

# Beyond the Census of Things

**Brian King** Platform Coordinator

@CGIAR\_Data

@kingbrian



Platform for  
Big Data  
in Agriculture

# Digital Agriculture Models



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## Avaaj Otalo (India)

- Interactive voice response-based advisory services
- 5% more likely to use recommended inputs than comparison group
- Average 28% higher yields over comparison group
- Average \$10 return for each \$1 invested in subscription



## MyAgro (Mali)

- Mobile scratch-card based layaway for inputs
- Delivery of genuine inputs and bundled advisory services
- Average yield gains 50% - 100%
- Average income increased \$150 - \$300

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## CIAT 'Site-Specific Agriculture' (Colombia)

- Analyzed over 4,000 crop events to understand declining rice yields
- Recommended shift in planting time or new variety
- 1-3 tons/hectare yield difference between intervention and comparison fields

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The mobile revolution



Geospatial



Sensor technologies



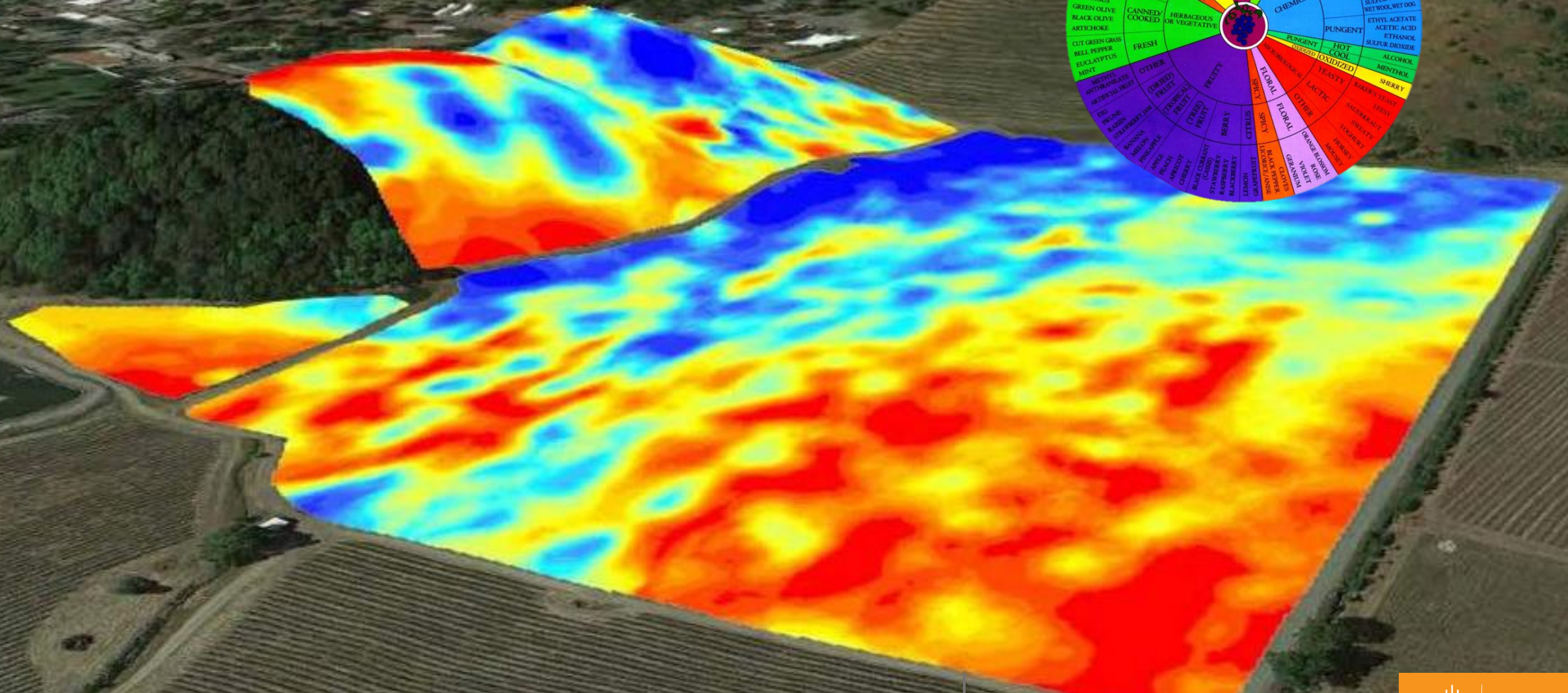
Computational power analytics capacity



Public good data



# Use Case: "TERROIRVIEW"

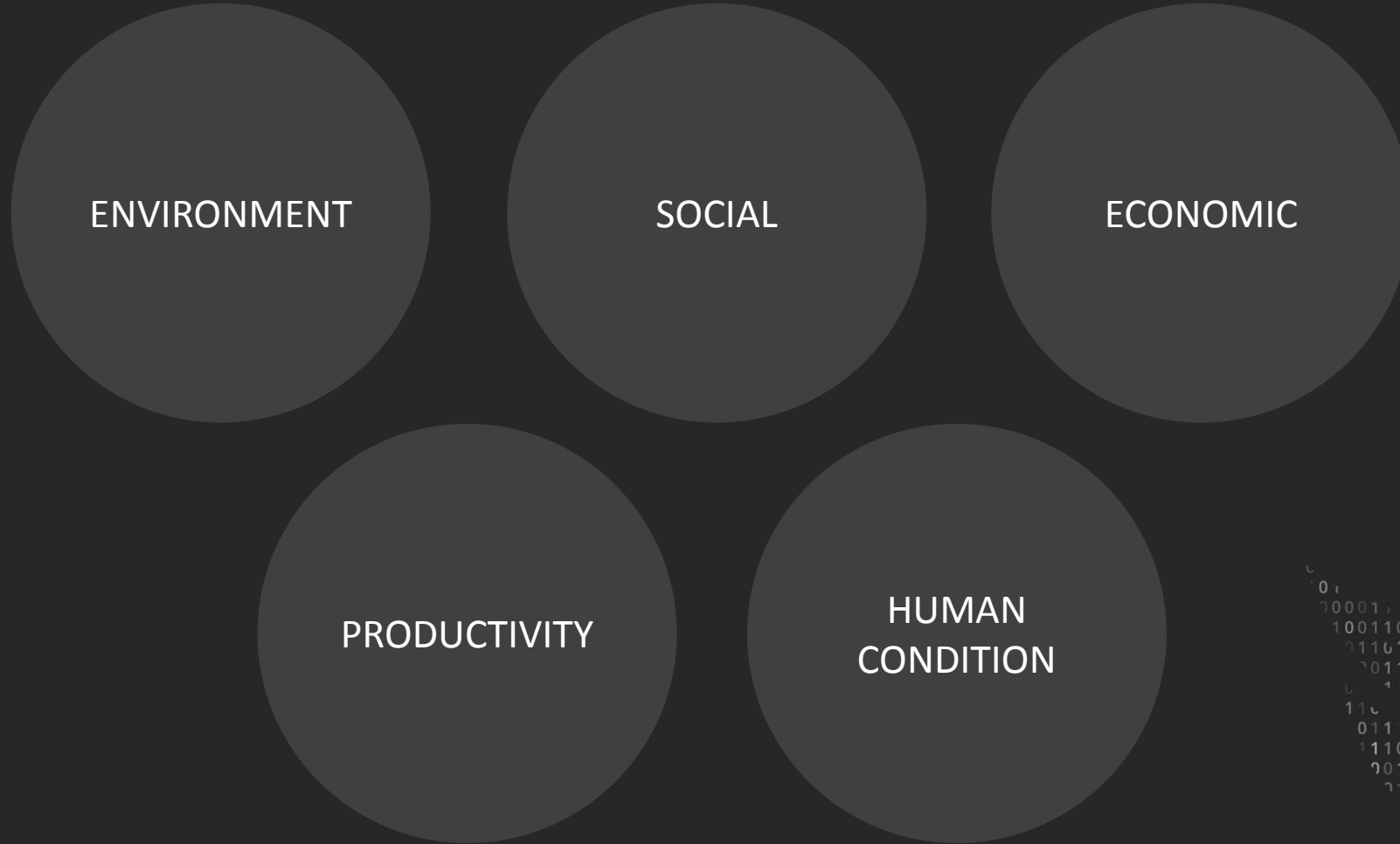


<https://coastalvit.com/Terroirview.php>

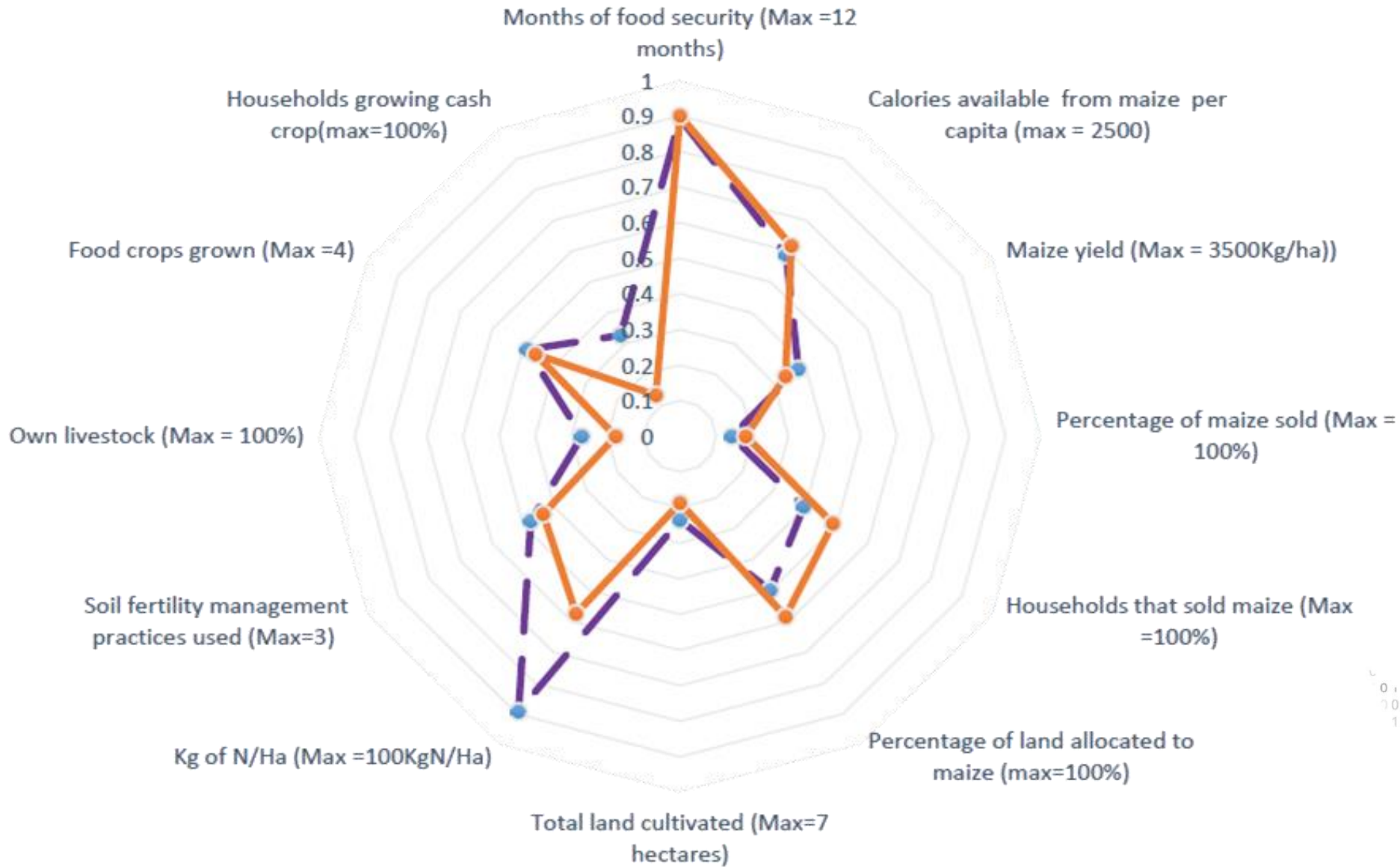
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# Use Case: Sustainable Intensification







