Digital Green

Digital Green Quarterly Report

Q2 FY27 · July – September 2026



Q2 FY27 · JULY – SEPTEMBER 2026

Quarter in Brief

This quarter, three independent studies began to answer the question we hear most: does advice on a phone change what happens on a farm? A randomized trial found changes in livestock practices; a mixed-methods panel study found that practices adopted a year ago stuck; and third-party, on-the-ground verification largely upheld our own in-app adoption data.

2.65 million cumulative installs. 801,738 new activations this quarter, up from 461,816 in Q1, putting us ahead of pace for our annual target. An average of 473,000 monthly active farmers. $4.43 million in new and renewed grants from nine funders.

> And a new estimate from IDinsight of FarmerChat's social return in Kenya: every $1 it costs us to deliver FarmerChat returns about $5.90 in additional annual farm income. It values only the advice behind 16% of farmer questions, so it likely understates the return.

What do farmers do with FarmerChat advice?

FarmerChat becomes the first call

IFPRI is running a randomized trial in Nakuru County, Kenya, across 599 villages and nearly 3,000 households, to test whether FarmerChat changes what farmers know, what they do, and ultimately what they earn. Households in FarmerChat villages were onboarded in late 2025; the rest serve as a comparison. The trial also tests whether short videos of local farmers encourage deeper use, and whether follow-up training or peer sessions help farmers keep using the app.

This summer's midline, eight months in, looked at the early steps: whether farmers use FarmerChat, where they turn for advice, and whether their practices are starting to change (IFPRI, Kenya Lean Midline Results, August 2026).

FarmerChat has become the first place farmers go. 49% of households in FarmerChat villages now name it as their first stop for a farming question. Government extension, the most common first stop in the comparison villages at 32%, fell to 18%. Farmers still use extension agents and neighbors; they now check FarmerChat first.

> **Nearly half of households in FarmerChat villages now go to FarmerChat first.**

Behavior is starting to move, led by livestock. Farmers in FarmerChat villages were more likely to use artificial insemination and add improved dairy breeds, with artificial insemination taking the place of selective mating. The next two survey rounds will show whether this builds.

Follow up support deepens use. After a single onboarding session, 33% of households had used FarmerChat in the past three months. Advanced training raised that to 52%, and peer sessions with experienced users raised it to 44%.

WHAT COMES NEXT

A second midline in late November, after the main harvest and a further round of FarmerChat sessions, will add the first data on yields and input use. The endline in February and March 2027 will measure income and food security. In Ethiopia, a trial of FarmerChat delivered by government extension agents to about 2,300 farmers runs a short phone survey in December.



What farmers kept doing

In June and July, 60 Decibels returned to Kenyan farmers it first interviewed in 2025 to investigate whether farmers continued to use new practices learned from FarmerChat.

> **59% of active users say it helped them start a new source of income**

The changes stuck, even after farmers stopped using the app. 78% of farmers who had lapsed still use the practice they adopted because of FarmerChat, and 97% plan to keep using it. 73% have made further farming decisions based on its advice since, most often about livestock, pests and disease, and planting.

Farmers who harvested saw results. 90% of active users applied FarmerChat advice in the past year (n = 215). Among those who had since harvested, 100% reported higher production and 79% said it "very much" increased (n = 80). 89% said the gain came from the same land or herd, which points to productivity rather than expansion, and 92% reported higher earnings.

FarmerChat is helping farmers earn in new ways. 59% of active users say it helped them start a new source of income, mostly agricultural services such as spraying, planting, and transport. That rises to 65% among farmers who have used FarmerChat for two years or more, against 42% for newer users.

TECHNICAL FEATURES MATTER

Our Net Promoter Score fell from 63 to 42, below the East Africa benchmark of 52. Farmers' trust in the advice held; the drop traced to a change in our image pipeline that left the app unable to read many crop photos. That prompted near-immediate fixes on the backend and new processes to help us monitor performance and catch weaknesses like this one faster.

Checking our own numbers

We are testing our numbers against independent evidence in two ways.

60 Decibels checked farmers' answers against our records. When farmers named the most important advice they had applied, 60 Decibels matched it against FarmerChat's query logs. For 66% of active users, the advice they named matched a question they had actually asked in the past year. What farmers tell surveyors lines up with what they did on the app.

An independent team checked farms in person. In Ethiopia, we commissioned an in-person verification of adoption covering 392 farmers. Enumerators visited without knowing what half of them had reported in the app. Results are preliminary but encouraging: 89% of farmers reported adopting crop advice, and 78% were verified. For livestock the gap was wider, with 76% reporting adoption and 50% verified. Farmers who had never answered an in-app survey adopted at slightly higher rates than those who had, so the farmers answering our surveys are not just the most enthusiastic.

