Digital Green

Digital Green Annual Report

2025

A New Era for Farmer-Centered Innovation

Dear friends and partners,

This past year, we saw a remarkable shift in how farmers engage with agricultural advice — and with the future. For the first time, hundreds of thousands of small-scale farmers across India, Ethiopia, Kenya, and Nigeria had a trusted digital companion in their pocket: a tool that could answer their questions, in their own language, when and where they needed it.

That tool is Farmer.Chat, our AI-powered advisory platform. What started as a bold experiment has become a lifeline for farmers facing an increasingly unpredictable world — from erratic rains to rising input costs and shifting market demands. This year also marked the close of our 2022—2025 strategic plan — a period of transformation as we shifted from proven video-based models to scalable, AI-powered tools. The learnings from this transition have been profound and will shape our next chapter.

To date, we've reached almost 8.2M farmers since our founding 17 years ago. Now, with Farmer.Chat, we're able to accelerate our scale, reaching 5 million more farmers in just the next three years.

These aren't just numbers. Behind each interaction is a farmer — like Sunita in Bihar or Matthew in Kenya — making more confident decisions, improving yields, saving time, and increasing their incomes.

This transformation didn't happen in isolation. It was powered by the deep trust we've built over years of grassroots partnerships, the dedication of tens of thousands of frontline extension workers, and the generosity and belief of our donors and supporters. As we begin a new three-year strategy, we're doubling down on what we've learned: that digital tools work best when they're farmer-responsive, trusted, and built for real-world use. We're investing in localized AI models, offline access, and integrated services that make it easier for farmers not just to get advice, but to act on it.

At Digital Green, we believe that farmers are not passive recipients of technology — they are co-creators of the future of agriculture. Together, we are building a system where farmers can thrive, and where digital tools work in service of those who feed the world.

Thank you for walking with us on this journey. We're just getting started.

With gratitude,

Rikin Gandhi
CEO, Digital Green

Accelerating Impact with Farmer-Led Design

This year, Digital Green took a major leap forward in our commitment to build digital tools that truly work for farmers. After early success with Farmer.Chat via WhatsApp and Telegram integrations, we launched the standalone Farmer.Chat app — a direct response to what farmers told us they wanted: faster access, more features, and a more seamless experience.

Before: Farmer.Chat worked through third-party messaging platforms like WhatsApp and Telegram. While popular, they limited how we could structure interactions, deliver nudges, or expand functionality.

Now: With our own app, we're building a platform designed from the ground up for small-scale farmers — one that is faster, more intuitive, and more responsive to their real-world needs.

WHY IT MATTERS FOR FARMERS

- The standalone app allows us to design custom user experiences, add features like photo-based diagnosis, next-step calendars, and referral rewards — all shaped by what farmers have asked for.
- It enables zero-rated data access through telco partners, making it truly free to use — a game-changer for smallholder farmers with limited data plans.
- And because the app is built on our own stack, leveraging past innovations like FarmStack, we can iterate faster, respond to feedback more easily, and personalize content based on region, crop, gender, and season.

FARMER.CHAT ENGAGEMENT SO FAR

In FY25, we saw Farmer.Chat come into its own:

165K
farmers used Farmer.Chat across India, Ethiopia, Kenya, Nigeria, and Brazil

2M
questions asked, with 70% of interactions in local languages

60%
farmers surveyed reported taking action as a result of advice from Farmer.Chat

In the coming year, we'll build on this momentum — integrating in-app services like input purchasing, introducing new AI features, and expanding offline capabilities so that no farmer is left behind, no matter their connectivity or literacy level. Every farmer's journey is different. But they all deserve access to information that's timely, relevant, and empowering.

At Digital Green, we're building tools that meet farmers where they are — and help them get to where they want to be.

Country Snapshots

India: From Pilots to Scale

India is where our boldest innovations took root in FY25. We launched the standalone **Farmer.Chat app**, moving beyond WhatsApp and Telegram to deliver more personalized, flexible, and offline-accessible support. A focused campaign in **Bihar alone onboarded 100,000 users in just 45 days**, and across the country, over 1 million questions were asked — many in Bhojpuri and Hindi.

Through partnerships with over 250 farmer producer organizations, civil society organizations, and government departments, we reached over 1 million farmers, with an intentional focus on women-led groups and underserved states.

Expansion into Uttar Pradesh, Karnataka, and Maharashtra in FY26 will pave the way for AI-driven advisory at scale in India.

Ethiopia: Embedding Digital Advisory into National Systems

FY25 marked a key transition for Ethiopia — from piloting innovation to embedding it into government systems. Almost **1 million farmers received advisory through Digital Green's solutions** this past year, and the Ministry of Agriculture is leading the next phase of scale-up.

