BRASTORNE'S SOCIAL IMPACT REPORT:

Bridging the Digital Divide *in* Rural Zambia

AN OVERVIEW OF THE MAGRI PLATFORM'S IMPACT PERFORMANCE & POTENTIAL IN ZAMBIA (2025–2029)



BRASTORNE®

CONNECTING THE UNCONNECTED

Contents

Executive Summary

The Digital Divide Challenge

Baseline

What We are Learning

OUTCOME 1: Increased Access to Agricultural Knowledge

OUTCOME 2: Expanded Mobile Store Ownership

Scaling Learnings & Challenges

The multiplier Effect

Economic Value & Sustainability

The Future

Conclusion

CONTENTS

Contents 02

Executive Summary 03

The Digital Divide Challenge 03

Baseline 04

What We are Learning 05

OUTCOME 1: Increased Access to Agricultural Knowledge 06

OUTCOME 2: Expanded Mobile Store Ownership 07

Scaling Learnings & Challenges 08

The multiplier Effect 08

Economic Value & Sustainability 08

The Future 09

Conclusion 10



Contents

Executive Summary
The Digital Divide Challenge
Baseline
What We are Learning
OUTCOME 1: Increased Access to Agricultural Knowledge
OUTCOME 2: Expanded Mobile Store Ownership
Scaling Learnings & Challenges
The multiplier Effect
Economic Value & Sustainability
The Future
Conclusion

EXECUTIVE SUMMARY

Brastorne's mAgri platform represents a transformative approach to agricultural development in rural Zambia, connecting smallholder farmers to essential digital services without requiring smartphones or data bundles. Through innovative mobile store ownership opportunities and accessible agricultural information systems, the platform is creating measurable economic and social impact across gender lines. Over a five-year period (2025-2029), the mAgri platform will generate **$2.78 million** in total impact value, with particularly significant outcomes for female farmers who have historically faced greater barriers to digital and economic inclusion.

THE DIGITAL DIVIDE CHALLENGE

In rural Zambia, digital disconnection is quietly holding farmers back, limiting their access to the information that could transform their livelihoods. Despite their resilience, more than **95% of smallholder farmers** remain cut off from timely weather updates, market prices, and expert farming advice, relying instead on overstretched government agents or word-of-mouth. However, time is no longer on their side: changing climate patterns, rising input costs, and unpredictable markets make traditional methods increasingly risky. Imagine a different reality, where every farmer, whether in the most remote village or along a dusty roadside, can receive accurate farming insights instantly on a basic mobile phone.

That future is possible, but not without overcoming key barriers: poor digital infrastructure, gender-based access inequality, and limited access to reliable agricultural guidance. Brastorne’s mAgri platform is changing the equation, delivering essential information through any mobile device, creating inclusive access for women, and promoting peer networks that strengthen farming communities. For thousands of farmers, this isn’t just access, it’s a pathway to better harvests, improved incomes, and lasting resilience.

Contents

Executive Summary

The Digital Divide Challenge

Baseline

What We are Learning

OUTCOME 1: Increased Access to Agricultural Knowledge

OUTCOME 2: Increased Access to Agricultural Knowledge

Scaling Learnings & Challenges

The multiplier Effect

Economic Value & Sustainability

The Future

Conclusion

BASELINE

$2.78 Million

in projected total impact value (2025–2029)

99%

of farmers in Zambia do not participate in agricultural digital marketplaces

82%

of farmers in Zambia, including a significant proportion of female smallholder farmers, do not have access to weather and market data via mobile phones.



Contents

Executive Summary

The Digital Divide Challenge

Baseline

What We are Learning

OUTCOME 1: Increased Access to Agricultural Knowledge

OUTCOME 2: Expanded Mobile Store Ownership

Scaling Learnings & Challenges

The multiplier Effect

Economic Value & Sustainability

The Future

Conclusion

WHAT WE ARE LEARNING

While mAgri's USSD-based approach is uniquely suited to reaching farmers without smartphones or internet access, scaling this model in Zambia comes with structural and market-related hurdles. Limited mobile network coverage in some rural zones, occasional interruptions in service delivery, can create friction in user onboarding and consistent engagement. Moreover, building sustained digital habits among farmers, especially those unfamiliar with mobile menus , takes time, training, and ongoing support.

At the same time, we are seeing encouraging signs of digital readiness in many communities. A growing number of farmers, especially younger ones, now own entry-level smartphones. These devices are often their first gateway to digital tools beyond USSD, and they offer new opportunities to extend mAgri's functionality. This insight is shaping the future of the platform and informing the upcoming launch of our mAgri web app, which will offer richer features for those with internet access, while still complementing our USSD users.

Despite all the challenges, mAgri has proven that when access barriers are thoughtfully addressed, meaningful digital adoption can take root even in underserved areas. Brastorne continues to refine its user journey and expand strategic partnerships to increase reach and retention.



Contents

Executive Summary

The Digital Divide Challenge

Baseline

What We are Learning

OUTCOME 1: Increased Access to Agricultural Knowledge

OUTCOME 2: Expanded Mobile Store Ownership

Scaling Learnings & Challenges

The multiplier Effect

Economic Value & Sustainability

The Future

Conclusion

OUTCOME 1: Increased Access to Agricultural Knowledge

SDG 1: End poverty in all its forms everywhere.

SDG 2: Double the productivity and incomes of small-scale food producers and end hunger.

