Pitch presentations
Agri-Tech Catalyst briefing event
London, 14 September 2016
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Pitch presentations

1-7
CABI

Phil Abrahams
## CABI Capability

### Outreach @ Scale
- Mobile Services: messaging to 7m
- Plant health networks: Plantwise reaching 10m farmers 2017

### Content
- Extensive information resources – 11m records
- Data
- Factsheets; mobile repository
- Multiple languages

### Experience
- Public & Private sector programmes
- Improved Trade: Coffee/Cocoa/HV horticulture, etc
- Improved market access: cotton etc
- Supporting farmers in meeting SPS standards
- Building mobile services, ICT tools etc: Apps, Serious Gaming
- Developing & repurposing content

### High-level contact
- 48 Member Countries
- Senior level connections
- Working with & / or support of 100s of partners
- Plantwise – 33 countries; Govt, private sector, NGOs, FBOs etc
- GODAN Network (500 partners)

*For more information, contact p.abrahams@cabi.org*
CABI’s expertise in supply chain support

**Input suppliers**
- Better supply of quality inputs
- Info to support research & extension

**Producers**
- Access to markets
- Skills training & building co-ops
- Partnering to improve farmer access to credit

**Processors manufacturers**
- Access to information
- Support to technical experts to reach audiences
- Train plant health inspectors & front line staff

**Retailers service sector consumers**
- Compliance and certification
- Post harvest losses
- Train farmers in GAP

**Mis-use of pesticides**
- Training in safe handling

**Pest losses**
- Pest management research

**Access to information**
- Support to technical experts to reach audiences
- Provide content for mAgri

**Traceability**
- Training farmers in better record keeping

**Post harvest losses**
- Capacity building in storage and drying Mycotoxin

p.abrahams@cabi.org
NRSP

Rashid Bajwa
Agri Tech Catalyst Round 6
Food Security.... A challenge... and the way forward

Improving Farm Productivity for ensuring Food Security

Rashid Bajwa
NRSP Pakistan
14th Sept. 2016

Contact details:
Rashid Bajwa
CEO NRSP
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Islamabad Pakistan
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Web: www.nrsp.org.pk
Core Function of NRSP: Fostering a Three-Tiered Social Mobilization Network

3 Million households organized

672 (LSOs)

6,305 (VOs)

189,596 (COs)
NRSP’s BACK TO BACK VALUE CHAIN MARKET MODEL

**Options for farmers on paddy delivery**
- Sell
- Store (eligible for WHR)
- Process & Store (Eligible for WHR)
- Process & Sell

**Impact**
- More Income due to higher yields
- Higher prices
- Jobs for youth at the unit
- Storage leading to higher stable prices
- Profit sharing on year closure through shares

NRSP’s core business
Organizing farmers

NRSP

Rice processing unit

Investment

Paddy delivered

Research

Advisory

Agri. Credit

Seed
The Imagination Factory

Julian Swan
Open

We value:

• Collaboration
• Learning Together
• Idea Generation
• Human-Centred Design
• Flexible Business Models
• Crowd-funding
• Open-source

Julian Swan Co-founder
julian@imaginationfactory.co.uk

Design

How we work:

• Industrial Design
• Engineering
• User Experience
• Cradle-to-Cradle Protocol
• CAD
• Simulation
• Mechatronics
• Applied Science
• Technology
PuzzlePhone
Modular Smartphone

Solar thermal
Irrigation pump

DuoThirst
Sports Drinks Bottle

RSSB
Predictable and Optimised Braking

Kinematix Tune
Wearable Running Sensor
Rezatec

Lydia Cole
Rezatec collects production parameter data per field, grower and crop in near real time.

Parameters

- Soil
- Operations
- Inputs
- Environment: A-biotic & Biotic

Physiological stages

- Establishment: Speed & spacing
- Development: Root & canopy system
- Production: Canopy health, root filling
- Harvest & storage: Root & sugar

These parameters determine crop performance during specific crop growth stages
Crop growth modelling and phenotyping reveals crop performance gaps

Gap analysis against production parameters results in knowledge that is applied in 7 decision support modules
Satellite Applications Catapult

Francesco Liucci
Satellite Applications Catapult

- Independent, not-for-profit research and technology organisation established in May 2013 by Innovate UK;
- A gate-way to organisations involved in satellite technology (universities, start-ups, SMEs and large organisations);
- Specialise in Earth observation (EO), seamless telecommunications, positioning, navigation and timing (PNT) and data analytics.

