



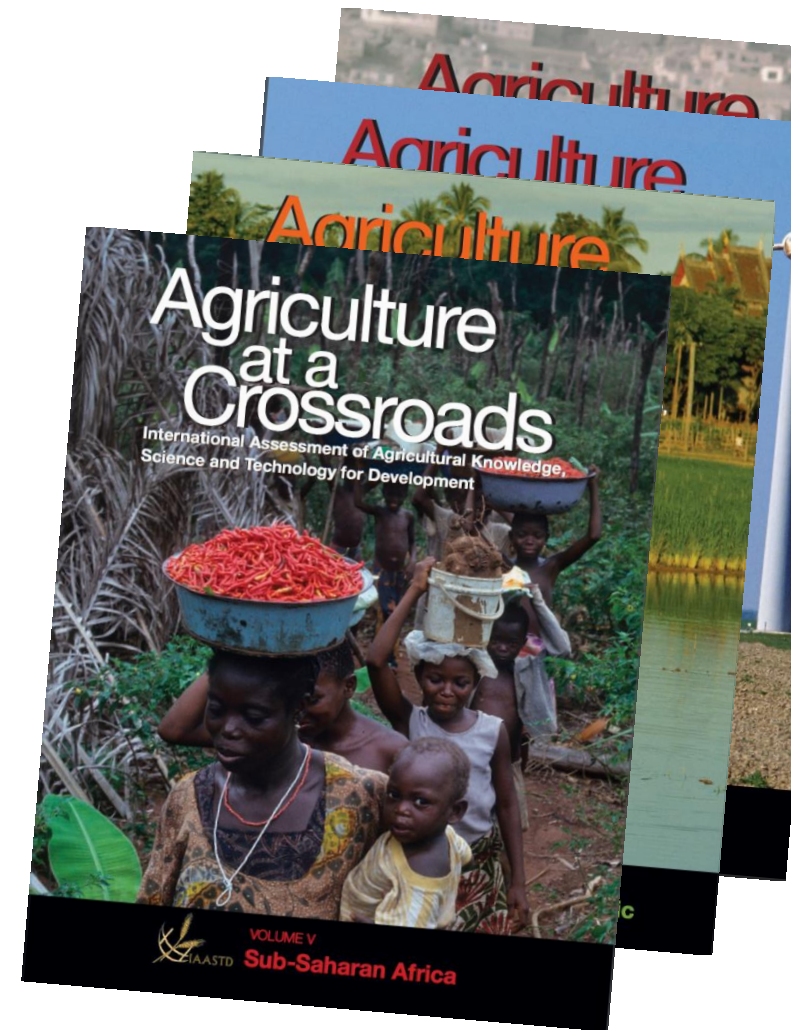
SFRAS meeting Bern

Biovision Farmer Communication Programme in Africa

Andreas Schriber, CEO Biovision

31 October 2014

Empowerment of Family Farmers?



... Food production systems are part of the problem and part of the solutions

Systemic Approach



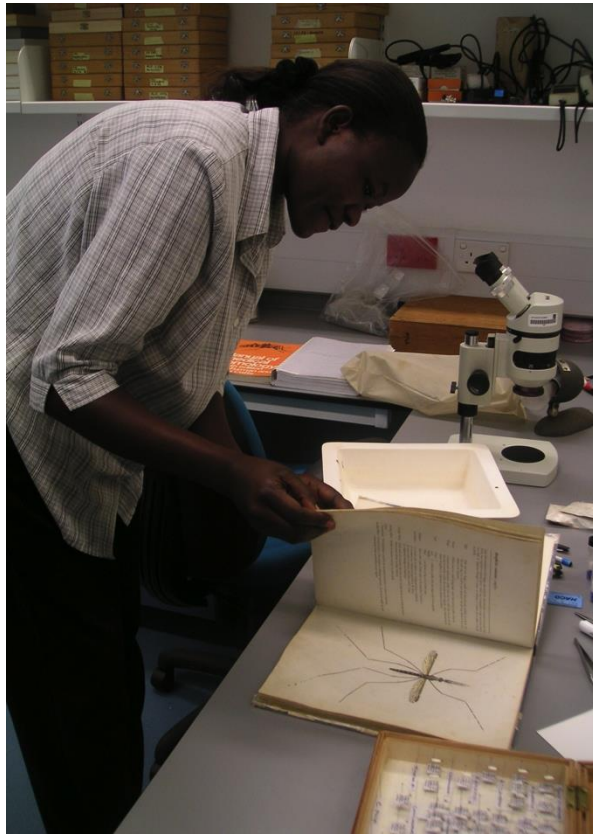
Organic Farming is Knowledge Intensive:



Research

Promoting knowledge

Application



Just Connect?



