



iCow

**Driving Transformation
Bonn Conference for Global Transformation**

www.iCow.co.ke

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The Organic Farmer Magazine
www.infonet-Biovision.org



iCow knowledge building products

Lessons

Smart Farm Tips

iCow Linkages

Access to Experts

Access to sustainable inputs

iCow Tools

Gestation and growing calendars

Know your County soil status

Best mBegu (Seed) for You

Know your bugs



WHEN
WE GO,
WE'RE
TAKING YOU
ALL WITH US!

75% of all crop species
and over 80% of all
flowering plant species
depend on pollinators

Dr Dino Martins

Photo Credit: Artist Michel Louis
www.Savethebees.org

Farmer Profile

- Age **32.5yrs** (Nat. av 55-60yrs)
- **34%** female, 66% male
- 61% Education level-Primary School (**13-15yrs**)
- 73% have **2-3** cows , 64% have < 10 chickens
- Land size 71% <3 acres , 37% less than 1 acre
(1 cow requires 1 acre of land)
- 29% **entrepreneurs**, 17% employed

Impact

- 95% increased knowledge in sustainable agriculture
- 87% have adopted new sustainable practices
- Increased yields-Milk, poultry, eggs, crops
- Increased incomes
- Increased livestock, soil and crop health
- Reduced livestock mortality
- Reduced veterinary and feed costs

...and...

- 69% say they share the information they receive (friends/neighbors/farmers)



“**Poverty** is said to be caused by disease, dishonesty (corruption), ignorance, apathy and dependency...mostly in countries **where knowledge is suppressed**. Innovations like Mpesa and iCow that bring knowledge to as many people as possible bring great social and economic value to those people.

They have **empowered poor people to transcend** that which we assumed to cause poverty.”

Dr Bitange Ndemo

Former Permanent Secretary in the Ministry of ICT

Kenya

iCow has proved that successful
agriculture **starts** in your head.

We **must invest** in building
farmer knowledge!!

Transformation requires thinking differently.

Think **ecosystems**

Think **partnerships**

Think **scale**

Think ***SPEEEEEEEEEEEEEEEEEEEEEED!!!!!!!!!!!!***

It is **not** the **strongest** of the species that **survives**, nor the **most intelligent**, but the one **most responsive to change**.

Charles Darwin



Photo Credit: Martin Storey

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