Towards a sustainable D4Ag landscape for global agricultural transformation

Digital Agri Hub tracks the development of the digital agriculture (D4Ag) sector in low- and middle-income countries. Acting as a multi-actor knowledge broker and matchmaking platform, the Hub focuses on leveraging inclusive digital solutions for development and provides a unique perspective for scaling up and investing in digital agricultural innovations.

By improving the quality, availability and utility of data, insights harvested by the Hub will not only improve digital products and services for small-scale producers, but also guide investment towards the right solutions. Ultimately, this will enhance farmer productivity and profitability and empower women and marginalized groups, while strengthening climate resilience.

To achieve its objectives, the Hub facilitates the convening and coordination of D4Ag actors across the agricultural value chain, serving as a central platform for insights and matchmaking with a global lens. A key focus involves strengthening collaboration and stakeholder participation to create economic value for digital innovators, attracting new investment opportunities and contributing to impact for small-scale producers. This will have a springboard effect, enhancing the performance of the digital innovators, while identifying investment opportunities in the D4Ag ecosystem.

To drive the vision of a sustainable D4Ag ecosystem, Wageningen University and Research (WUR) is leading Digital Agri Hub for its first 3.5 years, in partnership with GSMA, Grameen Foundation and the Netherlands Advisory Board on Impact Investing (NAB). It is co-funded by the Bill & Melinda Gates Foundation, the United Kingdom’s Foreign, Commonwealth & Development Office (FCDO) and the United States Agency for International Development (USAID).

Our Value

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Digital Agri Hub’s contribution to a sustainable D4Ag ecosystem
Our Approach

Digital Agri Hub is at the forefront of scaling up D4Ag solutions, catalysing investments, transforming the existing agrifood system and ensuring a gender-inclusive D4Ag landscape by:

- providing a reliable source of emerging and innovative D4Ag technologies across the entire agrifood system
- building and strengthening the capacity of D4Ag actors through tailor-made training and advisory services
- creating and sustaining a two-way matchmaking platform, which provides impact-based data insights on D4Ag solutions for potential investors and stakeholders
- supporting the existing D4Ag ecosystem through knowledge brokering and stakeholder engagement
- driving the vision of a climate-resilient agrifood system through sustainable D4Ag innovations

Digital Agriculture Dashboard

Through this Dashboard, Digital Agri Hub publishes data on digital initiatives for agriculture around the world, revealing information on solution providers and their digital solutions. Drawing from the underlying repository of global data on digitalisation in agriculture, the Dashboard allows search and discovery along various areas of interest. It also provides data analytics through interactive maps and graphs, enabling valuable insights to be obtained from the data.

The Hub’s underlying data set is gradually extended to provide a balanced, global coverage through data collection and data partnerships. If you would like to include your digital solution, please send us an e-mail so we can contact you.

A snapshot of Digital Agri Hub