

Digital Agriculture Farmer Portal

Managing your agriculture cooperative

Digital technologies can overcome information problems that hinder market access for smallholder farmers, providing novel ways for improving agricultural supply chain management practices. The Digital Agriculture Farmer Portal, developed by Sere J Pacific (a social enterprise and agricultural cooperative based in PNG) and Common Code (an Australian technology company), is the result of close collaboration fostered by the *Pacific Connect* program and associated Network Dialogues. *Pacific Connect*, through its Micro-Investment Initiative, supported Sere J Pacific and Australian business with financial assistance for the creation of a technology recommendation and roadmap of the implementation phases.

Pacific Connect - Offering a powerful platform for cross-Pacific collaboration and relationship building. Creating informal, consultative environments that encourage positive, fresh-thinking and personal interest in achieving practical results.

Enhancing rural development

The Farmer Portal, currently in development, is a platform that will be used by smallholder farmers in PNG as a 'one-stop-shop' for farmers to access information and services provided to the agriculture, private and public sectors. The farmer portal will allow farmers to access a farm-business registration system for educational programs and content, a agriculture and farmer database, as well as a hub that displays market prices, funding, current weather and weather warnings, 'agro-adviseries' and more.

A digital farmer portal will assist rural smallholder farmers in PNG through the introduction of new technologies. All farmers can use mobile technology as a vehicle for financial inclusion, improving productivity through enhanced information provided to and from stakeholders and establishing a long-term relationship between farmer and cooperative through educational program delivered digitally.

The next steps

The project is seeking funding to complete phases 2-5 of the Farmer Portal.

Partners

Sere J Pacific (PNG), Common Code (Aus), Tok Stret Consulting (PNG), Grow PNG, Huon Gulf District Association, PNG-Australia Alumni Association



Through Pacific Connect , ICDP brings together Australian business and emerging leaders with Pacific Islander counterparts to deliver locally led solutions to challenges, and to create an active network of engaged change makers.