

SUCCESS STORY

Dairy Farmers Thrive Using Mobile Innovation

Mobile-based system provides Kenyan farmers with an automated milk-weighing and receipt solution at the farm.



Eric Onyiego, USAID/Kenya

An attendant at Siongiroi Dairy generates receipts after weighing milk deliveries and it reflects immediately in the dairy cooperative's system and at the farmers' savings and credit cooperatives.

"I'm always paid on time and I can receive an advance loan when I don't have money."

— Salim Ng'etich,
Dairy Farmer

Telling Our Story
U.S. Agency for International Development
Washington, DC 20523-1000
<http://stories.usaid.gov>

Dairy farmers from Siongiroi Dairy Cooperative are enjoying increased profits after adopting an innovation that helps them get better value for their milk.

Many rural dairy farmers like Salim Ng'etich from Bomet County incur losses caused by inaccurate milk weighing and recording as well as brokers who buy the milk at low prices.

With support from the Feed the Future Kenya Innovation Engine, a U.S. Presidential Initiative and implemented by the USAID, Amtech Technologies Ltd. developed and field-tested EASYMA 6.0, a mobile-based system that provides farmers with an automated milk-weighing and receipt solution at the farm. Farmers get a receipt for their deliveries when the milk is weighed, and it reflects immediately in the dairy cooperative's system and at the farmers' savings and credit cooperatives (SACCOs).

EASYMA 6.0 mobile innovation is transforming dairy farmers' lives in Nandi and Bomet counties. About 8,000 members of Kabyet and Siongiroi dairy cooperatives now have access to extension services like financial products, livestock artificial insemination (AI) and insurance through the system, earning credit for the amount of milk they deliver.

The innovation tracks all advances, deductions for artificial insemination, feeds and hardware supplies, as well as loans and payments to farmers. The innovation also links SACCOs to banks, allowing farmers access to their money through automated teller machines (ATMs) or points of sale around Kenya.

"I'm always paid on time," Salim said. "I can receive an advance loan when I don't have money, plus I get products from the agro-vet [animal feeds, health products and services store] and access timely AI services by sending an SMS [text message] to the system."

Agro-vet stores owned by Siongiroi Dairy are also recording increases in sales for feeds and other animal health inputs because the mobile innovation has linked farmers to the services, enabling them to purchase the products or assume credit and pay through their daily milk deliveries. Dairy farmers have developed confidence in the innovation because it helps them generate more income and has improved access to financial services and animal health products and services.

With this U.S. government support, Amtech Technologies Ltd. aims to reach about 70,000 dairy farmers in Elgeyo Marakwet, Uasin Gishu, Nandi, Kericho, Taita Taveta, Meru and Bomet counties with the EASYMA 6.0 innovation.