Digital innovations for livestock enterprises in Africa

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Data management in the agribusiness sector in Kenya

• Poor and unreliable records
• Mostly manual and inconsistent
• Hardcover books, loose paper records, excel sheets
• Manual receipts
• Limited customer data
• Limited data integration
• Variable data analytics
• Cultural barriers to data sharing
• Lack of data to support business decisions
• Lost opportunities for interventions and growth
Sidai employs digital tools to collect, analyze and transform data into actionable points

**Data Capture**
- Sage Evolution
- MIO App
- Google Forms

**Data Processing**
- Sage Evolution

**Data Analysis**
- MS Excel
- Sage Evolution

**Action Tools**
- **Training**
  - iShamba
  - iCow
  - Sidai Academy
- **Sales**
  - SMS
  - Leopard
  - MIO App
  - Mapping
- **Farm Visits**
  - MIO App

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Data Capturing

MIO App – A hybrid CRM Mobile App used to gather customers data by the field team

- **Data Captured**
  - Farmers details e.g. Economic activities, GPS location, No. of cattle (Dairy, Beef, Sheep, Goats, Poultry)
  - Production Details
  - Product sales i.e. the products sold to the farmer
  - Stockists details
  - Google Forms used to conduct periodic surveys from farmers

MIO App

- A hybrid CRM Mobile App used to gather customers data by the field team.
Data Processing

SAGE ERP integrated with MIO App.
Process and consolidate sales of products
Real time data capture

- Data Processed
  - Daily Sales to a particular farmer/customer
  - Sales to a stockist
  - No of vaccinations done per region
Data Insights

Ms. Excel analysis of data provides below insights for business decisions

- Which region has the highest number of dairy cattle?
- Which region has the highest number of beef cattle?
- Where do we have more poultry farmers concentrated?
- Which areas can we conduct more ECF Vaccination?
- Which farmers do we need to train on vaccination?
- Which farmers do we need to train more on dairy production?
- Which farmers do we need to alert incase of an outbreak?
- Which farmers do we need to visit frequently in their farms?
- Which areas do we target particular product?
Insights to Decision

The insights are transformed into better decisions on

- Sidai Academy – an online training platform for Sidai staff
  - Farmer training programs
  - On-farm interventions
  - Product and service innovation
  - Market intelligence/feedback

- Shamba Shapeup – a TV based program with video channel where we recommend Sidai farmers to watch practical training sessions

- iCow – A USSD based application that allows Sidai farmers subscribe to different training areas and receive weekly training messages free

Outcomes
The insights are transformed into better decisions on:

- **Sales**
  - Targeted communication
  - MIO data insights – route mapping, field staff management, timely deliveries thus optimized sales.
  - Real time sales update
  - Inventory management

- SMS Leopard – personalized marketing and informative messages to customers
  - WhatsApp platforms for Sidai farmer groups
  - Group discussions

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The insights are transformed into better decisions on Technical Services & Farm Visits.

Mio farmers and on-farm data
Route mapping
Scheduled visits
Routine on-farm practices
Performance
Product delivery
Training invitation