It takes a farmer 40 days to prepare his land for planting, a smart tractor can do it in eight hours - this can increase small-scale farmers' yields by 200%. The Nation's Lekan Otufodunrin reports

Good to flourish

A small-scale farmer makes use of the Hello Tractor service to get his land tilled in a fifth of the time it would take him to do it without the tractor.

A Breath of fresh air

Small-scale farmers in Nigeria, especially in the northern part of the country, get access to tractors for use on their farms to boost their yield, an effort that has always been difficult.

The tractor can't afford to buy one due to the high cost, while the country's federal government, which is the major regulator of tractors, is not able to meet more than 4% of its requirements.

Hello Tractor, a farmer-oriented digital platform, has started an initiative to reduce the cost of tractors for small-scale farmers to own a tractor.

Since it was launched in mid-2014, farmers who participated in the beta phase have repeatedly seen their yields increase by 200% by using a tractor at 40 times faster than manual labor.

The logic is that whereas small-scale farmers produce a fifth of the land, Hello Tractor provides collaborative consumption by building a network of “smart tractors”, enabling small-scale farmers to request and pay for tractor services via SMS and mobile money, as and when they need specific services.

On what makes the solution unique, the operators say – the potential farming services allows for convenient request, scheduling and prepare for tractor services from nearby smart tractors operators, through SMS, messaging and mobile money. Once service is completed, the payment is automatically released to the smart tractor owner.

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