

**ugo vallauri**

**.: the landscape of e-agriculture  
.: in the kenyan context**

**.: ICT4D Collective**

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**why e-agriculture?**

## **e-agriculture**

**“is an emerging field for enhancing sustainable agriculture and food security through improved processes for knowledge access and exchange using information and communication technologies (ICT).”**

**[FAO, 2008]**

**a definition suggesting  
a holistic approach**

**BUT then...**

**Why is ICT mostly supporting  
a very different growth agenda?**

**ICT4D**

**what about**

**communication &  
development?**

# **current projects**

**focus on market information –  
benefiting.. whom?**

**information on crops**

**suggests a focus unreliable  
export markets**

**mostly irrelevant  
content**

**technology-driven choices**

# **an example:**

## **Tomato - General Information**

- \* It is one of the most highly consumed vegetable in Kenya.**
- \* It is grown for fresh market, processing and export market.**

**[NAFIS, 2008]**

# **my way forward**

- 1. work with communities choosing to integrate ICT in their activities**

- **2. participate: meaning I participate in their projects, not them in mine**

### **3. less is *more***

**Choose partners building on  
existing infrastructure, simple solutions**

**the fun ethics corner:**

**the \$500 question**