

Information creating Impact

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Green Dreams **TECH** Ltd

www.iCow.co.ke

Fresh produce on the highway



Ecological Organic Agriculture (EOA) Initiative for Africa

Key Implementing Partners



Biovision Farmer Communication Program (FCP)




The Organic Farmer Magazine TOF



Evidence in the fields



www.infonet-biovision.org



Limit to: Publications: TOF

PLANT	HUMAN	ANIMALS	ENVIRONMENT
<p><u>Crops/ fruits/ vegetables</u></p> <p>Information on crop husbandry, Water and soil management, Preventive and curative pest and disease management</p> <p><u>Pests/ diseases/ weeds</u></p> <p>Description and identification and management of plant pests and diseases</p> <p><u>Medicinal plants</u></p> <p>Medicinal plants and their uses: Artemisia, Modia, Moringa, Neem, Ocimum kilimandscharicum, Pelargonium, Prunus africana, Sutherlandia, Tamarind</p> <p><u>Fruit and vegetable processing</u></p> <p>Drying of fruit and vegetables, pulp, jam, construction of a dryer</p> <p><u>Natural pest control</u></p> <p>When to apply control methods: Plant extracts (galic, neem, pyrethrum), Soap spray, Bio-pesticides (Bt, copper, sulphur), Natural</p>	<p><u>Nutrition and nutritional diseases</u></p> <p>Ariboflavinosis, Beriberi, Goiter, Peptic Ulcer Disease, Rickets/Osteomalacia</p> <p><u>Insect transmitted diseases</u></p> <p>Malaria: integrated and preventive control (water management, bed-nets, medical treatment)</p> <p><u>Water borne diseases</u></p> <p>(under construction)</p> <p><u>Air borne diseases</u></p> <p>(under construction)</p> <p><u>Zoonotic diseases</u></p> <p>What are zoonoses, Transmission and risk factors, Impact in daily life</p> <p><u>Hygiene and sanitation</u></p> <p>Health problems, Hand washing, Planning for sanitation, Toilet choice</p>	<p><u>Animal husbandry and welfare</u></p> <p>Information on organic animal husbandry and welfare</p> <p><u>Livestock species and commercial insects</u></p> <p>Information on husbandry and management by categories of domestic animals (Chicken, Camels, Cattle, Donkeys, Fish, Geese, Goats, Pigs, Rabbits) as well as information on Beekeeping and Sericulture</p> <p><u>Livestock health and diseases</u></p> <p>Brucellosis, Tuberculosis, Contagious Pleuropneumonia, Anthrax, Milk fever, Mastitis, Diarrhea, Mucosal disease, Foot and mouth disease, Foot rot, Bloat, etc</p> <p><u>Fodder production</u></p> <p>Hay making, Silage making, Mulberry</p> <p><u>Products</u></p> <p>Hides and skins, Manure, Bee products, Milk and</p>	<p><u>Agro-ecological zones</u></p> <p>FAO System, Kenya System</p> <p><u>Water management</u></p> <p>Water cycle and rain, Rainwater harvesting, Shallow ground water, Water for domestic use, Water for irrigation, Community management of water sources, Water storage, Surveys, designs and permits for water projects, Construction of water projects, Seeking funds, Water as business, etc</p> <p><u>Soil management</u></p> <p>An Introduction to soil degradation, An introduction to soil conservations measures, How to improve soil fertility, Kenyan Soils, Soil monitoring - Know your soil</p> <p><u>Sustainable and organic agriculture</u></p> <p>The concepts of Organic Farming and Biodynamic Farming (under construction)</p> <p><u>Conservation agriculture</u></p>

March 2010 edition of infonet-biovision is online

infonet-biovision.org is a **web-based information platform** offering trainers, extension workers and farmers in East Africa a quick access to up-to-date and locally relevant information in order to optimise their livelihoods in a safe, effective, sustainable and ecologically sound way.