—●— Male Headed Households
 —●— Female Headed Households



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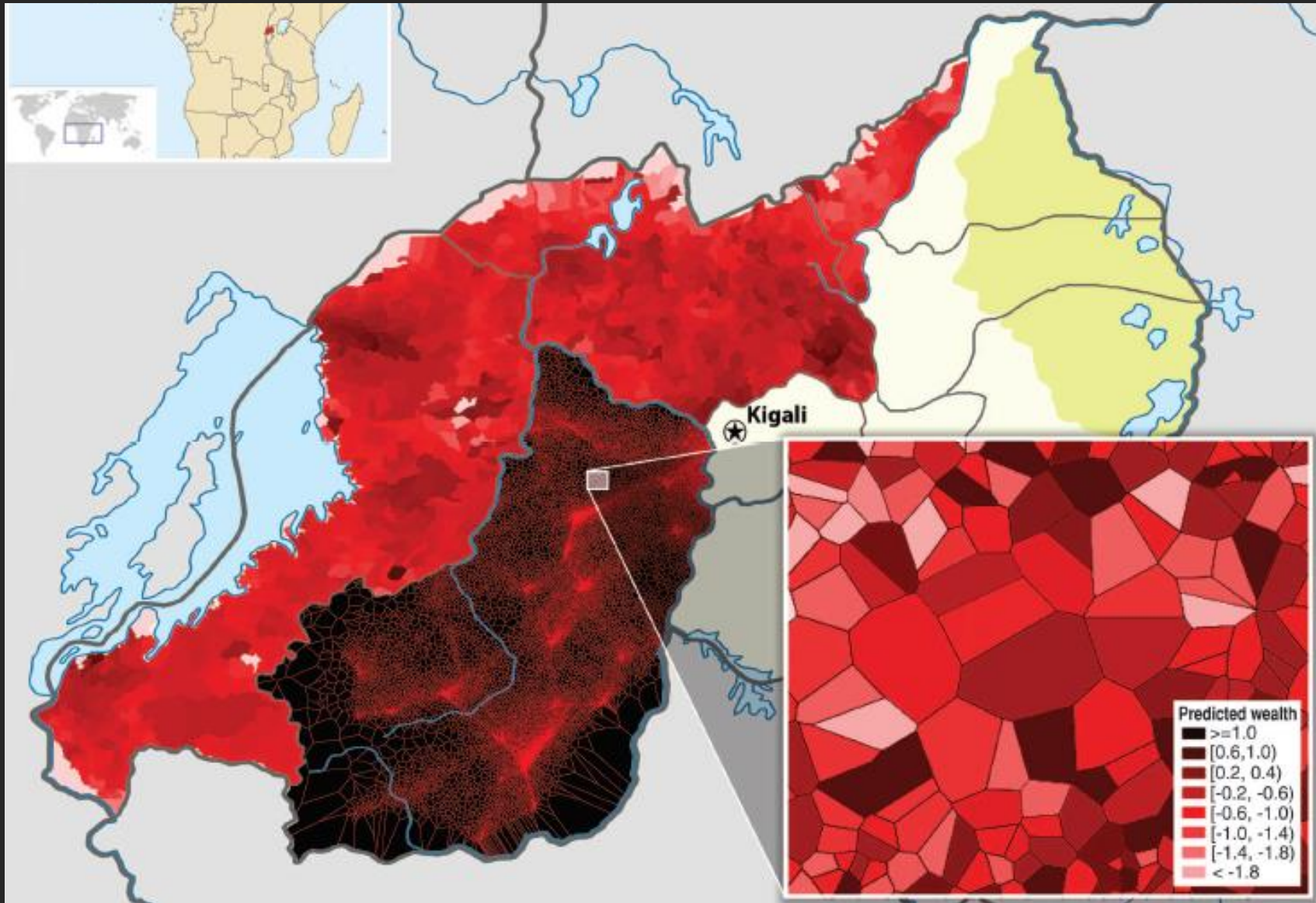
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Joshua Blumenstock, Gabriel Cadamuro, Robert On "Predicting poverty and wealth from mobile phone metadata," *Science* 27 Nov 2015:Vol. 350, Issue 6264, pp. 1073-1076  
 DOI: 10.1126/science.aac4420

