Giving Farmers a Fighting Chance: Transforming the Rural Economy in Zacatecas through Mobile Technology

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"Fighting for Farmers" is an information aggregation system that will provide rural farmers access to inter-farm communication regarding crop supply, buyer demand, and market price heuristics.

Our solution will empower the farmers and facilitate equitable trade leading to a sustainable livelihood.
Need Identified

Zacatecas State - A major supplier of agricultural produce which is its key economic driver.

- Lack of communication between the rural communities.
- No access to distribution and storage centers
- No Government price support mechanisms.
- At the mercy of middlemen who pay next to nothing for produce.
- Communities remain locked in a perpetual cycle of poverty.
System Overview

Communication tools and databases will be built utilizing already-present technologies.

The information and logic in the system will provide them with real, current, and quantitative indicators and equip them with the necessary tools to succeed.
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System Architecture