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 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