We began piloting Farmer.Chat into extension programming late in FY25, complementing IVR and video channels in Amharic and Oromia, and launched dedicated efforts to strengthen self-help groups, youth collectives, and honey producer groups with digital services.

Looking ahead, Ethiopia will officially roll out Farmer.Chat access across five major regions, deepen integration across channels, and strengthen scalable models for community participation or empowerment.

Kenya: AI Tools in the Hands of Women Farmers

Kenya has become a testbed for frontier features: local language AI, photo-based crop diagnosis, and behavioral nudges. FY25 saw Farmer.Chat usage grow through direct onboarding, referrals, and digital campaigns, with 54% of users being women — who also showed the highest engagement rates.

The Kenya team focused on agro-cooperative partners, agripreneurs, and extension agents, helping reach an estimated 38,000 farmers directly and indirectly. In parallel, AI fine-tuning advanced local relevance and speech recognition in Kikuyu and Swahili.

Nigeria: Laying the Groundwork for Scale

FY25 marked foundational growth in Nigeria, launching localized Farmer.Chat pilots with our small but agile staff and a rich and ambitious network of partners in Nigeria. Anchored by the Ministry of Agriculture, the International Fund for Agricultural Development (IFAD), and many other partners. Over 28,000 farmers (41%) are benefitting from Farmer.Chat, providing valuable feedback and helping refine a Hausa language version of Farmer.Chat to further scale in FY26 to reach Nigeria's 38M farmers.

Brazil: Emerging Pilots and Partnerships

FY25 also marked new geographic expansion. With support from the Rockefeller Foundation, we began a test in Brazil to adapt Farmer.Chat to new crops in ecosystems in Portuguese. The long-term goal is to support the transition to and profitability of agroforestry-led farming systems in Brazil's Atlantic Forest biome. These efforts are early but promising, signaling Digital Green's potential to bring farmer-responsive digital tools to new geographies.

Farmer Reach by Geography (April 2024 - March 2025)

Indicator	India	Ethiopia	Kenya	Nigeria	Total
Q1	306,407	461,834	19,570	6,850	794,661
Q2	148,697	488,301	5,156	7,708	649,862
Q3	438,739	19,081*	7,730	11,354	476,904
Q4	119,641	6,702	6,081	2,869	135,293
TOTAL	**1,013,484 (27% women)**	**975,918 (36% women)**	**38,537 (36% women)**	**28,781 (39% women)**	**2,056,720 (32% women)**

*As you review these figures, you will see a significant decline in Q3 and Q4 in Ethiopia. This reflects the end of a major project in Ethiopia that was scaling up Community Video. As this ended, we pivoted to planning for a scale-up of Farmer.Chat, which commenced in Q1 of FY26.

Evidence of Results

EARLY SIGNALS OF IMPACT FROM FARMER.CHAT

At Digital Green, we don't just measure reach — we measure results.

While full-scale impact evaluations are still underway, recent third party evaluations, independent user surveys, and internal monitoring offer early and encouraging evidence that Farmer.Chat is helping farmers and frontline workers make better agricultural decisions — and act on them.

Across Kenya, India, and Ethiopia, results suggest that the tool is not only useful and trusted, but also driving meaningful behavior change.

EMPOWERING FRONTLINE WORKERS TO DELIVER BETTER SUPPORT

In contexts where Farmer.Chat is facilitated by frontline workers (FLWs) and lead farmers, the tool is already changing how advisory services are delivered:

- In **Kenya, 43% of FLWs reported relying solely on Farmer.Chat** to deliver advice during farmer group meetings, one-on-one visits, or in the field (DDD, Nov 2024)
- In **India, 54% of FLWs across three states reported saving time** by using Farmer.Chat (60DB, May 2024)

This not only reflects time and workload efficiencies, but signals that AI-supported tools can improve the quality of working life, particularly for women extension agents.

FARMER.CHAT MOTIVATES FARMER ACTION

Farmer.Chat is also influencing on-farm decision-making and driving uptake of improved practices:

- **60% of active users** (those who used Farmer.Chat in the past 2 weeks) reported **taking action** based on its advice (IDInsight, Apr 2025)
- In Kenya, **over 80% of users** — including FLWs and lead farmers — reported **changes in farming practices**, especially around crop nutrition, disease management, and livestock feeding (DDD, Nov 2024)

These results show that relevant, accessible advice can lead to immediate, tangible behavior change.

TRUSTED FOR ACCURACY, RELEVANCE, AND TIMING

Farmers consistently rated Farmer.Chat as a useful and timely source of advice:

- In Bihar, **67% of farmers who used the app in the past two weeks found it useful** — citing easily available information (69%), reliable answers (33%), and timely guidance (28%) (IDInsight, Apr 2025)
- In Kenya, **70% of users rated the advice they received as "effective" or "highly effective"** in solving their agricultural problems (DDD, Nov 2024)

These findings highlight the assistant's strength in providing answers farmers trust — when they need them most.

