The agriculture sector is facing multiple challenges across the world. With the global population projected to increase significantly to 9.6 billion by 2050, combined with the depletion of essential natural resources and the effects of climate change, there is a need for a revolution in agriculture and the food sector. Smart Agribusiness - defined as applications of digital technologies to improve efficiency of all the stakeholders in the interrelated and inter-dependent value chains in agriculture - has the potential to provide this much-needed revolution.

Potential entry-points for UNIDO have been identified in the following areas:

**Precision Agriculture**
- Working with technology manufacturers to introduce lower cost and lower tech solutions.
- Matchmaking between commercial and small operators to increase uptake of new technologies.

**Food Safety and Quality**
- Enabling digital and remote auditing and training of food business.
- Developing data-driven food safety regulatory functions.

**Convening Ecosystems**
- Increasing awareness of bottlenecks and opportunities in industrializing countries.
- Encouraging co-creation of solutions by convening multiple stakeholders.

**Human Capital Development**
- Designing and implementing digital skills development programmes.
- Supporting customizations of national policies to better address skill gaps.

**Smart and Sustainable Food Enterprises**
- Designing and deploying performance management digital tools for enterprise productivity, efficiency, sustainability and compliance.
HAYFA KHALFAOUI LAUNCHES THE FIRST SMART FARM IN JENDOUBA

After graduating in computer engineering and working several years as an IT manager, Hayfa Khalfaoui decided to take an unusual turn in her career. While working for a client in the dairy sector, she discovered her passion for cattle breeding. At only 28 years old, Hayfa launched Lait Espoir – Tunisia’s first smart dairy farm. The young entrepreneur has developed two technological solutions to facilitate the management of a dairy cattle farm, which she is now marketing across the country. The “Smart Farm” mobile application enables farmers to monitor and enhance the breeding, health and wellbeing of cattle whilst the “Smart Milk” app provides traceability and improves the quality and quantity of milk production. The business already provides employment to 11 people.

Hayfa received business support from Mashrou3i (‘my project’ in Arabic), which is a partnership between UNIDO, USAID, the Italian Agency for Development Cooperation (AICS) and the HP Foundation designed to foster youth entrepreneurship in Tunisia and support the creation and growth of enterprises.

“Mashrou3i provided me with business coaching in finance and marketing. I also received assistance from a cattle breeding expert to develop specific content for my Smart Farm app”

Hayfa Khalfaoui, Founder and owner of Lait Espoir