

## Inspire Challenge Award: Seeing is believing – Using smartphone camera data

**Project Title:** P1545 - Inspire Challenge Module 3

**Description of the innovation:** Customized agricultural advice for specific crops based on local weather, soil data, pests and diseases, and input availability can improve management practices, productivity and profitability of smallholder agriculture. But personalized services do not incorporate potentially useful information on what farmers observe in their fields, such as crop color, texture and how the crop is growing. This project provides personalized agricultural advice based on localized information and visible crop characteristics derived from farmers' own smartphone pictures.

**New Innovation:** No

**Stage of innovation:** Stage 2: successful piloting (PIL - end of piloting phase)

**Innovation type:** Research and Communication Methodologies and Tools

**Geographic Scope:** <Not Defined>

**Number of individual improved lines/varieties:** <Not Applicable>

**Description of Stage reached:** This project integrates machine-learning analysis of cellphone camera images of crops into the functioning of an insurance and farm advisory service. Early results from a RCT demonstrated advisory messages, which reached 32,237 wheat producers, increased knowledge on best agricultural practices by 78 percent.

**Name of lead organization/entity to take innovation to this stage:** <Not Defined>

**Names of top five contributing organizations/entities to this stage:**

- CABI - Centre for Agriculture and Biosciences International

**Milestones:** No milestones associated

**Sub-IDs:**

**Contributing Centers/PPA partners:**

**Evidence link:**

- <https://tinyurl.com/y6fm5k6f>

**Deliverables associated:** <Not Defined>

**Contributing CRPs/Platforms:**

- BigData - Platform for Big Data in Agriculture