BUILDING CONFIDENCE, ESPECIALLY AMONG WOMEN

Beyond adoption and performance, Farmer.Chat is boosting confidence among both farmers and FLWs:

- In India, **41% of women FLWs reported increased confidence** in their ability to support others using the app — compared to 29% of men, suggesting that AI tools may be **especially empowering for women** (60DB, May 2024)
- In Kenya, **70% of users (men and women alike) reported high confidence** in making farming decisions after using the tool (DDD, Nov 2024)

These advancements in Farmer.Chat quality and impact close out a key objective from our FY23-25 strategy — ensuring that we're building solutions that are not just functional for smallholder farmers, but deeply relevant to their lives. In our new strategic phase, we're building on this foundation to make Farmer.Chat even more personalized, multimodal, and scalable.

MEASURING WHAT MATTERS: ROI ON DIGITAL GREEN'S ADVISORY WORK

In FY25, Digital Green's programs are projected to generate a **return of $52 in increased farmer income for every $1 invested**. This ROI calculation is based on field-tested assumptions across India, Ethiopia, Kenya, and Nigeria, using country-specific adoption rates and conservative estimates of income gains. **We estimate that over 1.2 million farmers supported by our programs will adopt improved practices, resulting in a combined benefit of more than $277 million in new income.**

This analysis helps us and our partners see not only the scale of impact we're achieving, but also the value created per dollar. As we expand our reach and integrate more AI-powered support through Farmer.Chat, we aim to build on this foundation—driving even greater returns through smarter delivery and stronger adoption.

$52 projected farmer income increase for every dollar deployed by Digital Green

Building AI That Farmers Trust

Behind every answer in Farmer.Chat is a powerful and responsible AI system, designed to understand, learn from, and adapt to the needs of small-scale farmers.

In FY25, Digital Green made significant investments in improving the accuracy, relevance, and usability of Farmer.Chat's responses, focusing not just on functionality, but on trust.

REINVENTING QUALITY: LOCALLY-GROUNDED, FARMER-DRIVEN

Like all of Digital Green's technology, Farmer.Chat is grounded in what matters most: real farmer questions, reviewed and refined by local agricultural experts.

We've built a custom "Golden Q&A" evaluation pipeline — curating thousands of real, high-impact queries submitted by farmers, and having agronomists score and improve the responses. These Q&A pairs are then used to fine-tune our models, improving their contextual accuracy across crops, languages, and regions, because what constitutes a 'good practice' is local and changing more often than in the past.

To evaluate at scale, we adopted LLM-as-a-Judge methods — a cutting-edge quality assessment technique that helps us benchmark different models and measure performance across clarity, correctness, and user satisfaction.

We also implemented real-time feedback loops, enabling farmers and extension workers to flag unclear or incorrect responses directly in the app. This feedback helps our teams rapidly retrain or adjust prompts, ensuring that Farmer.Chat continues to learn from every interaction.

LOCAL, MULTILINGUAL, AND MULTIMODAL

Our AI isn't trained on general internet data alone — it's trained on localized, vetted, and relevant agricultural knowledge. With support from partners like Microsoft, Hugging Face, and CGIAR, we have integrated thousands of expert-vetted documents and benchmarked models for languages like Bhojpuri, Kikuyu, Hausa, and Swahili.

We're also pushing the boundaries of multimodal support by enabling:

- Voice queries for low-literacy users
- Photo diagnosis for crop issues
- Dynamic advisory calendars tailored to farmer profiles

These features make the assistant more than just smart — they make it usable in the field.

AN OPEN, SHARED INFRASTRUCTURE, WITH DATA PRIVACY

Digital Green is committed to building technology that's not just effective, but shareable. We've begun releasing open-source tools, datasets (such as 200K actual Q&A pairs), and evaluation frameworks through platforms like GitHub and Hugging Face — so that others in the agricultural ecosystem can build on our work, extend it, or integrate it into their own systems.

At the same time, we know that farmers' trust is earned — and must be protected. That's why we've built our systems with data privacy and sovereignty at the core. Personal data is never stored by our platform. Instead, data-sharing networks are governed by trusted stewards — often public-sector agencies — who set clear policies within their jurisdictions. By prioritizing transparency, accountability, and farmer control, we're ensuring that digital innovation doesn't come at the cost of digital rights.

Our goal is to shape a future where farmer-facing AI is a digital public good — trustworthy, inclusive, and grounded in real-world use.

Strengthening the Foundation for Growth

As Digital Green scales its digital services and enters new geographies, we've continued to invest in the organizational backbone that makes innovation and impact possible.

This year, we focused on building systems and structures that reflect our values: farmer-first, tech-forward, and accountable.

