About Us

Smallholder farmers are the heroes that produce much of the world’s food, and yet they’re often the poorest and most malnourished among us.

At Digital Green, we believe that rural communities can lift themselves out of poverty, and that technology can accelerate their ability to do so. But technology alone is not enough — and neither are we. That’s why we join forces with governments, private agencies and, most importantly, rural communities themselves to co-create solutions that are of the community and for the community.

Our Approach

In every community, we begin with assessment and diagnosis.

We integrate our solutions into systems already in place, forging partnerships and adding technology where appropriate to amplify the effectiveness of those systems. We innovate, test and integrate solutions to drive greater farmer-level impact until we have something that works for the community.

We don’t create new systems in parallel with existing ones.

We believe that the people and organizations working in that community are best positioned to understand what will and won’t work. So we listen and assess systems to identify gaps and opportunities for improvement, using technology as an entry point to transform systems.

We listen closely to the data we collect.

Data analysis and evaluation is an integral part of our process. We use evidence from the grassroots-level to constantly improve our own work and to inform and galvanize stakeholders on what works -- and what doesn’t -- to advance agricultural development globally.
Together with our partners, we create digital solutions to assist vast sections of rural communities as they lift themselves out of poverty.

### Our Solutions

#### Community Videos
Since 2008, we have produced and screened videos – always in collaboration with our grassroots partners and rural farmers themselves - allowing farmers to share knowledge with one another.

- Frontline workers trained: 12,000
- Farmers implementing new farming practices: 760,000

#### Loop
Loop facilitates farmers’ efforts to sell their produce as quickly as possible, for the best possible price, without having to take time away from farming or their families.

- Tons of vegetables sold: 6,000
- Facilitated $1M in cash transactions

#### Training Courseware
Our approach builds the capacity of frontline workers so they can build the capacity of others in their community. This is how we use digital tools to train the trainer.

- Videos produced: >5,000
- Languages: 50

#### CoCo
Data collection and analysis is critical to our approach. CoCo and our analytics dashboards allow users to collect and visualize insights anytime, anywhere, on any device.

- Real time data collection
- Customizable across platforms

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