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## **Farmerline Impact Case Study: Connecting a Movement**

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MoringaConnect provides training, processing, and a guaranteed market to over 2,500 moringa farmers across Ghana. The lack of infrastructure inherent in a developing country poses a series of logistical challenges for communication and organization. The data management MoringaConnect needs for traceability is an error-prone, labor-intensive process when done manually. Communication difficulties and information gaps impede reliability of moringa harvest and tarnish credibility to the detriment of both the company and the farmers they work with.

## Problem

## Solution

We worked with MoringaConnect to create a customized version of our Mergdata platform tailored to the needs of their supply chain. The end result is a survey paired with a GIS mapping system that MoringaConnect uses to monitor growing habits of farmers and trace the moringa from planting to processing.

## Results

The custom Mergdata platform helps to increase the quality of the products MoringaConnect delivers to its customers while improving the livelihoods of its supply farmers. By using the Mergdata survey platform, MoringaConnect has simplified data collection methods, creating a stronger understanding of farmer dynamics and reducing tedious data entry. Alongside a database that allows for quick analysis of historical data, MoringaConnect can now monitor and understand its supply chain better than ever.

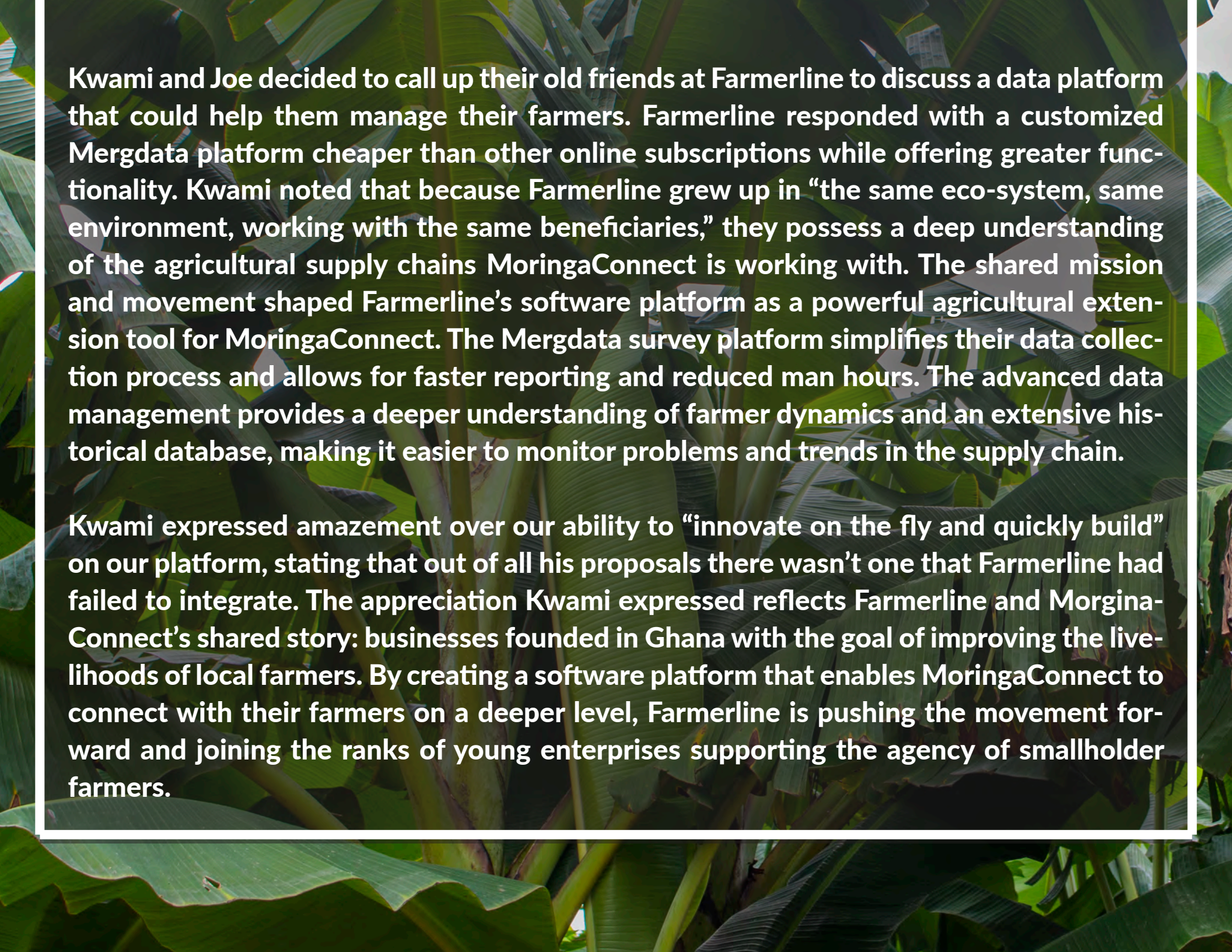


# Innovation for Impact

A movement is sweeping the agricultural sector of West Africa. Young, passionate entrepreneurs are turning their sights towards the gap between the natural wealth in their countries and the wellbeing of the farmers who harvest it. These emerging enterprises are providing opportunities for farmers to secure their livelihoods, distributing wealth throughout the value chain more equitably. Kwami Williams, the founder of MoringaConnect, and Joe Stein, the in-country operations manager, emit tangible energy and passion while describing their mission of improving lives through agriculture. They are the movement, addressing wealth inequality in Ghana's agriculture sector by creating a guaranteed market for the moringa tree.

