

Maize-Seed-Area

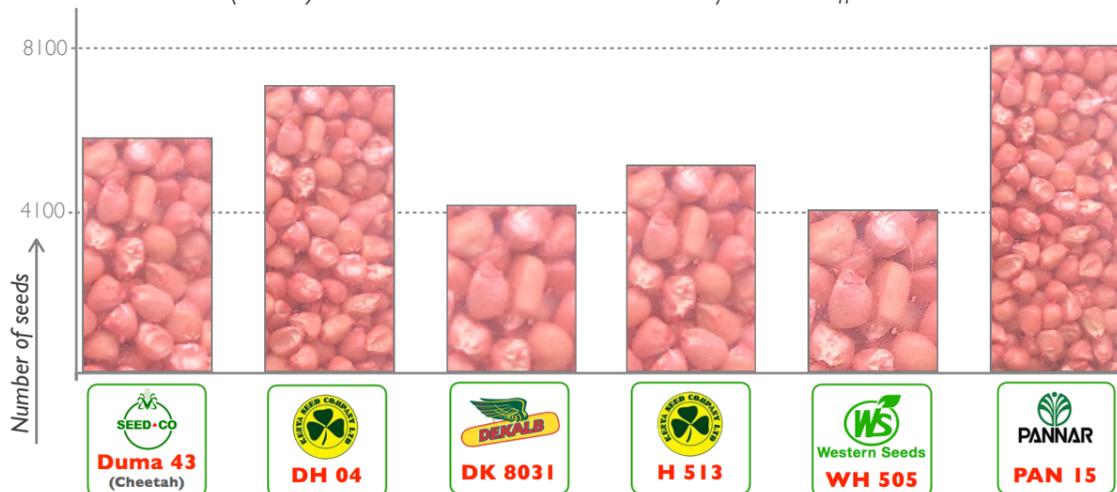
Mobile agronomic advice for smallholder maize farmers

3 How many kg of seed for the field?

Smallholder farmers often do not know accurately the area of the field they want to plant and, consequently, they don't know how much seed to purchase. Most seed packets do not provide information on the number of seeds in the pack. Yet, the size of seeds can vary from variety to variety — almost twofold. **Maize-Seed-Area** can calculate the amount of seed required for different varieties and help farmers buy the correct quantity.

Number of seeds in 2 kg seed packs

Common (coated) seed varieties available in western Kenya - Note differences in seed size



Maize-Seed-Area uses the (GPS-measured) field size, the farmer's preferred variety and plant spacing, to calculate how many kilograms of seed is needed.



variety → field size → spacing+seed rate → **ADVICE!**

Why provide agronomic advice through mobile phones?

Increasing the knowledge delivery capacity

Few smallholder farmers have regular contact with extension workers. Mobile phone apps can improve access to independent advice; they can be used by agro-dealers, extension workers, and smartphone-owning farmers.

From standard advice to site-specific advice

Mobile phone apps can deliver field-specific advice, adjusted to the farmer's circumstances. For instance, the appropriate plant spacing depends on the variety grown — long duration varieties need wider spacing than short duration ones.

Understanding farmers better by crowdsourcing data

Besides providing advice, mobile apps can also collect automatically information from farmers, such as what they do on their fields or what varieties they prefer. Thus research becomes more demand-driven and the quality of agronomic advice improves.



Other **Maize-Seed-Area** advice options:

1 How many acres is the field?

Smallholder farmers often do not know how big the field area they want to plant really is. Consequently, they buy too little or too much fertiliser and seed, or pay too much for ploughing and weeding services. GPS-measurement of the field can prevent unnecessary expenditure or buying too few seeds.

2 What plant spacing to use?

Farmers are usually given standard plant spacing advice, typically 75 x 25 cm (between x within rows) and one seed per planting hole. Yet, yields will improve when plant spacing is adjusted to the field's soil management and variety used.

This option advises on appropriate plant spacing using information on soil characteristics and farmers' use of manure, fertiliser and maize variety.

Information on maize varieties

Is this variety Striga weed resistant? Which varieties mature quickly? Which varieties are drought tolerant? These questions can now be answered quickly using dedicated search options:

