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Agriculture

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The importance of the agriculture sector to economic development and food security in developing countries cannot be overstated. An estimated 75% of the world's poor live in rural areas, and more than 80% of these individuals depend directly or indirectly on agriculture for their livelihoods. In low-income countries, the agriculture sector provides approximately 60% of total employment and 20% of GDP.¹ Increasing productivity in the agricultural value chain can help address hunger and malnutrition, the world's leading health problem. Improving the livelihoods of farmers can reduce poverty in rural areas and lead to better health and education for rural families.

Technological innovation is driving a transition from subsistence agriculture to regional or global exchange of agricultural products. New information and communication technology (ICT) tools help farmers cultivate, harvest, sell, and distribute their products and services. Vital Wave partners with public- and private-sector organizations to apply ICT solutions to agricultural production, distribution, and trade. The company guides the identification, development, and implementation of technology-enabled products and services that improve the entire value chain, from R&D to production and consumption.

Vital Wave's services cover all phases of a project lifecycle, from *Strategy and Advocacy*, to *Implementation and Management*, and *Optimization and Institutionalization*. The firm provides services that help organizations:

- ▶ Assess the landscape of agriculture-related digital technologies
- ▶ Design and implement digital services and platforms that benefit farmers
- ▶ Understand where ICT can enhance productivity and reduce costs in the agriculture value chain

¹http://www.ifc.org/wps/wcm/connect/04da89804a02e2e19ce0fdd1a5d13d27/G20_Agrifinance_Report.pdf?MOD=AJPERES



The company brings extensive ICT and business development experience to agriculture-focused engagements. This experience includes:

- ▶ Direct experience in the ideation, design, and implementation of technological innovations to support agriculture in developing countries
- ▶ Development of technology-based solutions for agriculture, including solutions to deliver information on commodity prices, certification processes, and market needs
- ▶ Knowledge of the mobile services landscape and developing strategies for the delivery of agricultural information and services
- ▶ Field work experience in rural emerging markets

Contact Vital Wave or visit vitalwave.com for relevant case studies or free copies of useful reports focusing on agriculture in developing countries.

KEY PROJECTS

- » Mobile Services Business Case and Implementation Plan Development
- » Multiplying Agriculture by the Power of Mobile
- » Assessment of Digital Technology in Agriculture
- » Adventure Tourism as a Vector of Rural Development – Leaders and Best Practices

About Vital Wave

Vital Wave provides end-to-end services to scale information and communications technology (ICT) solutions for socioeconomic impact in developing countries. The firm works with multiple stakeholders to deliver technology solutions that amplify the reach, uptake, and efficiency of development programs. Vital Wave draws on a full range of enterprise-level ICT implementation capabilities, proven methodologies, and decades of field experience in developing countries to achieve sustained growth at scale.