Precision Agriculture for Development

GeoPotato (Bangladesh): Branded Message Experiment
Preliminary Results*

*The insights shared in this presentation are preliminary and are only shared for internal discussion among the partner organizations.
Exploring a commercial variation of the service

About GeoPotato

- GeoPotato alerts potato farmers in Bangladesh of potential outbreaks of late blight.
- Branded alerts are a potential funding source for the GeoPotato program and they could be an advertising strategy to improve a private supplier’s exposure and sales.

About the partnership

- **mPower**: Implementing organization. Social enterprise that administers the GeoPotato service in Bangladesh.
- **Input Supplier**: Private sector partner. Global agricultural input supply company.
- **Precision Agriculture for Development (PAD)**: Evaluation partner. Non-profit organization that provides mobile advisory services to farmers.

*For more information on PAD, visit [https://precisionag.org/](https://precisionag.org/)*
Assessing the effects of branded GeoPotato alerts

- mPower and PAD tested a GeoPotato service with branded fungicide advice.

1,547 Farmers

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<thead>
<tr>
<th></th>
<th>Control (839)</th>
<th>Treatment (708)</th>
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<tbody>
<tr>
<td>Farmers</td>
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<tr>
<td>received</td>
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<td>unbranded</td>
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<td>recommended</td>
<td>chemical</td>
<td>a specific input</td>
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<td>composition of fungicides.</td>
<td>supplier’s fungicides.</td>
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Key questions

a. Does branded fungicide advice affect farmers’ trust in the GeoPotato service and the adoption of GeoPotato recommendations?

b. Does branded fungicide advice affect brand recognition and purchases of branded (and/or other) fungicides?
Data Collection

Baseline phone survey
December 2018 – January 2019

Endline phone survey
March - April 2019

Outcomes of interest that were used to compare control and treatment groups.

1. Usage of the brand products
2. Recognition of the brand products
3. Evocation of the brand
4. Satisfaction and trust
5. Adoption of recommendations
High levels of engagement & adoption of advice

1. 98% of farmers remembered that GeoPotato alerts recommended fungicide usage.

2. Majority of farmers reported following GeoPotato advice but also sprayed at other times.

- 95% followed GeoPotato advice
- 76% sprayed within 3 days of alert
- 15% sprayed only when advised
High trust and satisfaction with the service

1. Farmers trust GeoPotato and are satisfied with the service.

- 99% find the GeoPotato alerts reliable
- 98% are satisfied with the GeoPotato service
- 78% rate the service "good" & 14% "very good"

2. On average, each farmer shares the GeoPotato recommendations with 8 farmers, suggesting that the impact of GeoPotato could reach well beyond direct service users.
Some insights from initial analysis

- Branded alerts had no large effects on farmers’ satisfaction and trust or likelihood of adopting GeoPotato recommendations. This suggests that the branded alerts could be used as a revenue model without negatively affecting the impact of the program.
Some insights from initial analysis

- Farmers who received branded messages were **18% more likely to use the brand’s products.** This translates into additional 1,000 farmers per 10,000 GeoPotato users.

- Farmers’ ability to recall the brand and their recognition of the brand’s products were not significantly impacted as a result of receiving branded alerts.
Empowering farmers with high quality information at their fingertips.

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