> **From this, we see real and substantial adoption results, and our in-app figures should be treated as upper bounds, especially for livestock. A second independent verification is underway in India.**

An estimate of social return

IDinsight delivered its cost-effectiveness model for FarmerChat in Kenya, and it is the result we have been building toward since the start of the year.

$5.86
ADDITIONAL ANNUAL NET FARM INCOME PER $1

$15.59
MODELED INCOME GAIN PER ACTIVE FARMER

$2.66
ANNUAL DELIVERY COST PER ACTIVE FARMER

IDinsight estimates that every $1 it costs us to deliver FarmerChat in Kenya returns $5.86 in additional annual net farm income: a modeled $15.59 income gain per active farmer against a delivery cost of $2.66, which covers FarmerChat's direct costs plus a 25% overhead rate.

It values only the ten advice areas farmers ask about most, across maize, coffee, beans, cattle, and chickens, which together account for 16% of questions. Everything else, including photo and weather queries, is not counted, and the model covers one season of benefit, so it likely understates the return.

For each practice, the model applies published estimates of the yield gains from adopting it, valued at current prices and net of what it costs the farmer to adopt. Adoption is set at 35%: the 70% of Kenyan users who told 60 Decibels in 2025 that they had acted on advice, halved for attribution using the IFPRI midline.



A MODEL, NOT YET A MEASUREMENT

The income effects are modeled from external studies of each practice, and the Kenya trial's endline will measure FarmerChat's own impact. This is IDinsight's model, and we are sharing it openly. Peer review and further work will affect this number. We see it as an evolving metric based on a model that will improve with evidence, and we plan to extend it to Ethiopia and India.



Progress Against FY27 Targets

We set six goals for FY27. Here is where they stand at the halfway mark.

FY27 Metric	Target	Q1	Q2
Cumulative installs	4M	1,776,654	2,653,646
New activations, FY27 to date	2.1M	461,816	1,263,554
WAU/MAU	35%	31%	31%
Women among active users, reporting gender	45%	32%	26%
Active users adopting advice[1]	60%	68–88%	68–88%
Product experiments completed	10	3	4

[1] In-app surveys of active users asking whether they applied FarmerChat advice in the previous 60 days: Ethiopia 88% (April–May 2026); India 70% (June 2026); Kenya 68% (June 2026); Nigeria 69% (August 2026). The range reflects differences between countries.

Activations reached 60% of the annual target at the halfway mark.

Farming runs on seasons, so these numbers will not rise in a straight line. From July to September, Kenya was harvesting, Ethiopia and India were growing, and Brazil was between seasons. WAU/MAU held at 31% through the dip in engagement we expect as farmers finish one season and wait for the next. Brazil's lower figure reflects its off-season.

And by country, FY27 to date, with Q2 growth over Q1 in parentheses:

	New installs	New activations	WAU/MAU, Q1 → Q2	Adopting advice[1]
India	697,372 (+66%)	632,419 (+64%)	29% → 30%	70%
Ethiopia	310,716 (+57%)	285,877 (+72%)	34% → 33%	88%
Kenya	223,418 (+19%)	191,847 (+18%)	31% → 32%	68%
Nigeria	97,866 (+76%)	81,772 (+78%)	31% → 28%	69%
Brazil[2]	54,478	50,129	27% → 23%	–
Rest of world[3]	14,252	21,510	–	–
Total	**1,398,102 (+68%)**	**1,263,554 (+74%)**	**31% → 31%**	

[1] See note in table above. [2] Campaigns launched in Q2, so a Q1-to-Q2 change is not meaningful. [3] Markets outside the five core countries, plus users whose country was not recorded. Activations can exceed installs because installs count only Play Store downloads, while activations include users who install FarmerChat in other ways or register more than once on the same device, such as reinstalls.

A FARMER'S STORY

Mary Gichuru

Dairy, coffee, and maize farmer · Karindi, Mukurwe-ini, Nyeri County, Kenya

> Mary first heard about FarmerChat from John, an extension officer with Wakulima Dairy. She had called him out to help her make silage for her cow. He showed her the app and installed it on her phone before he left.

> Her dairy is where it changed the most. She followed FarmerChat's advice on mineral supplements and has kept following it for two to three years: "I have followed that advice, I have been successful." Her heifer is three months pregnant. She switched her fodder from Napier grass to maize silage and now grows enough of both to feed her cows throughout the year. She used to buy hay four times a year, about ten bales each time. She no longer does.

