

Uber for Tractors; Ride- Hailing for tractors is now in Africa

Farmers in Africa are about to enjoy ride- hailing that will allow them to summon tractors to their preferred location, with the touch of a button. Deere & Co. is working with Uber of Tractors to make this happen in Africa.

The world leader in farm machinery is installing technology from Hello Tractor; which allows farmers to hail the tractors using an App and monitor its movements and usage information. The data on the application shows; how often the equipment is in use, how much land it's working, and whether it is tilling, planting or harvesting. In this way farmers can get financial statements.

Deere & Co. is mainly targeting an increase in sales since the agriculture sector in the continent is the least mechanized. The testing is done by fitting a black box under the dashboards, for around 400 tractors in Kenya and Ghana. They plan on distributing the devices to the contractors who buy the equipment in Africa.

Jaques Taylor, head of John Deere's Sub- Saharan Africa Business, insists that although most farmers don't have a scale to justify a large investment, Africa is in dire need of machinery to develop the farming industry. "We would like to see that every farmer has access to mechanization. The gap that we have identified is how do we connect small farmers with the tractor owners?" Deere is contemplating assisting on the financing front, through pulling data from the App that shows precisely how the farmers were using its equipment. This information can then be used by farmers to access business loans.

In Kenya

Agrimech Africa, a Nairobi based agricultural firm, installed the black box in one of its tractors and monitored it. They have accepted to have it put in their Deere machines. Pascal Kaumbutho, head of the company (Agrimech), manages a dozen tractors but has a vision of running a fleet of 1,000. He said "Right now we are reaching about 1,500 farmers. We'd like to reach 20,000 in the next 2 – 3 years."

Hello Tractor founder, Jehiel Oliver said, "Nigeria alone needs 750,000 tractors to be on the global average. Our technology is a market marker for tractor manufacturers to sell into those markets. With the population in Africa estimated to double by 2050, there is need to increase productivity.

John Deere's financial manager Antois Van Der Westhuizen said that issuing of loans to farmers based on the financial statements in the Hello Tractor App, would be made possible by the time the scheme is rolled out in Africa. "Banking systems are trying to adapt. It's a journey for us to really get them to understand it.

Source: REUTERS

Suggested Images



<http://www.farmstead.com> - 025246735

