

Scaling climate innovation is a team sport



FARMERLINE

A dark, grayscale background image showing a group of people. In the foreground, a woman wearing a headscarf is looking down at a smartphone. Other people are visible in the background, some looking towards the camera and others looking away.

\$20 Million

...Raised & deployed since 2013



We are farmer-centric, addressing their needs in an understandable way that fits existing structures

Through 10 years of experience, we have perfected scalable smallholder engagement:

The Farmer Journey



1 Farmer are onboarded through FBO/ COOPs/ OB/AgriSMEs



2 Receives inputs and is registered on Mergdata



3 Full profiling and identity verified by a Call Center Executive



4 Attends a Farmerline workshop in his/ her community



8 Sells their crops through Farmerline's network



7 Receives support on-farm or via phone (399* helpdesk)



6 Grows crops, applying inputs and acquired knowledge



5 Receives climate -smart agro-advisory messages





Farmer Centered Services in West Africa

**Operations in Ghana,
Côte D'ivoire, Togo,
Benin and Burkina Faso**



KEY

-  Operational Areas
-  Non Operational Areas



Mergdata, digital proprietary farmer management & financing system deployed and trusted globally

Reached 1.7M farmers through 3,000+ partners across 48 countries

MERGDATA

POWERED BY FARMERLINE



Cloud-based mobile and web software that enables organisations to **digitally collect and link data from farmers, farms and farming communities**

Combining unique functionality with local support in 15 modules adaptable to existing architecture

Data Management

Collect, update and manage farmer data efficiently, and digitally



Farmer Management

Create farm maps, supply chain traceability or enable digital financing



Farmer Education

Reach farmers through workshops, custom messages or a helpline



Sales & Products

Set-up and track inventory and sales of agri-inputs or crops digitally



Result in an award-winning proposition used by key players across the industry





Team of Partners



Rabobank



World Cocoa Foundation



TRUE MORINGA



Stanford Seed



King Baudouin Foundation
Working together for a better society



USAID
FROM THE AMERICAN PEOPLE



WORLD BANK GROUP



BEYOND BEANS



MINISTRY OF FOOD & AGRICULTURE



AGRA
Sustainably Growing Africa's Food Systems



MULAGO

\$600

+ Coding & Business Model Canvas Bootcamp

2009: My First Ever Personal Computer



2013: The beginning of Farmerline Group



*Founders: Emmanuel Owusu Addai &
Alloysius Attah*



What worked?

Farmer Centered | Scale Partnership | Sustainability



What worked?

Farmer Centered | Scale Partnerships | Sustainability



What worked?

Farmer Centered | Scale Partnerships | Sustainability

A dark, monochromatic photograph of a group of people in a field. In the foreground, a woman wearing a headscarf is looking down at a plant. The background shows other people, some looking towards the camera. The overall mood is contemplative and focused on agriculture or community work.

2033

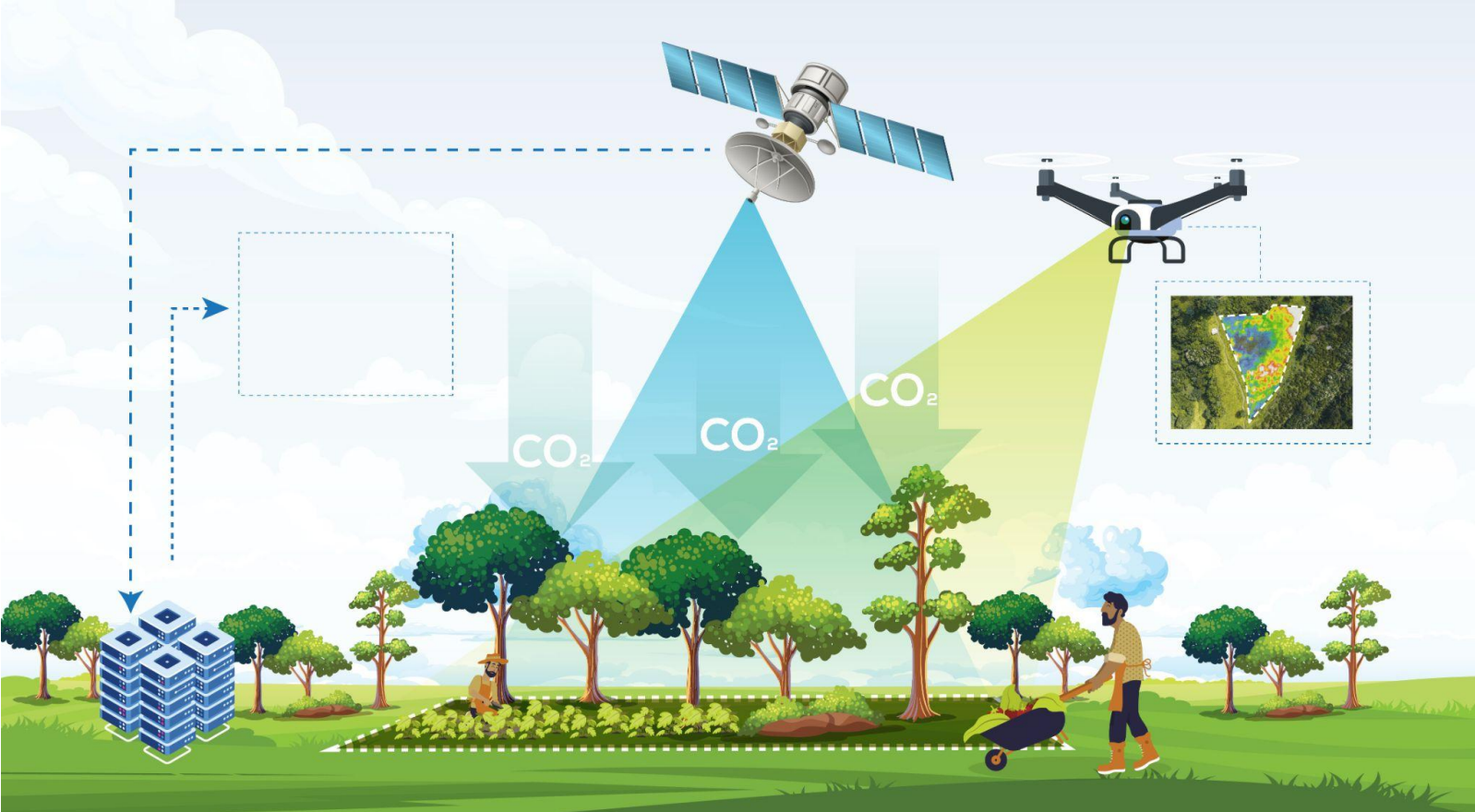
...the next decade

EUDR

Mergdata to help governments & private sector stakeholders to track and decarbonize their food supply chain



Food Traceability & Above Ground Carbon Monitoring



33,000 X

...we have grown exponentially since the \$600 prize money



Partnership Goals by 2033



15 Million

Farmers Supported



90,000

Agribusinesses Enrolled



110 Million

Climate products Distributed



\$3 Billion

Worth of Climate Product
Financed



200 Million

Tons of CO2 Sequestered



180,000

Jobs Created