Combine Communication Technologies:



ICT



Print



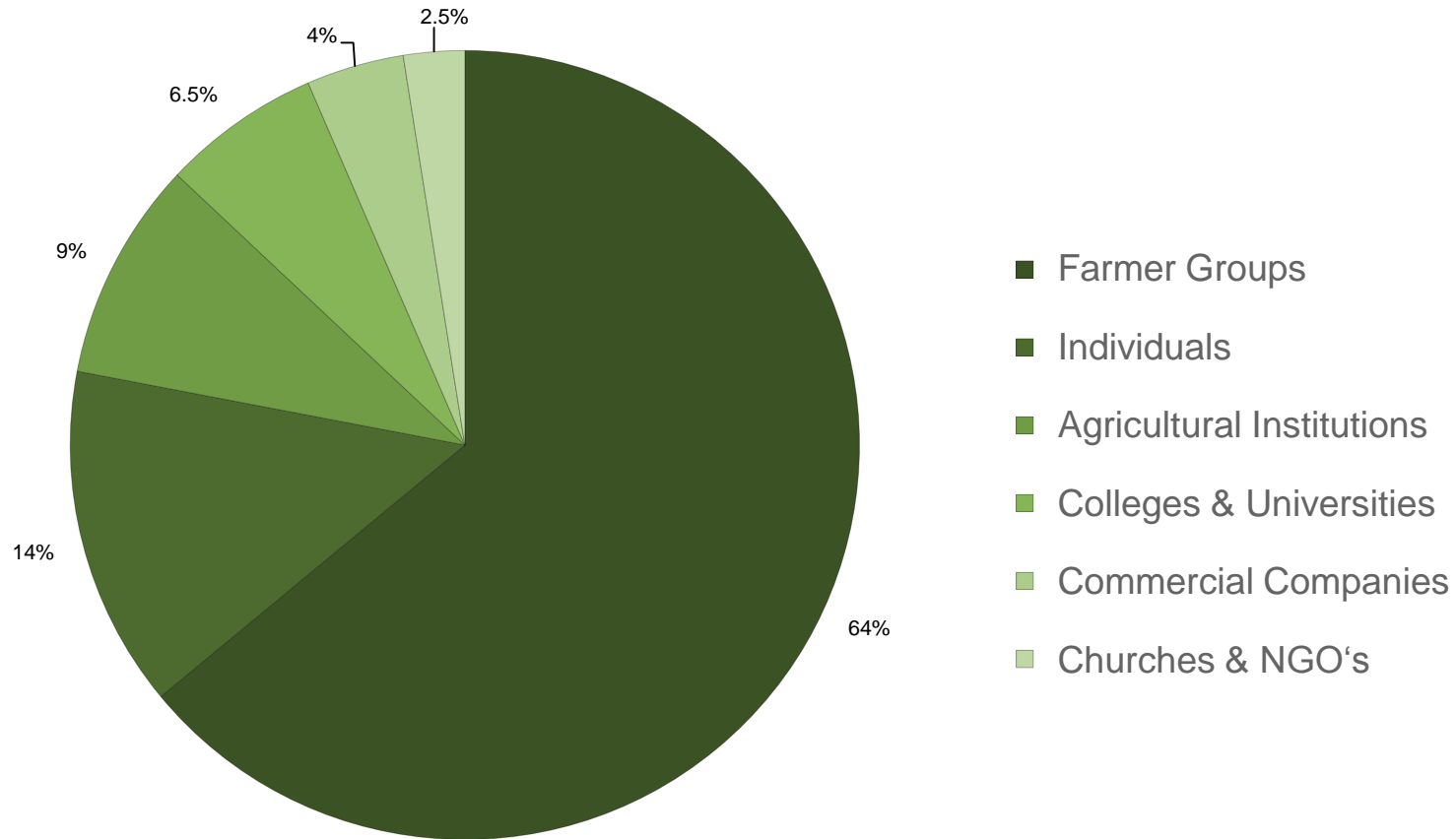
Radio



TOF Magazine for Sustainable Farming



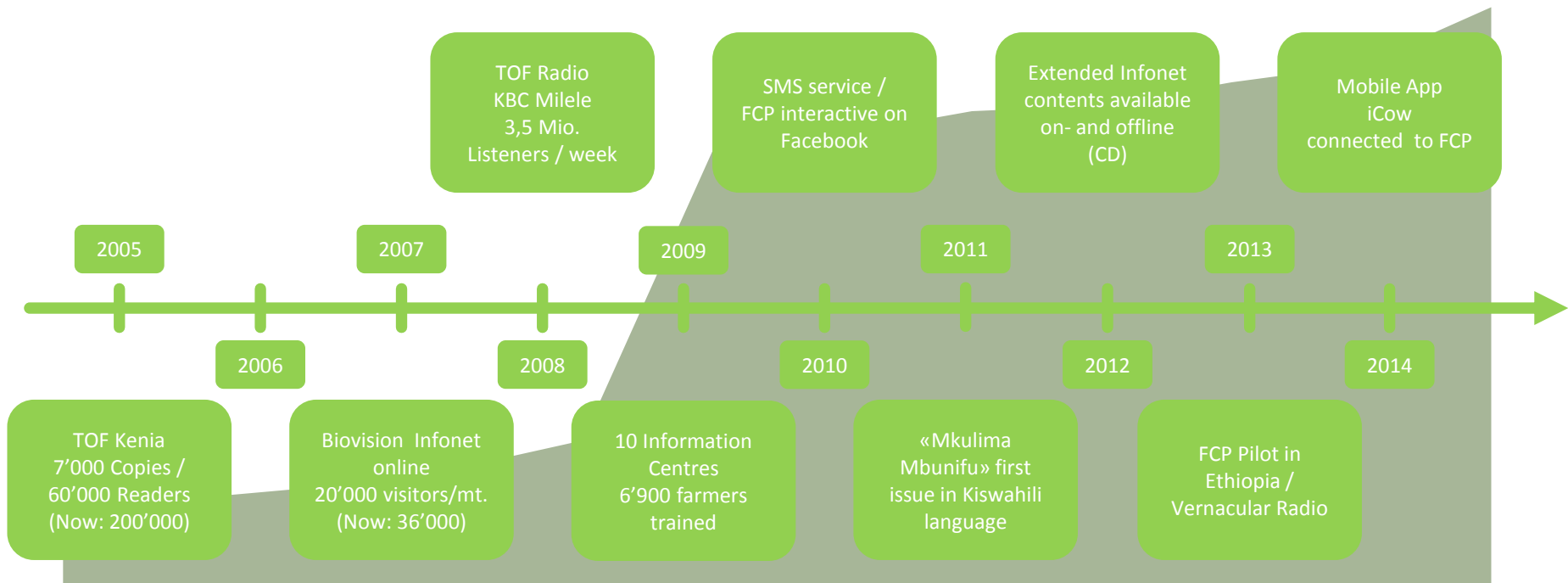
TOF Readership



TOF Radio - The Voice of Farmers for Farmers



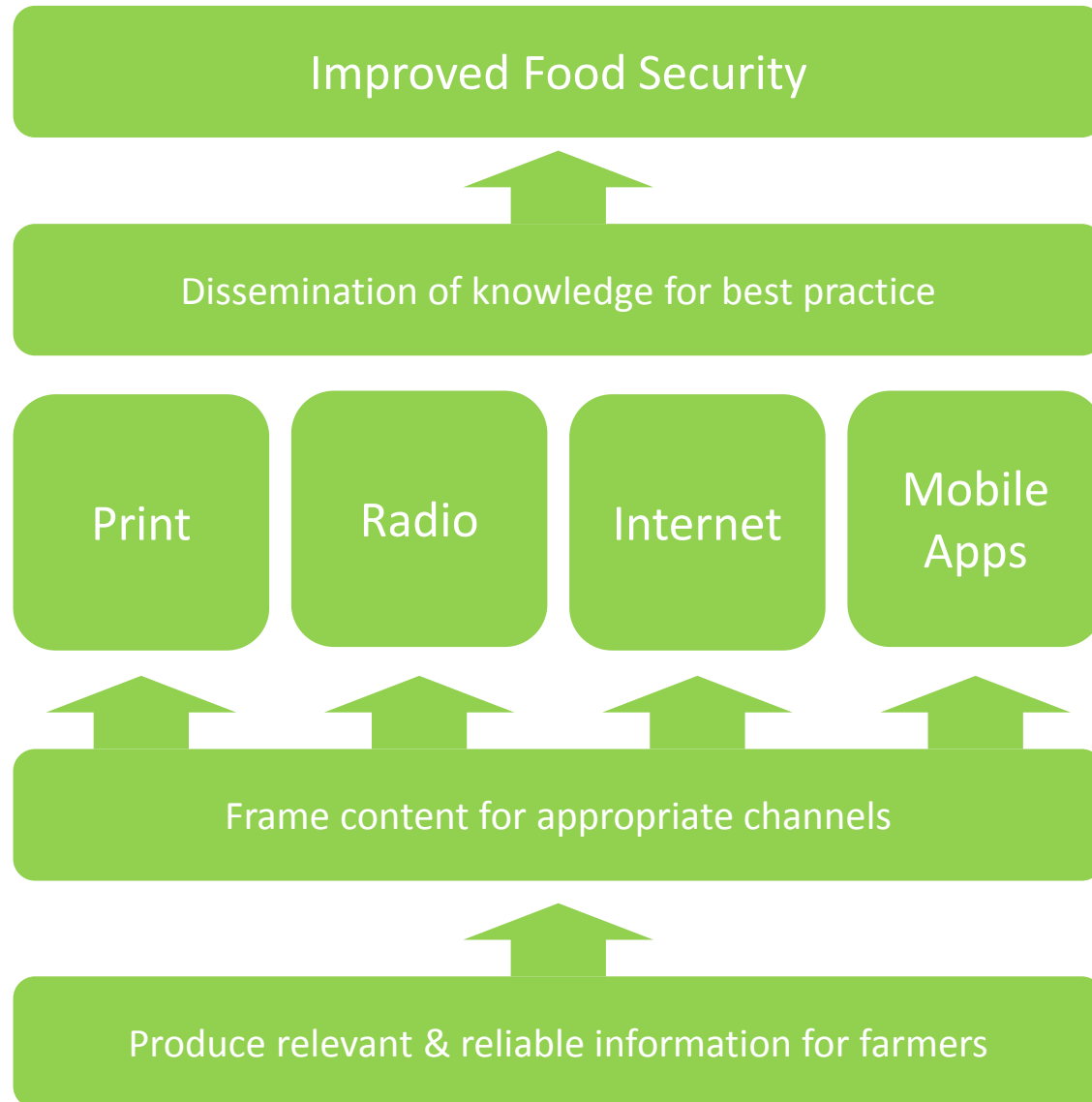
FCP Milestones



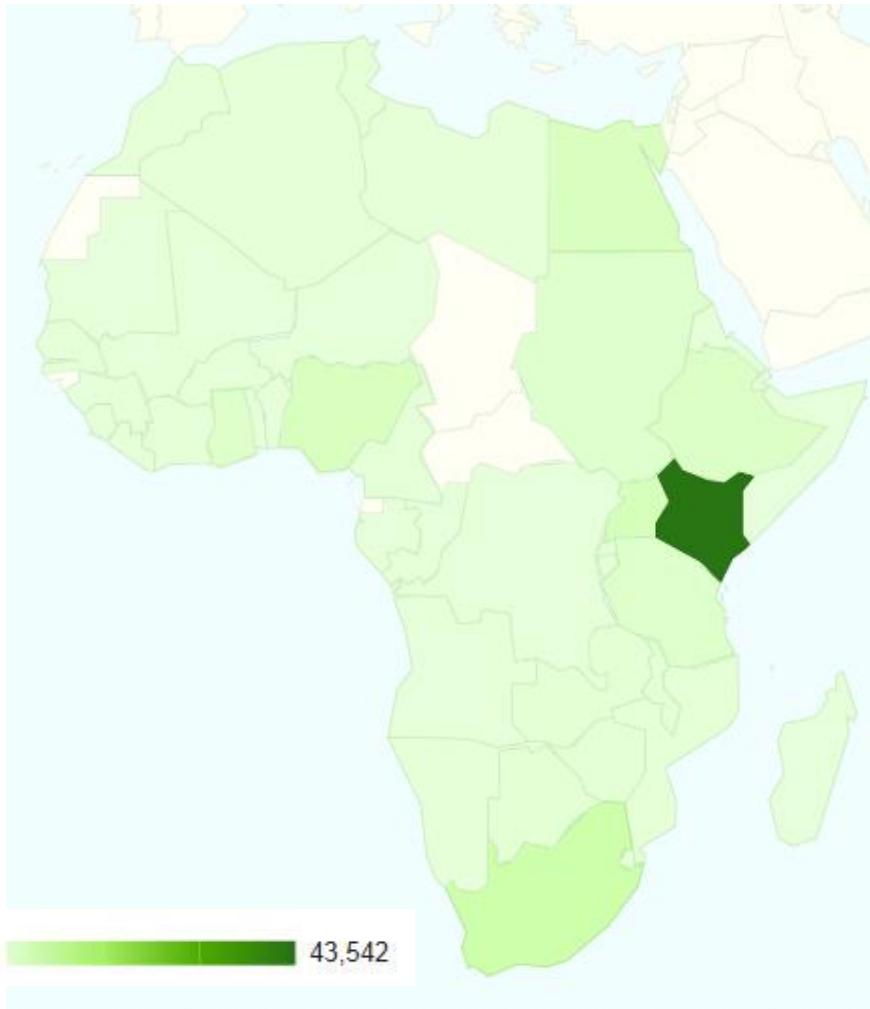
Taking Care of the Content



Farmer Communication Programme



Outreach Strategy



FCP in

- Kenya
- Tanzania
- Ethiopia
- ...

www.infonet-biovision.org:

370'000 visitors per year

Google for Farmers:

www.infonet-biovision.org



infonet-BIOVISION

PLANT HUMAN ANIMALS ENVIR

You are here: [Home](#) > [Animal Health](#)

Animal husbandry and beekeeping

- Animal husbandry and beekeeping
 - Introduction to Animal Husbandry
 - Beekeeping
 - Camels
 - Cattle
 - Chicken / Poultry
 - Goats
 - Rabbits

Introduction to Animal Husbandry Beekeeping Camels

