



AgriZone Jamaica

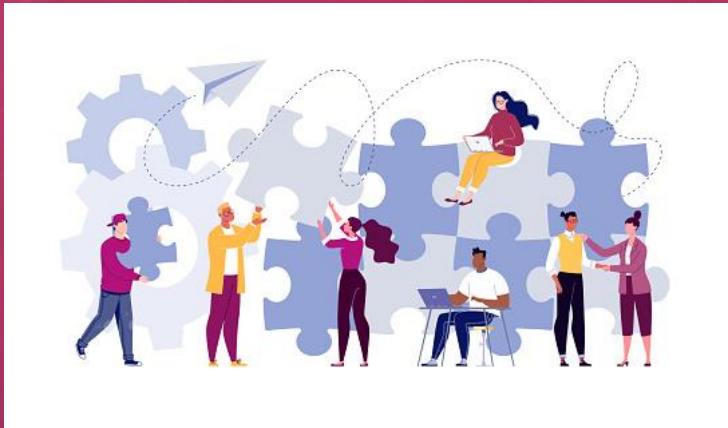
AGRIZONE JAMAICA

TEAM NAME : AMORPHOUS



PROBLEM STATEMENT *

A lot of people have issues with keeping track of their livestock and are susceptible to praedial larceny. Also, rural persons who would like to use technology to improve their farms but lack the education and infrastructure to implement this.



CUSTOMERS *

Customer base for Small & Large farmers in Jamaica. Specifically in rural areas for example St. Elizabeth, St. Ann, St. James, St. Catherine etc.

The Minister of Agriculture and Fisheries, Hon. Pearnel Charles Jr , was speaking during the virtual praedial larceny essay and jingle competition awards ceremony on January 21. Mr. Charles Jr. said it is estimated that Jamaican farmers suffer losses of more than \$5 billion per annum due to praedial larceny.

SOLUTIONS *





- Assists farmers with keeping track of and monitoring their livestock and crops by implementing Precision farming as well as using farm management software. This helps farmers to collect, analyze data on crops and the weather so as to help making decisions about planting and harvesting crops.

- We aim to solve issues with praedial larceny, pests and natural disasters

- AgriZone provides the necessary infrastructure and devices that they would require as well as training and education.



We can provide farmers with accurate and useful data to increase efficiency of their day to day in farms. Some of this data would also help some other sectors and organizations to improve their own initiatives

Implement an internet service exclusive for use of our system hence reduce any online security breach



Collaboration *

- **Rural Agricultural Development Authority (RADA)**
 - ✓ Using RFID (Radio Frequency Identification Tags) and other forms of sensors to track if animals are missing/stolen.
 - ✓ Get data from farmers whose data is in the National Animal Identification & Traceability System (NAITS)
- **Ministry of Agriculture and Fisheries**
 - ✓ Provide research data for different crops on crop growth and yield so as to help make better decisions in irrigation, fertilization as well as provide data to see which crops are consistent
- **Jamaica Constabulary Force (JCF)**
 - ✓ Provide and exchange data in regards to the hot spots for praedial larceny.
 - ✓ Send live alerts to the authority in regards to suspicious activities

PASSION(Empathy)*

- Farmers will spend less time having to monitor livestock at nights since our system will provide them with adequate security.
- Provide convenience where farmers can view live feed of their farm remotely.
- Real time weather update of the surrounding areas for more efficient planning and resource management

Proof Of Concept*

- Customer Reviews
- Others yet to be determined

COST*

- Camera System (motion detectors, cameras, monitors) – JMD \$45,000
- Farming Software (Agrivi) license – USD \$ 25 per month
- Manpower cost (Maintenance of wireless camera system, Cyber Security Experts, routers) – JMD \$ 100,000 per month
- Internet Service Provider –JMD \$ 6,000 per month

OPPORTUNITIES & RISKS *

❑ OPPORTUNITIES

- ✓ We would partner with heart and education organizations to provide us with persons to work as well as give them training and certification. This would also help provide jobs, education and more opportunities for at risk youth and persons in rural areas. As persons who are already in the heart education system we have persons on the inside who would be willing to listen to us and assist.

❑ RISKS

- ✓ Internet Outage can result in damage to cables and internet systems

Plan B *

SOLAR POWER

- ✓ Used to power the camera system

SDG GOALS ALIGNED TO*

- NO POVERTY (Goal 1):
 - Our service will improve production rates and income for farmers in our country, many of whom are small farmers in rural communities. By improving our agriculture sector it would provide more earnings for these rural people and in turn improve the economy.
- INDUSTRY, INNOVATION AND INFRASTRUCTURE (Goal 9):
 - Our system would help to create better infrastructure in the farming industry and provide them with the power to better innovate with technology to improve their farming practices.
- PARTNERSHIPS FOR THESE GOALS (Goal 17):
 - We would aim to collaborate with our primary users, the farmers, for ways to improve our services to suit their needs as well as potentially aid in sharing of information between them as well as organizations such as RADA (Rural Agricultural Developmental Authority), Ministry of Finance and Fisheries, JCF and many other entities.

VISION*

- Allow farmers to use technology and improve their farms and practices. As well as limiting crime from loss of property and providing education on using the system