"The Social Implications Of Digital Agricultural Technologies For Small Farmers - What Do We Know And Need To Know About ."

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Abstract: Digital agriculture proposes to revolutionize the processes of production, marketing, and consumption within food systems through the use of tools that collect, store, analyze, and share information digitally. While its proponents emphasize potential benefits, such as improved technical efficiency, resource allocation, and reduced transaction costs, the understanding of the risks and challenges associated with its implementation remains limited. This presentation offers applied scholars and practitioners a practical view to understand key questions on digitalization in agriculture and to organize the main socio-ethical implications that might be considered when promoting digital agricultural technologies.

Bio: Jenny Melo-Velasco is a Postdoctoral Researcher at the Center for Regenerative Agriculture at the University of Missouri. She is also a Visiting Researcher at the Alliance of CIAT and Bioversity, and Cofounder of Huella Delta—a social business based in Colombia, focused on improving market linkages for rural communities. She is an applied researcher interested in inclusive business models and digital agricultural technologies reaching small farmers. Jenny has over thirteen years of experience working with businesses, NGOs, and farmers’ organizations leading knowledge management projects on inclusive business, social innovation, and green businesses. Her work draws from her academic training and experience as a consultant, researcher, and entrepreneur in Colombia and Latin America.

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