



SMASH Mobil: Brewing a Better Future for Haiti's Agriculture Sector

A mobile system to strengthen the emerging sorghum supply chain for BRANA – Haiti's only brewery and one of the country's top employers.

Field testing with users and farmers on a plot in Sud Department, Haiti. Photo Credit: Alexandra Morgan-Kisarale, Dimagi Inc.

SMASH Mobil At-a-Glance

Background: In 2013, the Smallholder Alliance for Sorghum in Haiti (SMASH, implemented by Papyrus) was launched by BRANA, a Heineken company, to strengthen the sorghum value chain and spur socially inclusive growth in Haiti. In 2016, SMASH partnered with RTI International and Dimagi to develop SMASH Mobil, an integrated mobile technology and reporting system, to support actors across the value chain.

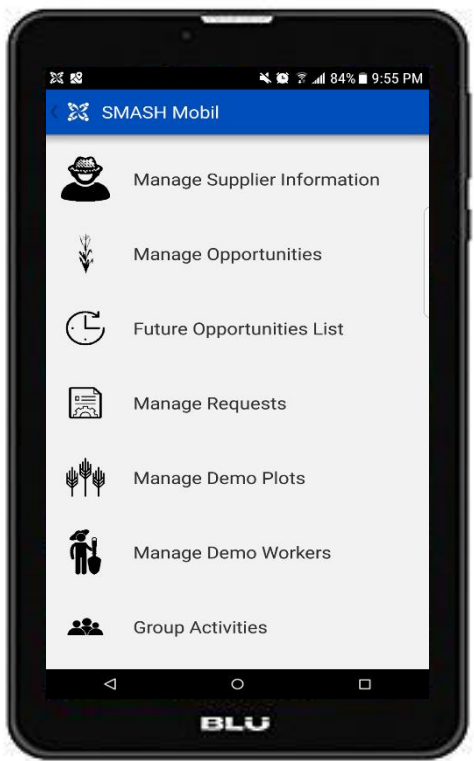
Phased Roll-Out: March 2017 marked the launch of SMASH Mobil. Using a phased approach, the entire system will be rolled out by the end of 2017.

Highlights: Open source, works offline, supports longitudinal tracking, designed with users, localized in Haitian Creole.

Features & Functionalities: Built on CommCare & Tableau to support supplier relationship management; decision & diagnostic support; yield projections; purchasing & inventory management; quality assurance; supply chain logistics; and performance monitoring.

Users: Extension agents, buying agents, local collection center operators, transporters, national conditioning center personnel, regional and head office managers.

Impact: At scale, SMASH Mobil will streamline operations, strengthen multi-level decision making, support increases in sorghum production, and advance BRANA's local procurement commitment – creating a dependable source of income for sorghum farmers and their families.



Funded by:



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SMASH Mobil Key Components & Functionalities

From planting to harvesting, purchasing and conditioning, the SMASH Mobil system strengthens key operations through data capture, analysis, and decision support.



Supplier Relationship Management

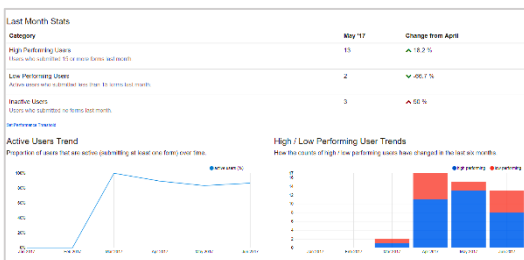
Through SMASH's supplier relationship management approach, traditional extension is coupled with sourcing processes to identify and nurture opportunities to buy sorghum. SMASH Mobil supports:

- Supplier information management
- Opportunity management, including field health monitoring, technical advice, and on-field training
- Technical training attendance tracking
- Demo plot management
- Seed distribution management
- Contract management

Supply Chain Management

SMASH Mobil streamlines the complex logistics of sourcing sorghum from smallholder farmers at the quantity and quality standards needed for BRANA. The system enables:

- Purchasing on field and at collection centers
- Seed loan reimbursement
- Contract fulfillment
- Local and national inventory management
- Warehousing and storage
- Transportation logistics
- Post-harvest quality assurance



Reports and Analytics

SMASH Mobil captures data in a timely, consistent, and structured manner to provide visibility into the sorghum supply chain, enabling the SMASH team and other stakeholders to make data-informed decisions. Through a combination of out-of-the-box reporting tools and custom dashboards, SMASH Mobil strengthens:

- Worker performance monitoring
- Operational performance monitoring
- Donor indicator tracking and reporting
- Pest and disease detection and monitoring
- Production scenario analyses and projections