INVESTING IN PEOPLE, TEAMS, AND SYSTEMS

FY25 saw major investments across our internal operations:

- Expanded teams, with new technical talent recruited in India, Kenya, Ethiopia, and Nigeria.
- Talent performance framework was rolled out to support staff growth and retention.
- Full accounting system transition to improve budgeting process and give the organization better financial decision-making support.
- Deepening our use of AI tools across the organization in a responsible manner, with staff-led trainings and development of ethical AI practices

These changes reflect our long-term commitment to operate as a lean, high-performing global nonprofit — grounded in both grassroots connection and data-driven execution.

LEGAL INFRASTRUCTURE TO SUPPORT SCALE

To align with our evolving delivery model and scale-up strategy, we made several important legal updates this year:

- In India, we established a new private entity to support innovation, while implementation work in India is housed under a separate charitable trust.
- In Kenya, we formalized Digital Green's registration, creating a legal presence to support programmatic growth and local hiring.

These structures give us the flexibility to deepen impact across both philanthropic and market-facing partnerships — while staying aligned to our mission.

RESPONSIBLE DATA, FARMER-FIRST

As we deepen our work with AI and expand Farmer.Chat, we've also invested in data governance and ethical technology practices:

- We engaged pro bono partners like Morrison & Foerster and Latham & Watkins to conduct legal reviews and help develop policies for data privacy, while ensuring our practices align with relevant legal standards.
- We began implementing more rigorous data access protocols and model evaluation frameworks, ensuring transparency and quality as we scale.

Digital Green remains committed to protecting farmer data, amplifying farmer agency, and ensuring that the technologies we deploy are not only effective — but ethical.

New Partnerships & Funding

INVESTING IN INNOVATION, TOGETHER

Digital Green's progress this year was made possible by a diverse ecosystem of partners and funders who share our belief that farmers should have access to high-quality, real-time support — no matter where they live or what they earn.

In FY25, we welcomed several **new funders and continued renewals**.

New Funders	
Rockefeller Foundation	Scale up Farmer.Chat in Bihar with a focus on regenerative ag practices, and pilot Farmer.Chat in forest communities in Brazil
Wellspring Philanthropic Fund	Supporting assessment of effects of Farmer.Chat on farmer and lead farmer agency in Kenya and Farmer.Chat deployment and language development in Nigeria
Horace W Goldsmith Foundation, Meta, Google.org, Patrick J. McGovern Foundation	Spporting local-language and Farmer.Chat feature development globally
Ezrah Charitable Trust, Livelihood Impact Fund, Dovetail	Supporting development and deployment of Farmer.Chat in Ethiopia and Nigeria
Renewals	
Mulago	
Jasmine	
Schmidt Family Foundation	
GitLab Foundation	

These partners have helped us unlock breakthroughs in cost, speed, and inclusion for Farmer.Chat — from improving speech recognition for Bhojpuri and Hausa farmers, to integrating new nudges and push notifications that increase adoption without human follow-up — helping us better understand how to serve farmers across vastly different contexts.

The lessons we've drawn about what it takes to drive adoption, build trust, and ensure inclusion now shape the foundation of our new 2026—2028 strategy. Together, we're entering this next phase not just with new tools, but with deeper insight, sharper focus, and a shared commitment to transforming agricultural extension at scale.

LOOKING AHEAD: EARNED REVENUE FOR EXPANDED IMPACT

As we continue to grow, we are exploring new partnership models, including collaborations with agri-food companies, ag-input firms, and financial service providers. These actors can help expand the value proposition of Farmer.Chat by offering bundled services, co-branded content, or last-mile delivery, while opening up sustainable earned revenue streams to keep Farmer.Chat free for smallholders.

We see earned revenue as a possible route to sustainability and resilience. By building a sustainable foundation, we can ensure that every farmer continues to access the timely, relevant support they need to grow for generations to come.

Financial Statement (preliminary, unaudited)

Note: FY2025 numbers presented in this statement are unaudited and subject to change.

Revenue & Expense Statement (in USD)

Revenue	**$13,266,289**
Expenses	
Personnel & Fringe Benefits	8,541,061
Travel	707,155
Consultants	477,404
Subawards	2,722,663
Other Direct Costs	2,593,737
Total Expense	**$15,042,020**
Total Change in Net Assets	**$(1,775,731)**

Balance Sheet (in USD)

Assets	
Current Assets	
Cash & Bank	2,422,361
Investments Accounts	10,540,244
Accounts Receivable	2,514,819
Other Receivables & Advances	1,815,922
Total Current Assets	17,293,346
Long-Term Assets	177,918
Total Assets	**$17,471,264**
Liabilities & Net Assets	
Current Liabilities	2,163,568
Total Liabilities	2,163,568
Net Assets	15,307,696
Total Liabilities & Net Assets	**$17,471,264**