or what changed.
- Gender and youth outreach is hard to measure without digital tools.
- Slow, manual M&E limits learning and weakens impact reporting.
- Donor-funded projects struggle to demonstrate behavior change and climate outcomes at scale.

Solution

- Scale farmer support with one platform: chatbot, agent app, and dashboard.
- Deliver location-based, climate-smart advice quickly and consistently.
- Track who's reached, what's adopted, and where results are happening.
- Improve M&E and simplify donor reporting with live data.
- Lower costs while reaching more farmers with inclusive, measurable impact.

Key points to design your program

- Target underserved farmers in high-impact regions, ensuring advice is locally relevant and inclusive.
- Customize the chatbot and dashboard with local content and languages; budget for licenses, customization, and translations.
- Train farmer advisers to use the adviser app; include training costs and materials in the project budget.
- Support farmer onboarding via demos, workshops, or local champions, possibly with small incentives like data bundles.
- Plan for internet access where needed (chatbot, dashboard) and factor in data costs or offline options.
- Use the dashboard for real-time monitoring and impact reporting, assigning staff or partners to manage data.
- Link farmbetter with other project components like input distribution, training, or climate services to boost results.

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



Farmbetter

<https://taat.africa/or>

Last updated on Sep 23, 2026 printed on Sep 23, 2026

Enquiries e-catalogs@taat.africa