



# Adoption Dynamics of Mobile Agriculture Apps among Maize Producers in Zambia: A Policy Analysis

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## Abstract

Mobile agriculture apps have gained popularity in recent years as a tool for improving agricultural productivity and efficiency among smallholder farmers, particularly in developing countries like Zambia. The study employed a mixed-methods approach involving surveys and semi-structured interviews with key informants from the agricultural sector in Zambia. Findings suggest that while over 70% of farmers expressed interest in using mobile agriculture apps, only about 35% had actually adopted such tools. Factors influencing adoption included access to technology, perceived benefits, and training availability. The analysis highlights significant disparities in the uptake of mobile agriculture apps among maize producers, with policy recommendations emphasising improved digital literacy programmes and community-based initiatives. Develop targeted digital literacy campaigns for farmers and extension workers. Implement pilot projects to test innovative app features that address common challenges faced by smallholder farmers.

**Keywords:** *Zambian, Geographic Information Systems, Participatory Action Research, Technological Adoption Theory, Precision Agriculture, GIS, Farmer Field Schools*

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