Francesco Liucci
Business Innovation Analyst
Spin-Up Factory Manager

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Mobile: +44 (0) 7789 76 27 35
1: Satellite optical data for organic crop production

**Project Brief:**
To explore the feasibility of developing an evidence-based model using satellite optical data to demonstrate that certain crops (i.e. potato) have been grown with organic practices.

**We offer:**
- EO analysis expertise and extensive experience gained from multiple projects in agriculture markets worldwide;
- Extensive network of private companies who may be interested in the commercial solutions that can be developed from this feasibility project

**We are looking for:**
- Satellite optical data providers willing to take part in the project and preferably with experience in the topic presented or similar;
- Organisations who have developed models for such issues or have experience in the areas, preferably academic organisations.
## Project Brief:

To advance the current capability of SAR-based analysis of crops’ development. More specifically we would like to explore different models to analyse time-series SAR data on a variety of different crops.

## We offer:

- SAR analysis expertise and extensive experience gained from multiple projects in agriculture markets worldwide;
- Extensive network of private companies who may be interested in the commercial solutions that can be developed from this feasibility project

## We are looking for:

- Any organisation with specific expertise in SAR data time-series modelling
- Private organisations in agriculture supply chain, especially producers, interested in exploring SAR data capabilities and willing to provide requirements on the specific issues they face.

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### 2: SAR data for the monitoring of crops’ growth stages

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3: Satellite Agri Demonstrator

Project Brief:

To explore the feasibility of the Satellite Agri Demonstrator concept: is it possible to re-create a ‘miniaturised’ test-bed with the key elements of the agriculture supply chain to allow a mix of precision farming technologies to be effectively applied?

We offer:

• Extensive expertise in all the key satellite-based application domains (EO, Sat Comms, GNSS)
• Extensive network of private companies who may be interested in the commercial solutions that can be developed from this feasibility project

We are looking for:

• Private companies (producers, processors, retailers) willing to provide requirements on the specific issues they face that can be tackled by Satellite Agri Demonstrator;
• Academic organisations willing to explore and apply models and analysis they have developed.
Profmac Enterprises

Jeff McCarthy
Opportunities to Partner in SA with Proven Project Preparation Trust

The Need – Unemployment and livelihoods = number one challenge

The Opportunity

- Existing corporate and tertiary capacity to build on
- Established and proven relationships with govt.
- Impeccable fiduciary and management credentials of PPT to pilot feasibilities

Replication and Scale Potential

- PPT/corporate reach up to Tanzania, via SADC

Contact Jeff McCarthy on jeffrey.mccarthy@wanadoo.fr
Working with British Partners to Upscale/Enhance Existing Capacity & Success

- **Priority sectors**
  - **Aquaculture**
    - Feasibilities for transfer of existing successes into communal tenure areas whilst enhancing overall efficacy (e.g. trout, prawns)
  - **Vegetables**
    - Enhancing yields, marketing
  - **Inter-cropping**
    - Co-operation with Estates
  - **Cut flowers (long life tropicals)**
    - Ditto feasibilities for transfer

Contact Jeff McCarthy on jeffrey.mccarthy@wanadoo.fr
Haller

Will Acker
Millions of people around the world have little choice but to settle on barren land.

Haller has developed affordable, sustainable, scalable ways to make that land fertile again. We are teaching communities in Kenya to farm the unfarmable.

We do this via our Farmer Training Centre and trainers and through the use of the Haller Farmers smartphone App.
Partnerships
Haller has established its niche and is continuing to deliver benefit to the communities around our Farmer Training Centre – we have capacity to expand our impact!

- New region geographically
- New context – Refugee Camps/Slums
- Joint delivery
- Joint development and testing of Apps for development

Contact: will@haller.org.uk
emma@haller.org.uk