> By her own count, the two cows now bring her about three times the milk she was selling before she had the app.

> For coffee, she photographs a problem before she goes to the agro-dealer, so she knows what to ask for. She rarely calls the extension officer anymore. “They will never come when you need them because they are very busy.”

> Her one wish for FarmerChat is that it would let her talk to other farmers.

> **“I have followed that advice, I have been successful.” — Mary Gichuru**

Ensuring Women's Inclusion

About 88,000 women used FarmerChat this quarter, up from about 50,000 in Q1 (Digital Green dashboard, active users who reported a gender). Because men joined even faster, women's share fell, to 26% of active users who reported a gender, against 32% in Q1 and our 45% target. Most of the shift came from India, where a surge of new users this quarter skewed male. Brazil, where a new digital campaign launched, reached 41%.

In Q1 we narrowed the problem to one step: getting FarmerChat downloaded and working on a woman's phone. This quarter we tested a fix aimed at it. Adding a short video on how to download FarmerChat from the Play Store drove 85% more installs among women at 45% lower cost per install. A follow-up test is checking that the result holds.

Getting women to stay matters as much as getting them started. In the 60 Decibels follow-up, women used FarmerChat more and rated it higher than men, yet only 15% were still using it a year later, against 32% of men. Data costs weigh more on women (see next section). Among returning users, 87% of women had been onboarded by an agent, against 54% of men. The Kenya trial shows where the gap opens: women in FarmerChat villages heard of it as often as men, but were 10 points less likely to be active users, and benefited equally once they used it.



> **So we are prioritizing women for agent onboarding, making sponsored data visible to farmers, and fixing the image and voice features that work less well for women. By the end of Q3, we expect to know whether the install video holds up in its follow-up test and whether agent onboarding is moving women's share.**

Data Costs & Telco Partners

For many farmers, the cost of mobile data decides whether FarmerChat stays on their phone. In the 60 Decibels follow-up, 15% of farmers who stopped using FarmerChat named high data costs as the reason, including 25% of women against 8% of men. Some lapsed users were unsure whether FarmerChat worked without a data bundle at all.

Sponsored data, where a mobile network carries FarmerChat traffic at no cost to the farmer, is the most direct fix. On Safaricom in Kenya, FarmerChat is already free to use this way, and it lifts queries by about 31%. Yet our research found that many farmers do not know it. We are now researching how best to tell farmers about it, so the benefit reaches the farmers it is meant for.

We also worked with The Agency Fund and GSMA on a case study of our Safaricom partnership, built so that other telcos and nonprofits can use it to make the case for sponsored data in their own markets.

Product & AI Quality

AN AGENT THAT WORKS LIKE AN AGRONOMIST

FarmerChat is moving from a single model that answers every question to an agent that works more like an agronomist. A lead agent decides which tools a question needs, such as weather, soil data, local advisory content, image diagnosis, or safety checks, and combines them into one answer. When a question is too vague to answer well, such as a single word like “potato,” it first asks the farmer what they mean rather than answering the wrong question confidently.

EVALUATING WHOLE CONVERSATIONS

To know whether changes like this actually help farmers, we now evaluate whole conversations end to end, not just whether a single answer is factually correct. Agricultural experts review real farmer questions in their original language, whether voice, text, or photo, and check that FarmerChat understood the question, called the right tools, and gave advice that is safe and practical. Early reviews are already pointing to specific, fixable problems, most of which can be solved with better safety guardrails, prompts, or speech recognition rather than new models.

Strengthening Systems & Governance

FINANCIAL MANAGEMENT

We continued strengthening financial planning, cost monitoring, and operational controls across our offices. The direct technology cost to serve an active farmer rose to $0.51 in September, measured as a six-month rolling average. That figure covers a farmer's active time on the app, which grew to 1.76 active months on average from 1.63, so we pay for more months of service per farmer. The cost per install also rose slightly, to $0.25, and each answered question still costs about $0.04. For comparison, the $2.66 in the SROI estimate is an annual cost per active farmer that includes direct technology, delivery, and a share of overhead.