See more on our [about us page](#)

The Organic Farmer Magazine


Our partner project is *The Organic Farmer* (TOF) an independent and sustainable publication of relevant, reliable and ecologically sound information which is both appropriate and applicable for farmers in East Africa. The magazine is distributed free of charge to interested farmer groups in Kenya. 180'000 farmers already receive concrete guidance and practical tips on securing and increasing their harvests through simple, environmentally friendly means.

See more on www.organicfarmermagazine.org

and on our [TOF page on infonet](#) you find a keyword search, magazines and audio data for download.

Infonet: Key Features

- Information on major crops, vegetables and fruits prevalent in East Africa, including crop husbandry, soil and water management, cultural methods and organic pest management, with illustrated descriptions for quick and accurate identification of crop pests and diseases



Interesting Stats

- The number of internet users in Africa has increased from 4.5 million in 2000 (0.6%) to 110 million (10.9%) in 2010.
- AfDB, 'The Middle of the Pyramid: Dynamics of the Middle Class in Africa', *Market Brief* (April 2011) and <http://www.internetworldstats.com/stats.htm> (accessed 10.5.2011)
- In Kenya, 99% of all internet subscribers accessed the internet from a mobile in 2009.
- World Economic Forum, *The Global Information Technology Report 2010-2011* (2011), p.71.
- Developing nations account for 80% of all new mobile subscriptions worldwide.
- World Economic Forum, *The Global Information Technology Report 2010-2011* (2011), p.xiv.
- In 2010 there were an estimated 5.28bn mobile handsets in the world; 3.84bn of them in the developing world (67.6 per 100 population) vs. 1.43bn developed world (116.1 per 100 population). There were 333m in Africa.
- http://www.itu.int/ITU-D/ict/statistics/at_glance/KeyTelecom.html
- Pakistan, Kenya and Indonesia have surpassed 100% mobile penetration within the 20-29 year old demographic.
- <http://ndn.org/blog/2010/09/mobile-youth-developing-world> (accessed 10.5.2011)

Cont'd

- In India approx. 20 million new mobile phone subscribers sign up every month, nearly one-third of them in rural areas.
- World Economic Forum, *The Global Information Technology Report 2010-2011* (2011), p.80.





iCow

iCow is an innovative **information platform** accessed primarily via mobile telephony.

Delivering pertinent & timely information.

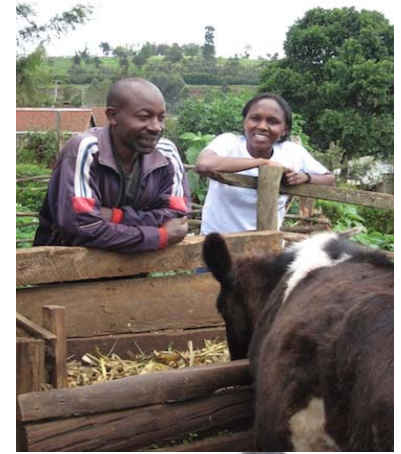
An **eco-system** of agribusiness actors.