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[Redacted] is 😞 feeling disappointed.  
[Redacted] 8:47 · Add topics

Ebu semeni mahindi yangu yote kufunikwa ma maji.....aki feeling disappointed

See Translation



👍 😞 😂

98 Comments

[Redacted] New member 5 hrs

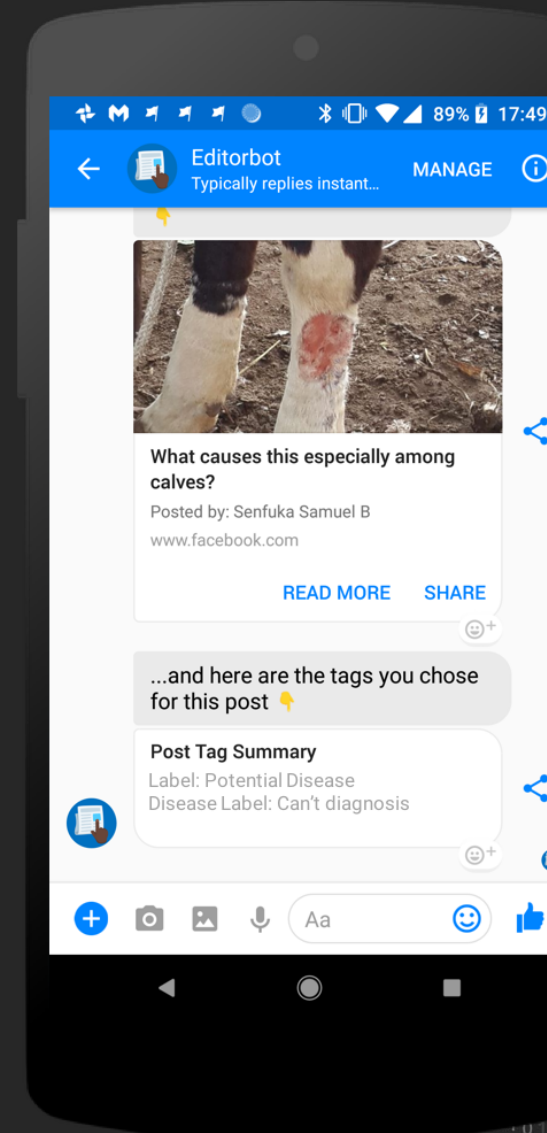
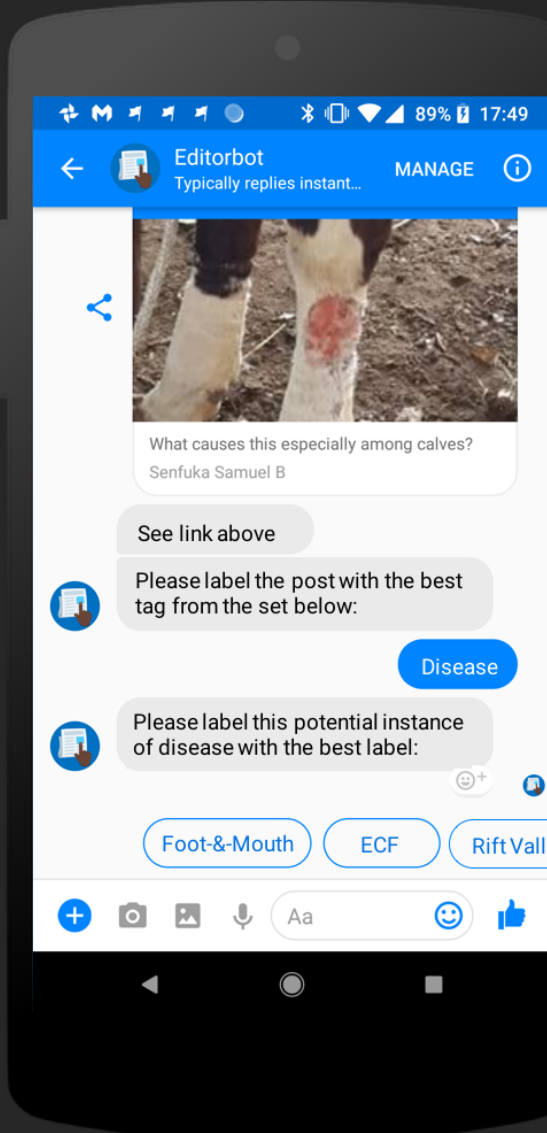
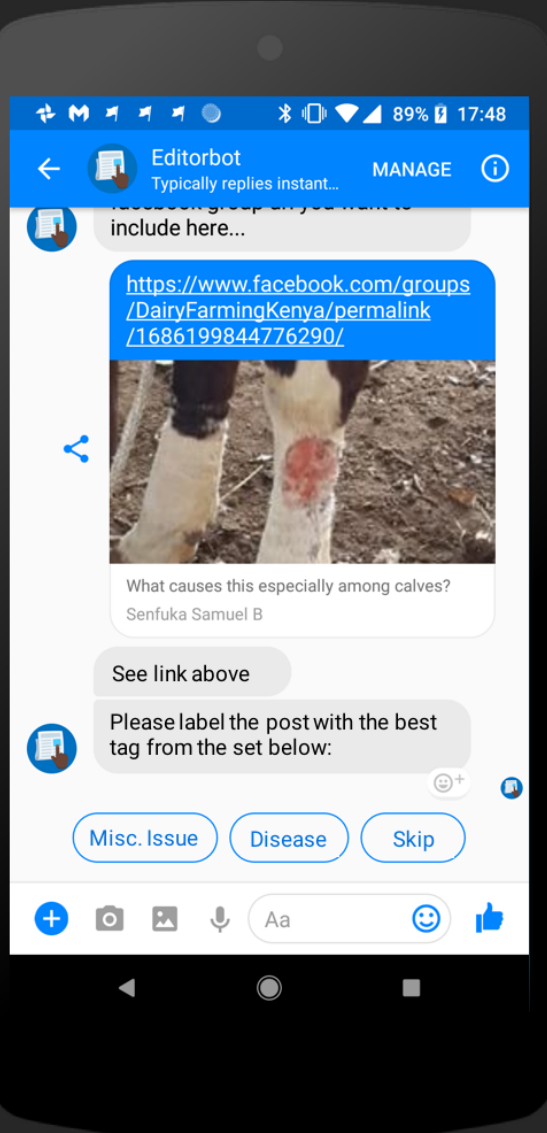
I thank God zinatoka Sasa... Ripping what u saw is now accomplished!



👍 Like    💬 Comment    ➦ Share

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\*With thanks to Farm.ink

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natoka Sasa... Ripping what u saw is now accomplished!



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# Thank you!

[bigdata.cgiar.org](http://bigdata.cgiar.org)



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