



# haller

2nd October 2020

## Haller helps rural African communities to overcome food insecurity with a new Agri-app.

**MOMBASA, KENYA:** The Haller Foundation has released a new version of their award-winning app which provides smallholder farmers across Africa with pioneering sustainable farming techniques in order to maximise food production and to help build self-sustaining communities.

Launched in 2014, the Haller Farmers web-app is an intuitive, online application that equips 30,000 small-scale food producers with affordable, organic and environmentally friendly farming practices.

With a mobile penetration of 80% in Kenya combined with a growing need for improved food and water security, Haller decided to re-develop the app. They spent the last 12 months evolving their original web-based app to make it more accessible and desirable to the 33 million smallholder farmers across Sub-Saharan Africa.

The new app, known as **Haller Farmers**, has been developed for farmers by farmers. The prototype has been extensively tested across Kenya in conjunction with the Ministry of Agriculture, by smallholder farmers, previous app subscribers, and with students at schools and universities. User testing was carried out with 50 individuals, which allowed Haller to tailor the app to the farmers direct needs.

Red C delivered cutting-edge technological design, dramatically enhancing the existing user experience while creating a social platform for communities. Live farming and weather updates are provided through the Noticeboard, where farmers can connect with others to share their farming expertise and knowledge. The app is available in both English & Swahili and is supported by Swahili audio to overcome any illiteracy challenges.

Pearlfisher's re-design incorporates bright and bold colourways, inspired by the rural African landscape, with icons and illustrations celebrating the way of life of Haller's farming communities. To encourage the next generation of farmers, Pearlfisher has designed the 'My Plot' feature, an interactive, visual representation of Haller's demonstration plot; highlighting efficient utilisation on limited and degraded land.

Jonathan Ford, Founding Partner of Pearlfisher and Chairman of the Haller Foundation said, "By redesigning Haller's original farmers' app we have once again set the pace in line with technological advancement in sub-Saharan Africa and most importantly for the needs of the end-user - Haller inspired farmers everywhere. Pearlfisher and Red C have collaborated to make a positive impact in people's lives through a creatively engaging experience. Haller's forward-thinking and sustainable farming methods are now shared freely and intuitively via widely available affordable app platforms. In doing so, it transforms both the lives and land of some of the most unsupported communities, drawing them together via a truly empowering tool."

This innovative and native application is now available to download for free from the Google Play Store. In addition to Haller's pioneering farming techniques, new agricultural content has been introduced to make the app more appealing and diverse such as; Youth Farming, Human & Animal Conflict Management and Conservation.

Haller Farmers leverages the increasing penetration of mobile technology in Africa to promote sustainable growth across landscapes and communities.

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Haller (The Haller Foundation) is a registered UK Charity No 1101725 & registered as an NGO in Kenya



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## About:

The Haller Foundation is a UK registered charity and Kenyan NGO that was set up to educate rural farmers in East Africa by sharing sustainable pioneering farming techniques to maximise food production and to help build self-sustaining communities. Since their launch back in 2004, they have worked with over 25,000 people from 57 different communities in Kenya, helping them to reach a point of self-sufficiency.

Haller believes partnerships are vital to scaling up impact and is actively seeking support from like-minded companies, organisations and NGO's to boost frequent app users, in turn, unleashing the power of people and nature to create thriving communities and ecosystems.

Haller has partnered with Mara Phones, initiating a year-long social media campaign, to encourage individuals and organisations to *donate a phone to a farmer*. Mara Phones are the creators of the first high specification, affordable smartphone manufactured in Africa, committed to enhancing and enriching the lives of the people of Africa. Throughout this campaign, Haller will distribute donations to ambassadors and community members that have not yet had direct access to Africa's technological advancements.

Although technology is becoming ever-more attainable, access to reliable sources of electricity remains a challenge. To overcome this, Haller established a collaboration with Deciwatt, pioneers of the innovative NowLight; providing independent off-grid energy by harnessing human effort. Deciwatt has donated NowLight's to Haller's 10 App Ambassadors, providing them with a source of light and power to charge their smartphones.

## Credits:

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