REPUBLIC OF KENYA



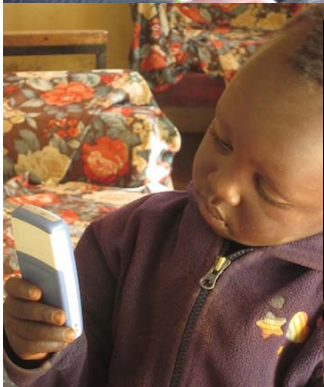
MINISTRY OF LIVESTOCK DEVELOPMENT



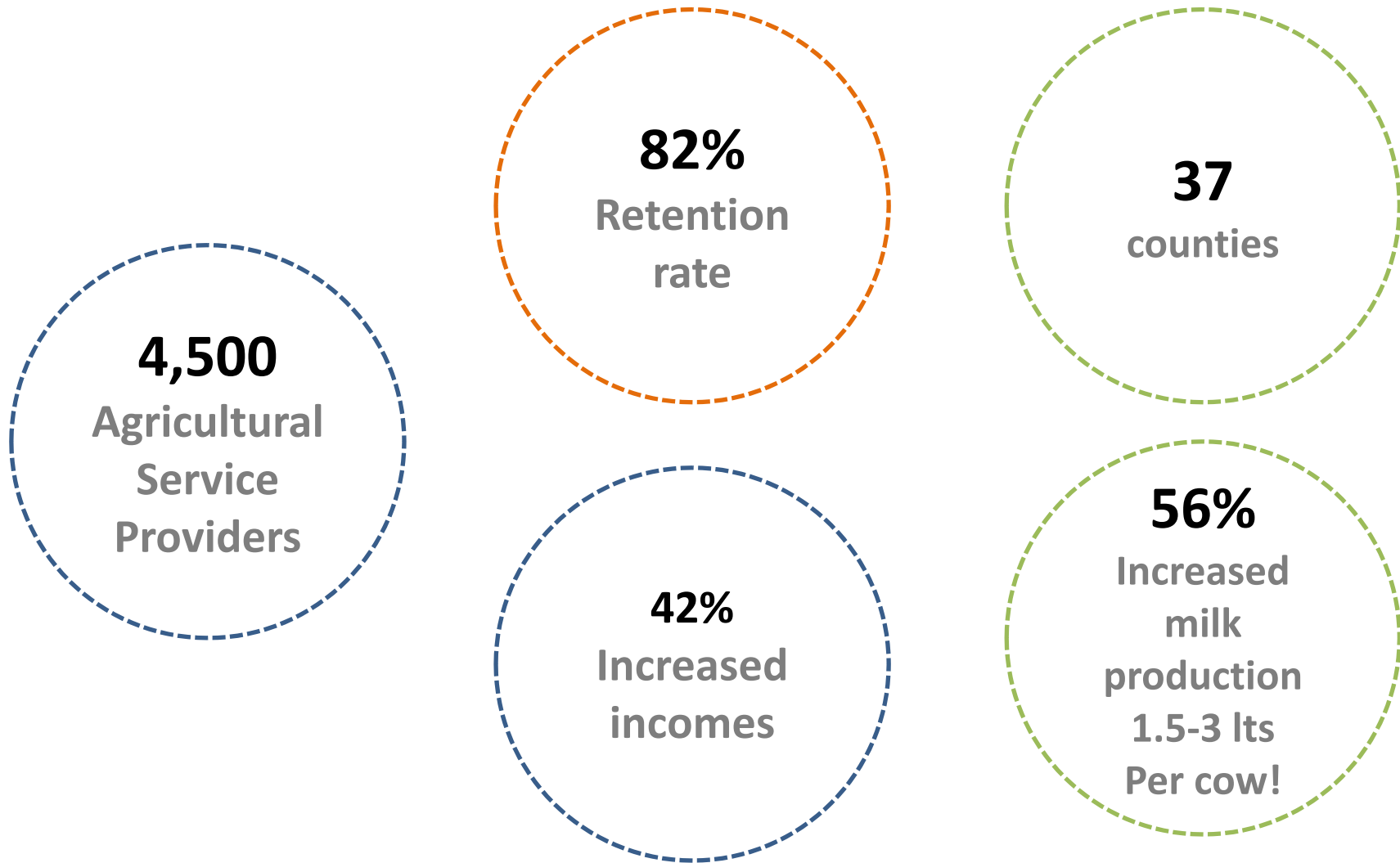
AKSENT



USAID FROM THE AMERICAN PEOPLE



iCow Achievements to date



Other gains

- **Reduced cost** of feed due to knowledge on farm production
- **Increased markets** for livestock and their by products
- **Increased customers** reported by AI providers
- **Reduction of animal** mortality and disease
- **Preservation of feed** for future use
- **Increased production** of fodder
- **Healthier livestock**



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