



Digital Ag Association Costa Rica project

February 2022



DAA Program Overview

Outreach through the DAA project subgroups revealed Digital Education was the area where the role of private sector is more readily valued and welcomed. The DAA can work as a conduit for industry to become involved in digital education programs already underway.



Digital Education

Digital education includes training and advisory work in the use and application of technology by farmers and business to integrate a range of data (agronomic, soil, weather, financial production records etc) to improve farm management and decision making.

Key Challenges and Context

- The introduction of new technologies into agriculture is driving unprecedented pace and scale of change.
- Utilization and integration of these technologies into farming systems is an industry challenge
- In particular, less serviced regions and smallholding farmers would see significant value in improved productivity and efficiency gains.

Why This Training is Critical

- The private sector seeks to engage with regional and local actors in particular post secondary and other educators and extension who have focus on agriculture.
- The Digital Ag Association members (private industry players) and associate members (ag technology focused post secondary institutions) are united in passion and desire to expand and enhance digital literacy in the ~~ag~~ food sector.



Target Audience

- Farmer schools, enrolled students in ag digital education programs
- Postsecondary education
- Extension services
- Youth programs such as 4H and AgriCore.



Target Partners

- DAA members
- Academia: Earth University, others to explore
- IICA Inter-American Institute for Cooperation on Agriculture
- Other NGO partners

Project Objectives

- Increase training on digital agriculture technology to provide greater uptake.
- Practical infield integration of technologies to understand and scale into production systems
- Demonstrate benefits at smaller scale applications

Project Outcomes

- Increase the number of farmers trained
- Widen the uptake of digital farming technology
- Internal to DAA: intangible recognition of DAA
- Youth engagement

Next Steps

- Research existing digital education programs that would benefit from the participation of DAA
- Determine the size and appetite of the end users for this digital offering.
- Recruit partners
- Set up first training for agreed audience
- Conduct training
- Share outputs
- Determine metrics to measure success of the programme