


Lab 3

Farmer Data Democracy: From Data Collection to Farmer Value



Sylvia Calfat
Senior Project Manager
**Committee on
Sustainability
Assessment (COSA)**

Tokozile Ngwenya
CommCare Coordinator
**World Poultry
Foundation**

Tony Mugoya
CEO
**Uganda Coffee Farmers
Alliance**

Key Take aways

Incentives + trust are essential for farmer participation in data systems

Inclusion must be designed intentionally to avoid leaving farmers behind

Data must translate into **clear economic insights for farmers**

AI can help move from **data collection to actionable decisions**

The goal is to move from **data extraction to data empowerment**

Q. How can we design data delivery models that build trust and motivate farmers to share their data?

Incentives

- Farmers participate when there is **clear economic value**
- Data must translate into **income, cost savings, or better market access**

Challenges

- Data ownership is often unclear
- Farmers provide data but not always benefit from the value created
- Governance models vary

Trust is essential

Trust in the:

- Data
- organizations collecting and analyzing data
- farmers own abilities to use the information

Inclusion, Access and Adoption

Groups at risk of exclusion

- Low literacy populations
- Limited access to phones, connectivity, electricity
- Farmers with limited data culture
- Older farmers
- Women with restricted access to devices or information

Design adaptations

- Local language communication
- Non-written formats: radio, drawings, theater, demonstrations
- Lead farmers / peer dissemination
- Solar or off-grid solutions
- Intergenerational support (youth → older farmers)
- Gender-sensitive feedback mechanisms

From Data to Action

How do we translate agricultural data into better decisions and behavior change?

Link data to economic outcomes

Farmers need to see how **inputs, weather, and practices affect costs and profits**

Market empowerment

Understanding production costs strengthens farmers' ability to **negotiate prices**

AI for insights

Convert raw data into **practical recommendations and decision options**

Challenges

- Benchmarking must use **appropriate peer groups**
- Comparisons across very different contexts can be **misleading**