

Farmer Management Information System

Digitalisation of soil health & organic integration project

Helping farmers, particularly female farmers as empowered economic agents, improve their soil health has significant implications for the region's economic development. Utilising increased soil health data can lead to greater food and financial security for Fiji, as well as increased sustainable yields and reduced input costs, leading to superior profitability in the agricultural sector.

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.

Addressing the market gap

The Fiji Ministry of Agriculture offers soil health testing services, however demand for these services is significantly outstripping current testing capabilities. To overcome this bottleneck, *Pacific Connect* Community member, Fred Fuakilau and the project team at Fung's Farm are developing an app to help farmers understand the contents of their soil for better decision making. The results of the soil tests done on farms can be entered directly into the app, allowing the farmers to have secure access to critical soil health data at all times.

Through a AUD\$5,000 grant provided by ICDP, the project team is engaging in research and data gathering as well as stakeholder engagement with government agencies, local farmers, organic certifiers and trade representatives.

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.

Empowering economic development

The project team has aligned the objectives with several Sustainable Development Goals, including the 'Zero Hunger' goal and Gender Equality / Women Economic Empowerment (SDG 5). During the project research and development phase, 88% of the client farmers involved in the soil health baseline testing are women.

Partnering with Australian business

Through involvement in the *Pacific Connect* program, Fung's Farm reached out to Australian technology enterprise Common Code to explore how they could develop a Soil Health Mentor App for subsistence farmers. Common Code is working with the project team to increase business capacity and app development