

MoA-INFO Key Achievements



In collaboration with Kenya's Ministry of Agriculture, Livestock, and Fisheries (MoALF), PAD launched the MoA-INFO SMS platform in July 2018. The service provides free agricultural recommendations to farmers via SMS. The platform currently has over 360,000 registered users in Kenya.

2018

January 26

Communications Authority of Kenya acknowledges that Fall Armyworm (FAW) advisory messages are a matter of national interest and issues a letter allowing telecommunication companies to broadcast messages to farmers across Kenya

March 27-28

Fall Armyworm (FAW) content development workshop with the Ministry of Agriculture, PAD, CABI and other subject matter experts

May 30

PAD begins sending advisory messages to agro-dealers



June 4

First pilot messages sent to farmers on MoA-INFO with advice about FAW and a decision-support tool to help farmers determine if pesticides were going to be cost-effective



July 2-26

First experiment on the platform to measure how effective different messages are in helping farmers to internalize knowledge about FAW

July 10

Launch event for MoA-INFO held at Fairview Hotel and led by Prof. Hamadi Boga – Principal Secretary for Agricultural Research

July 10 - August 1

First round of invitation messages sent to Safaricom users

July 13

PAD begins using SMS quizzes to measure how much farmers are learning from MoA-INFO

July 21

1,000,000th message sent



July 26

100,000 users reached



August 14

PAD begins asking farmers to tell us where their farm is located



September 13

PAD begins sending cropping advice to farmers, with information about maize pre-planting



October 22-25

Second round of invitation messages sent to Safaricom users

October 26

PAD begins sending customized advice to farmers based on their location, with information about maize top-dressing



2019

February 4 - March 16

Third round of invitation messages sent to Safaricom users

February 11

PAD launches in-house messaging service, Paddy which allows for greater customization in messaging

February 21

10,000,000th message sent



Launch of two new crops: Beans and Irish potatoes

February 22

250,000 users reached



February 25

Launch of maize seed and maize fertilizer decision support tools

February 28

One Acre Fund farmers invited to MoA-INFO platform

March 5

PAD launches experiment to offer farmers in two counties weather forecasts



April 1

Workshop to update FAW content led by CABI and attended by the Ministry of Agriculture, PAD, and other subject matter experts



June 18

Tulaa farmers invited to MoA-INFO platform to receive Irish potato advice

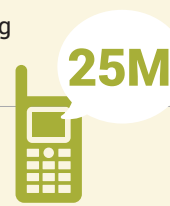
July 31

Launch of three new crops: Sweet potatoes, pigeon peas, bananas



August 5

PAD launches pilot to collect planting dates information from farmers



August 21

25,000,000th message sent

October 7

PAD launches experiment in collaboration with CABI to provide farmers with information on when pesticides are most likely to be effective against FAW



Dec 9

Launch of **World Bank One Million Farmer Platform** where PAD will collaborate with 14 other innovators and 15 county governments to develop a platform serving 1 million Kenyan farmers



2020

April 29

PAD launches pilot IVR service



PAD launches survey of MoA-INFO farmers to learn how coronavirus has disrupted production

May 18

Launch of two new crops: Tomatoes and sorghum



May 19

Invite 16,000 new farmers from **World Bank One Million Farmer Program**



Republic of Kenya
Ministry of Agriculture, Livestock and Fisheries