Being a small agricultural start-up in the developing world comes with a variety of challenges. Kwami and Joe manage a series of live-in community extension officers that work to hold their 2,500 farmers accountable for proper care of their moringa trees. However, communicating with extension officers scattered across Northern Ghana is a time intensive, error-prone process. Scanning and emailing paper survey forms demanded redundant data entry. It could take days for an extension officer to communicate with Joe the results of their most current accountability checks. This inefficient system made it difficult to plan production and manage sustainability standards, a serious barrier for a company focusing on growth and traceability.





**Kwami and Joe decided to call up their old friends at Farmerline to discuss a data platform that could help them manage their farmers. Farmerline responded with a customized Mergdata platform cheaper than other online subscriptions while offering greater functionality. Kwami noted that because Farmerline grew up in “the same eco-system, same environment, working with the same beneficiaries,” they possess a deep understanding of the agricultural supply chains MoringaConnect is working with. The shared mission and movement shaped Farmerline’s software platform as a powerful agricultural extension tool for MoringaConnect. The Mergdata survey platform simplifies their data collection process and allows for faster reporting and reduced man hours. The advanced data management provides a deeper understanding of farmer dynamics and an extensive historical database, making it easier to monitor problems and trends in the supply chain.**

**Kwami expressed amazement over our ability to “innovate on the fly and quickly build” on our platform, stating that out of all his proposals there wasn’t one that Farmerline had failed to integrate. The appreciation Kwami expressed reflects Farmerline and MoringaConnect’s shared story: businesses founded in Ghana with the goal of improving the livelihoods of local farmers. By creating a software platform that enables MoringaConnect to connect with their farmers on a deeper level, Farmerline is pushing the movement forward and joining the ranks of young enterprises supporting the agency of smallholder farmers.**



