



FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

FARMER NEEDS



USAID
FROM THE AMERICAN PEOPLE

**Photos by Nesta Challenge Prize Centre Team*

“We don’t know how to identify and treat diseases, nor do we know how to use pesticide.”

“We need to know how to make better use of our resources, what to farm, and when.”

“We need to know how to bring the product to the market.”

“We need to know what are the new technologies that can help us.”

(Nepali smallholder farmer)



“We don’t use smartphones, but we use mobile and we like receiving information via SMS.”

"We'd like audio information as the majority of us [women] can't read."

"Women's typical role is to bring food to the field at 11am for the men, and then work for the rest of the day as well. We return home together. Women do weeding and seeding. Men do ploughing, tilling..." (Nepali women smallholder farmer)



“It would be good to know how to be more productive in the field, and how we can yield higher value crops.”

“We need training and demonstrations.”

“A sensored tractor that could collect and share data would be a great solution for us!”

(Nepali smallholder farmer)



“It would be good to know the different types of products offered.”

“It would be good to know how to tackle drought and how to improve irrigation techniques.”

(Nepali smallholder farmer)



“We need to be more marketable. We are losing part of the profits on the way to the market. We don’t know the best places to sell what and for how much.”

(Nepali smallholder farmer)





RECAP OF NEEDS

- To know what crops to plant and when
- To know how to best use the soil to maintain its fertility
- Learn new techniques of irrigation
- Learn new techniques for fertilization
- To know how to bring the product to the market (packaging, transport)
- To know how much to sell products for
- To know what are the products most requested in the market
- To know, if it is possible, how to predict weather risks such as rainfall or drought
- Information in Nepali
- A mix of audio, visual and textual information

