

GeoAgro - MiSR -: Yield Gap Analysis Tool

GeoAgro, an ICARDA initiative, is a digital aid for farmers offering agronomy insights, weather updates, expert advice, and a marketplace. It supports resource optimization, agronomic gains, and Egypt's digital transformation, while respecting user privacy and addressing global challenges



ICARDA
Ajit Govind

Technology from

[CGIAR Sustainable Farming Science Program \(ex-EiA\)](#)

Commodities

Wheat, Fruit

Sustainable Development Goals

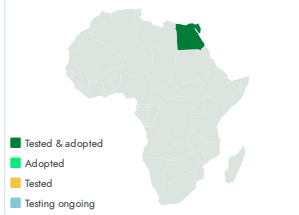


+ 2 more

Categories

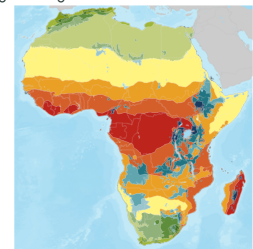
Production, Pre-production, Digital applications, Supply chain management, Advisory and information service

Tested/adopted in



Where it can be used

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



Target groups

Farmers, Development institutions, Governments

This technology is **pre-validated**.

Scaling readiness: idea maturity 8/9; level of use 7/9

Inclusion assessment **4**

Climate impact **1**

Problem

- Knowledge Gap:** Limited access to crucial farming information.
- Market Limitations:** Difficulties in accessing agricultural markets.
- Climate Impact:** Adverse effects of climate change on farming.

Solution

- Empowerment:** Provides knowledge and financial advice to farmers.
- Efficiency:** Enhances market access and resource use.
- Resilience:** Helps farmers adapt to climate change.

Key points to design your program

GeoAgro Digital is an integrated digital agriculture platform that connects smallholder farmers to personalized agronomic advice, climate information, digital marketplaces, financial services, and expert support through a single digital ecosystem. By integrating farm management, market access, and financial services, the platform strengthens digital agriculture, improves climate resilience, and supports more productive and sustainable farming systems. It contributes to SDGs 2 (Zero Hunger), 5 (Gender Equality), and 13 (Climate Action), while expanding economic opportunities for women, youth, and rural communities through digital agricultural services.

To successfully integrate this technology, consider the following key actions :

- Identify farming communities where limited access to agricultural information, markets, and financial services constrains productivity and resilience.
- Establish partnerships with ICARDA, national institutions, financial service providers, extension services, and digital partners to support platform deployment and localization.
- Strengthen technical capacity on digital advisory services, climate-smart farm management, and effective use of GeoAgro while promoting localized digital content and sustainable digital service delivery.
- Monitor platform adoption, access to advisory and market services, resource-use efficiency, farmer income, climate resilience, and programme outcomes.

IP
Unknown