1 Million
farmers projected to gain access to farming tips, weather alerts, and best practices

82%
of farmers previously lacked access to market/weather data via mobile

8,000 +
farmers already connected to real-time, location-specific agricultural insights

88%
of current users are women, improving gender parity in access to digital agriculture



"Before mAgri, I didn't know how to deal with livestock diseases. Now, I receive tips and advice that helped me save my goats last season."

- Martha Mwenda from Nyimba

This access to real-time, localized knowledge is catalyzing better decision-making, improved yields, and higher incomes, laying the groundwork for more resilient and economically empowered rural communities.

Contents

Executive Summary

The Digital Divide Challenge

Baseline

What We are Learning

OUTCOME 1: Increased Access to Agricultural Knowledge

OUTCOME 2: Expanded Mobile Store Ownership

Scaling Learnings & Challenges

The multiplier Effect

Economic Value & Sustainability

The Future

Conclusion

OUTCOME 2: Expanded Mobile Store Ownership

SDG 10: Achieve higher levels of economic productivity through tech and innovation to reduce inequalities.

SDG 5: Improve the use of enabling technology to promote women empowerment.

6480 mobile store owners projected: **3,600** women and **2,880** men

Empowers farmers to market produce digitally, reducing dependence on middlemen

"I never imagined I could sell my vegetables beyond my village. With the mobile store, I get more orders and keep more of the money I earn."

- **Natasha Andrews from Chingola** *(shared her experience)*

Stories like hers reflect how digital access through mAgri is not only increasing income opportunities but also helping farmers bypass traditional limitations like travel costs and market dependency.



Contents

Executive Summary

The Digital Divide Challenge

Baseline

What We are Learning

OUTCOME 1: Increased Access to Agricultural Knowledge

OUTCOME 2: Expanded Mobile Store Ownership

Scaling Learnings & Challenges

The multiplier Effect

Economic Value & Sustainability

The Future

Conclusion



SCALING LEARNINGS & CHALLENGES

Challenges include limited mobile coverage in remote areas and the time required to build digital habits among first-time users. Despite these, rising smartphone adoption among youth presents new expansion opportunities. This insight informs the launch of the mAgri Web App in Q3 2025.

THE MULTIPLIER EFFECT

Mobile store owners act as digital nodes in their communities, reaching beyond registered users. Each user spreads knowledge and resources to their peers, scaling impact informally through community networks.

ECONOMIC VALUE & SUSTAINABILITY

The platform will generate an estimated **$2.78 million** in total impact value by 2029. This includes gains from increased produce sales, knowledge access, and savings on travel costs, laying the foundation for sustainable rural development.

Contents

Executive Summary

The Digital Divide Challenge

Baseline

What We are Learning

OUTCOME 1: Increased Access to Agricultural Knowledge

OUTCOME 2: Expanded Mobile Store Ownership

Scaling Learnings & Challenges

The multiplier Effect

Economic Value & Sustainability

The Future

Conclusion

THE FUTURE

Brastorne is scaling its vision for digital agriculture, with a bold plan to expand the mAgri platform's reach and impact in the next 12 to 18 months. Here's what's ahead:

- **20,000+ smallholder farmers to be onboarded across Zambia**
- **3 core service areas to be expanded:**
  - Market information
  - Weather forecasts
  - Mobile store ownership

- Strategic partnerships to be deepened with local agricultural institutions and grassroots networks
- Platform enhancements underway to improve access and ease of use.
- Women in focus: Brastorne will place continued emphasis on reaching female farmers, ensuring they have equitable access to tools and opportunities and play a central role in the digital agricultural transformation.

Brastorne is building on the momentum of its USSD-based success by developing a full-featured mAgri web application. This next-generation platform is set to launch in late Q3 2025 and will provide farmers with deeper access to tools, insights, and community, no matter their phone or location. With thousands already connected, Brastorne is scaling toward a bold goal: reaching 1 million farmers in five years.

Expanding mAgri into a web-based platform. Features include:

- Interactive dashboards
- Market price updates
- Real-time weather alerts
- Farmer blogs and self-paced courses

Each new user brings us closer to a future where every farmer is connected, empowered, and resilient, regardless of location, income, or device.

Contents

Executive Summary

The Digital Divide Challenge

Baseline

What We are Learning

OUTCOME 1: Increased Access to Agricultural Knowledge

OUTCOME 2: Expanded Mobile Store Ownership

Scaling Learnings & Challenges

The multiplier Effect

Economic Value & Sustainability

The Future

Conclusion

CONCLUSION

The mAgri platform represents more than a technological solution; it embodies a comprehensive approach to rural development that addresses multiple interconnected challenges all at once. Although focusing on mobile store ownership, agricultural information access, and gender-inclusive design, the platform creates pathways out of poverty while building resilient rural communities. The mAgri platform demonstrates that rural communities do not need to wait for expensive infrastructure or complex devices to participate in the digital economy. Through meeting farmers where they are and building on existing mobile networks, the platform proves that innovation can be both affordable, accessible and transformative. mAgri offers a replicable model for connecting the unconnected and ensuring that digital transformation reaches those who need it most. The success of this platform serves as a blueprint for similar initiatives across the continent, potentially transforming millions of lives through the simple yet powerful combination of mobile technology and agricultural knowledge.

We are building a future where every farmer is connected and empowered, no matter where they live. Join us in reaching 20,000 more farmers. Reach out at **comms@brastorne.com.**





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Tel: (+267) 311-4683 | **Email:** comms@brastorne.com
Plot 145, Lake View Office Park, Gaborone International Finance Park, Block B,Fourth Floor