Integrating animals in the farm

Sheds for farm animals

Sheds for farm animals

Cattle shed Chicken shed Goat shed

Storage/feeding shed

Digital Library for Extension Officers





You cannot solve the problem with the same kind of thinking that created the problem. A.Einstein



Partnerships for Growth & Sustainability



CHARLIE THE PELE
Get up iCow!

CHARLIE! UNAJUA, NIMEBARIKWA NA NG'OMBE WENGE NINATAKA KUKUPATIA MINGOJA LWILEE KAMA WAKO!

LAKINI SUIJI KUMCHINGA NG'OMBE!

PUL UNARWEZA KUTUMIA HI SERVICE INATIWA ICOW.

CHARLIE, NIWEKUNA SHAMBANI, NAJUA HI RESPONSIBILITY HAITAKUSHINDA.

NI SERVICE YA SIMU YENYE NATUMA LUJIMBE JULU YA KULINDA NG'OMBE VIZURI!

YAAAA, SASA TUNARWEZA KUPATA MAZIWA NTUMBANI! ... HAITA...

NITA-SHOW MIBUTU AJE JULU YA HI NG'OMBE? AKISIKIA NI UNICE WA ROSIE ALINIPATIA, ATANKATAI!

... MOO!

NIJUEA NG'OMBE!

