

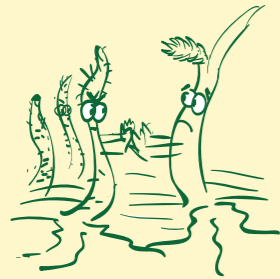


RiceAdvice-WeedManager - reduce your weeds, increase your rice yield

A free app for Android™ that assists in generating farm-specific advices for improved weed management



WEED COMPETITION
is among the top-3 causes for yield losses in rice



HANDWEEDING
is the only option available to most smallholder farmers



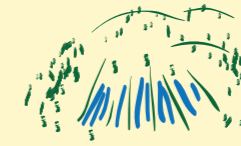
But handweeding is **EXTREMELY LABORIOUS** and therefore negatively affects household economies and children's schooling rates

Using RiceAdvice-WeedManager, IT TAKES ONLY 5 MINUTES TO GET FARM-SPECIFIC RECOMMENDATIONS!



Farmers provide their **FARM-SPECIFIC PROFILE** with information on field conditions, available means - budget, human and natural resources and equipment - and prevailing weed problems

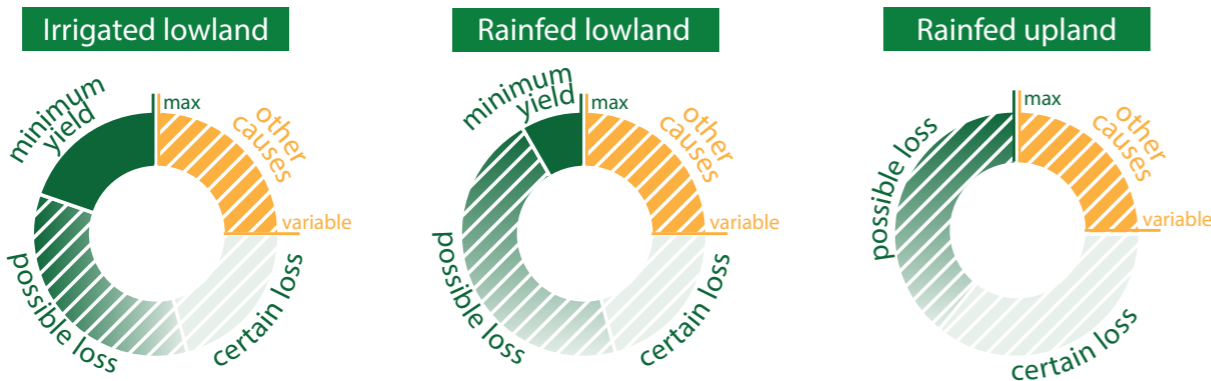
WeedManager provides a range of specific **RECOMMENDATIONS** for weed management - before, during and after the main rice-cropping season - based on the farm-specific profile



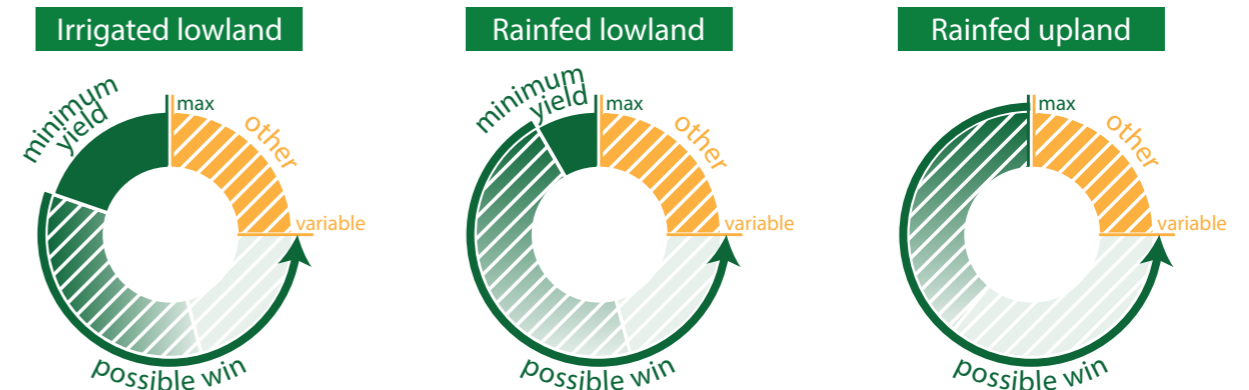
Neglecting weeds **HEAVILY DAMAGES** smallholders' rice production and incomes, resulting in at least **US \$1.5 BILLION LOSSES PER YEAR IN AFRICA**

WeedManager provides a **SIMPLE AND EFFECTIVE** way for farmers to find the most effective weed management methods, **SIGNIFICANTLY INCREASING YIELD**

RICE YIELD WHEN NEGLECTING WEEDS



RICE YIELD WHEN CONTROLLING WEEDS



More **EFFECTIVE METHODS FOR WEED MANAGEMENT** are often **NOT EASILY AVAILABLE OR NOT KNOWN**



Smallholder rice farmers have **POOR ACCESS TO INFORMATION** and rely on public or private service providers - like extension services - for advices on alternative weed management strategies

EFFICACY of extension services in Africa is **CONSTRAINED** by limited financial means, sub-optimal training and restricted access to adequate information on weed management



The **FARMER ULTIMATELY DECIDES** which recommendations to follow-up and can be further advised and monitored during the season by the service provider

RECOMMENDATIONS CAN INCLUDE:

- improved timing of weed-control interventions
- tillage before, during and after the season
- better timing with fertilizer
- improved fallow
- rotary weeders
- herbicides
- irrigation
- leveling
- burning
- crop rotation
- inter-cropping
- rice transplanting
- improved rice varieties