LEGAL AND DATA GOVERNANCE

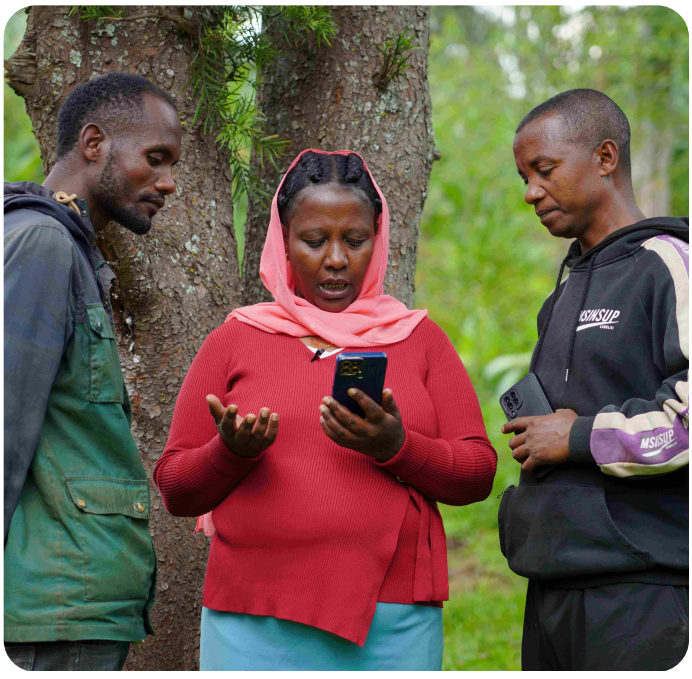
We advanced our global data protection program with country-specific compliance reviews, more standard processes for data sharing and research partnerships, and updated Terms of Use and phone-number consent screens for every FarmerChat user. We are also working toward dedicated in-house legal and privacy capacity.

Fueling FarmerChat's Global Scale-Up

New commitments, July 1 – September 30, 2026

Nine agreements were signed during the quarter, totaling $4,431,354, including one from a donor supporting Digital Green for the first time. Of the total, $550,000 (12%) was unrestricted.

> **Flexible funding has paid for critical learning this year: the 60 Decibels follow-up, the field verification in Ethiopia, the IDinsight model, and the dashboard behind every figure in this report. That learning is how we find out which advice actually raises farmers' incomes, and it becomes more important as FarmerChat reaches more farmers.**



Donor	Focus	Where	Amount	Fund	Status
OpenAI Foundation (sub to Precision Development)	Weather-to-Action	Global	$2,100,000	Restricted	Existing donor
SAS-P Philanthropy	FarmerChat scale-up	Ethiopia	$852,000	Restricted	Renewal
Wellspring Philanthropic Fund	Agency Fund Launchpad	Global	$300,000	Restricted	Existing donor
Cisco	AgMCP build out	Global	$300,000	Restricted	Existing donor
Dovetail	General support	Global	$300,000	Unrestricted	Renewal
Anonymous	General support	Global	$250,000	Unrestricted	Renewal
Goldsmith	FarmerChat, grant three	Global	$200,000	Restricted	Renewal
Laidir Foundation	Scale-up preparedness	Global	$80,000	Restricted	Existing donor
IFAD	NEEP-AI	Nigeria	$49,354	Restricted	New donor
Total			**$4,431,354**		



A MATCH OPPORTUNITY FOR CLIMATE-SMART ADVICE

At New York Climate Week in September, Redwoods Collective, Danone, and Danone Ecosystem launched a matched-funding opportunity for livestock methane reduction. Danone will match gifts to Digital Green one-to-one, up to $750,000, to get practical, climate-smart advice to farmers. If you're interested in using this match, please reach out to Eric Firnhaber (eric@digitalgreen.org) to learn more.

Financial Snapshot Through Q2 FY27, unaudited

STATEMENT OF ACTIVITIES, APR–SEP 2026

Revenue

Grants — Restricted	$ 4,971,963
Grants — Unrestricted	3,050,766
In-Kind Donations	128,835
Fee for Service	136,867
Other — Currency & Investment Gains/(Losses)	(21,751)
Total Revenue	**$ 8,266,680**

Expenses

Personnel & Fringe Benefits	$ 3,633,189
Subawards	591,925
Other Direct Costs	1,951,556
Consultants	295,629
Travel	283,983
Total Expenses	**$ 6,756,282**
Total Change in Net Assets	**$ 1,510,398**

STATEMENT OF FINANCIAL POSITION, SEP 30, 2026

Current Assets

Cash & Cash Equivalents	$ 3,373,639
Investments	8,364,764
Grants Receivables	1,802,359
Advances	605,303
Prepaid Expenses	319,209
Other Current Assets	70,607
Total Current Assets	**$ 14,535,881**
Fixed Assets, net	28,795
Other Non-Current Assets	1,005,392
Total Assets	**$ 15,570,068**

Liabilities & Net Assets

Total Liabilities	$ 2,042,947
Total Net Assets	13,527,121
Total Liabilities & Net Assets	**$ 15,570,068**

FY26 audited financials and our latest Form 990 are available at digitalgreen.org.