FUATA HADITHI YA CHARLIE NA NG'OMBE WAKE NEXT MONTH! NA TEXT JINA 'SHUJAAZ' KWA 5024 KUPATA LUJIMBE JULU YA KULINDA NG'OMBE VYEMA.

iCow ni zana ya kumudu ng'ombe wa maziwa inatopakana kwa simu za mikono/ringulu.

iCow® a farmers best friend!

iCow 5024

2013: iCow mobile App connected to FCP

Partnerships for Growth & Sustainability



CAREERS | SITE TOUR | DEALER LOGIN | INVESTOR RELATIONS | SAFARICOM FOUNDATION



Personal > Value Added Services > Social Innovation > iCow

iCow

iCow is an innovative mobile application powered by Safaricom that enables dairy farmers to keep tabs on their cows and enjoy tips on best practice.



ICOW

Subscribing to iCow gives enables farmers to receive tips and advice on how best to handle their cows for maximum yield.

The service is simple to use. All a farmer has to do is dial *285# to access the myriad services and benefits available to iCow users. These include Mashauri – Farmer Tips which provides daily tips on best practice and yield maximisation. iCow also offers Kalenda, a service that provides updates for your cow, heifer or calf. Kalenda is the world's first mobile phone gestation calendar for cows and

gives tips regarding care for expectant cows as well as to have safe, healthy deliveries. Calf Kalenda helps you rear you calf following best practices enabling her reach her full potential as an adult cow. Vetenari is the iCow service that enables you to find a veterinary officer or Artificial Insemination (AI) provider.

iCow is available in English and Kiswahili and can be used throughout Kenya. All these services are available on subscription to iCow and grant the farmer the benefit of information for only KSh 3 per SMS. Dial *285# today to harness this great resource!

2014: iCow powered by Safaricom

FCP: Synergy and Convergence



Thank you for your attention

