Getting consumers to buy more and influencing their decisions

E-commerce
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E-finance and digital money
Hooking farmers in with loans and online payment systems

The new agribusiness
Harvesting farmers' data and selling them chemicals

The new middlemen
Directly buying from farmers by cutting out the small vendors

Agribusiness, big tech and the platform corporations receive, control and process farm and consumer data and sell them on for a profit.

E-commerce
Alibaba.com, Amazon, Walmart, Flipkart

E-finance and digital money
Alibaba's online payment platform, Alipay, offers to do financial transactions by phone to a hundred million farmers in China who have no bank account.

The new agribusiness
Yara's Yara Irix app transforms your phone into a nitrogen analyser and lets them tell you how much of their fertiliser to use.

E-commerce
Alibaba and Amazon use Artificial Intelligence to predict and influence shopping behaviour and increase their sales.

E-finance and digital money
Vodafone's Digifarm offers farmers in Kenya and elsewhere insurance and loans, and its partnership with Syngenta serves as a platform to promote their agrochemicals.

The new agribusiness
Microsoft's Farmbeats works with AGRA in Africa to collect info about every step in the farming process, predicts the weather, and tells farmers which inputs to buy.

E-commerce
Walmart/Flipkart together with Amazon now control almost 2/3 of India's digital retail sector using unfair business practices to lure in customers.

The new middlemen
Twiga Foods, with the help of Microsoft's cloud and financing from Goldman Sachs, takes over the distribution of foods produced by African farmers from local actors.