**FARMER**



**EXTENSION  
OFFICER**



**MORINGA  
CONNECT**



**CONSUMER**

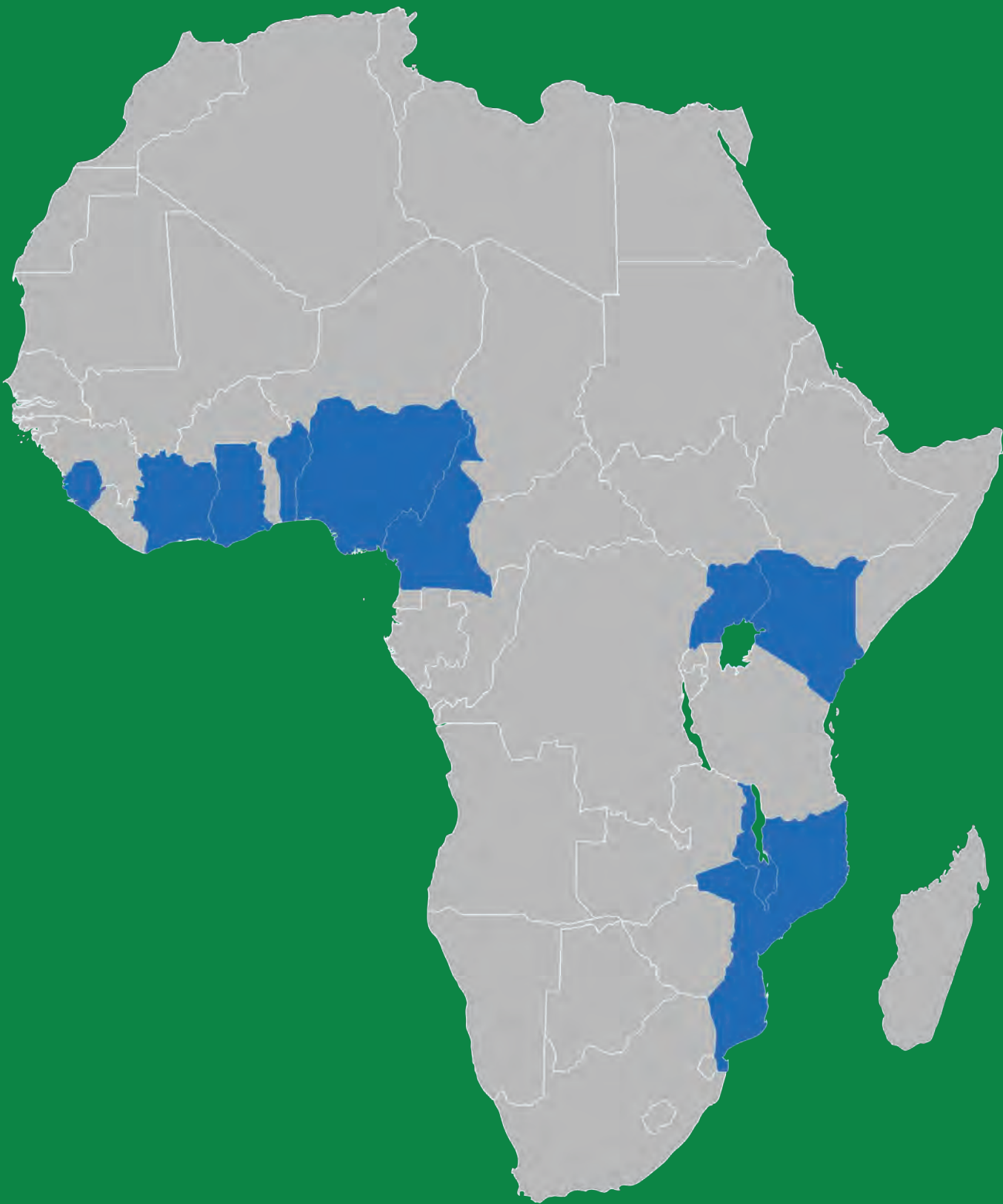




**mergdata**

Developed by Farmerline, Mergdata is a cloud-based communication, surveying, and data management tool. The combination of Android application and web service provides instant analysis of data collected in the field and allows broadcasting of voice and text messages to thousands of phones at once.

**10**  
**countries**





Farmerline is transforming smallholder farmers into successful entrepreneurs by increasing their access to information, inputs, and resources to increase productivity. Using the innovative Mergdata platform, Farmerline offers subscription-based information services to rural farmers and licenses its software to agribusinesses to bridge the information gap between organizations and farmers.

For more information visit: [farmerline.co](http://farmerline.co)  
Follow us on Twitter: @farmerline  
Like us on Facebook: Farmerline

# MORINGACONNECT

MoringaConnect is a Ghanaian social enterprise seeking to improve lives through the moringa tree. They manage a network of over 2500 moringa farmers and provide a guaranteed market, processing the nutritious leaves into health and beauty products for the global market.

For more information visit: <http://moringaconnect.com/>



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