



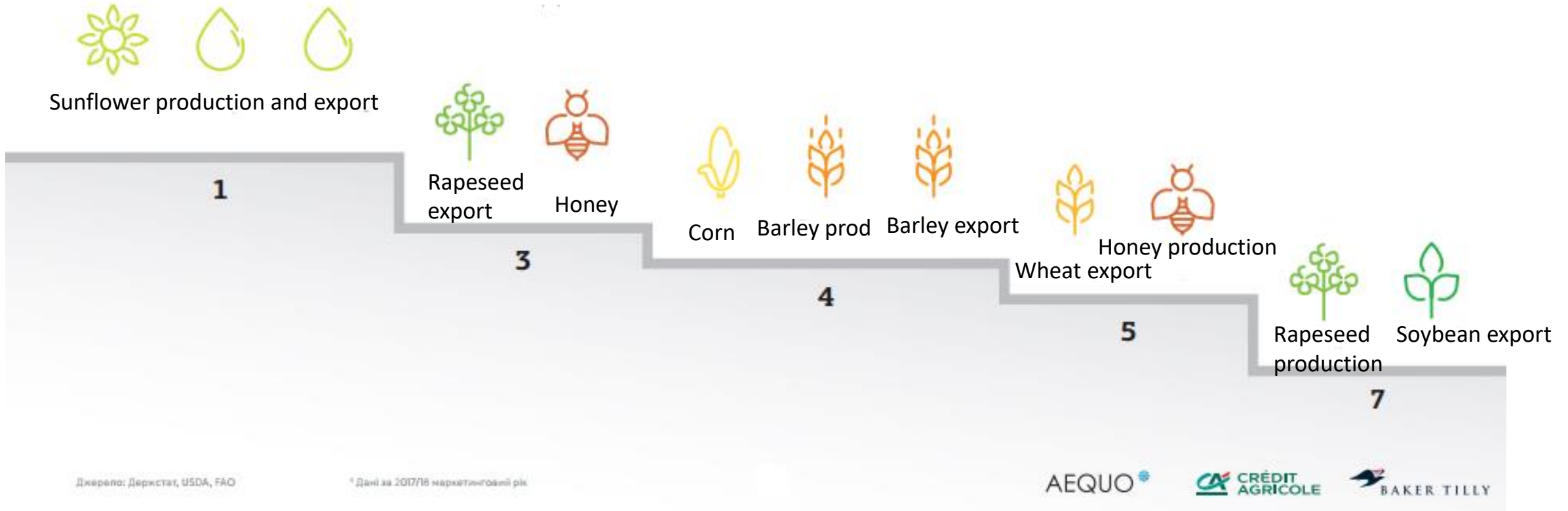
Innovative approach: how to reach sustainable rural development via safe agri-production and access to knowledge

Kristina Kuznetsova

M&E and marketing manager at UHBDP, MEDA

Co-founder at Greenval

Ukraine is known agri-player on the the global arena



Ukraine is known IT player on the global arena

Farm management solutions Hardware developers



Software developers



Precision farming solutions Hardware developers

Drone-based and remote sensing solutions Hardware developers



AGRIEYE

Software developers



Integrators



Urban farming solutions Startups



Integrators



²⁴Source: Inventure

²⁵Source: AgTech Ukraine, AgriTechUnit

80% of fruits and vegetables is produced by small-holder farmers



UX: Small holder Farmer: 2018

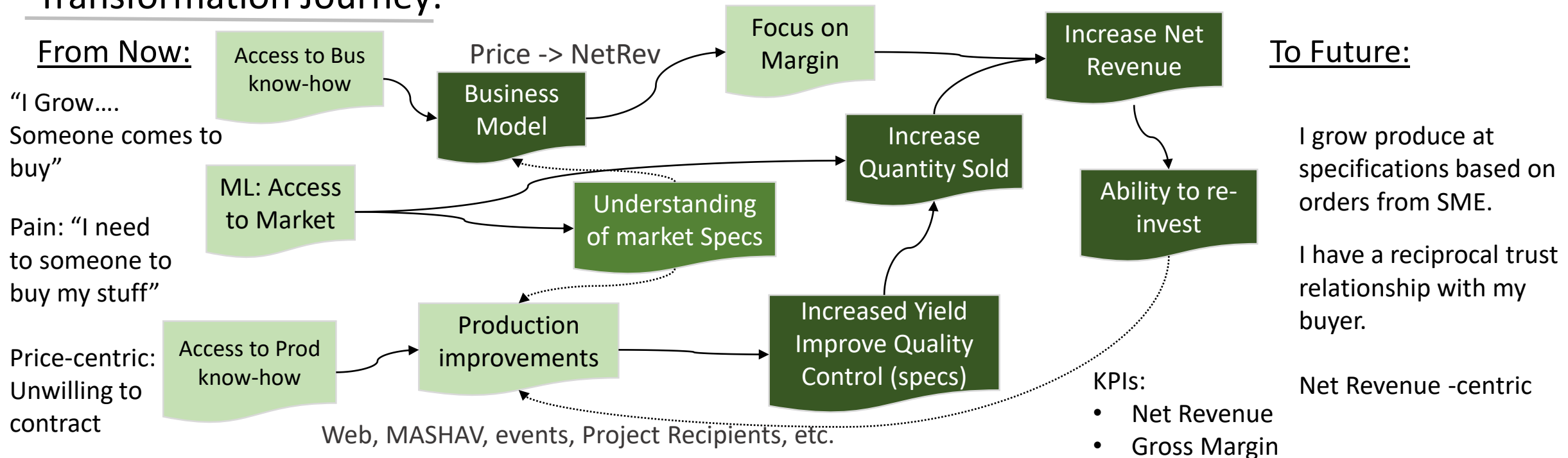
Theory of Change:

- If Farmers ...
 - Potential to increase net income => manage to margin
 - Opportunity to reinvest => change orientation to agribusiness
 - Improved ability to adapt and respond to market conditions
 - Contribute to rural development through tax

Profile:

- Depending on crop... but usually:
 - Less than 2 hectares
 - Lack technical growing expertise / hobby oriented
 - Sell to wholesalers to “open air market”
 - Oriented to Price, not Net Revenue
- “I Grow.... Someone comes to buy”
- Pain: “I need to someone to buy my stuff”

Transformation Journey:





Up to
43%
mass poisoning
In rural area
in the last 20 years.

Ca **18 k.**
Bee-families died in Ukraine
Due to pesticide application in
2018

25%
Are falsified on **Ukrainian**
market in **2018**

Access to knowledge on pesticides and production technologies

- Agrochemicals search and recommendation platform based on open data aimed to support small and medium producers with optimal agrochemical choice and to offer to agrochemical distributors equal access to marketplace.
- Knowledge-based platform on horticultural production technologies
- Solutions that promote technologies friendly to environment, save water, improve labor -explain basic implementation needs, benefits, costs, ROI.

Transparency of information strengthens safety of human and bees.

Partnerships and collaboration

- Technical support projects: M&E
- Marketing research
- Product marketing
- If you are government, NGO, Service-provider to SME:
- Developing and expanding the Greenval platform to other markets
- Questions on Ukraine and CIS

Kristina Kuznetsova

M&E and marketing manager at UHBDP, MEDA – www.uhbdp.org

Co-founder at Greenval – www.greenval.org

+380973479820

kuznkristina@gmail.com