



Omnivore Fund 2: Impact Report

March 31, 2024



Foreword

2024 is on track to be the hottest year on record. Vulnerable sections of society such as smallholder farmers and rural small businesses were the most affected as crop yields suffered, and global supply chains were disrupted. At Omnivore, we see challenges to food security and rural prosperity as being deeply intertwined. This interconnectedness is most evident in the relationship between our food systems and the shifting climate. Our mission of building a sustainable future revolves around agrifood innovation, climate action, and rural transformation.

For the past 14 years, we have focused on backing visionary entrepreneurs whose innovations can improve the lives of smallholder farmers and rural communities while conserving natural resources and abating emissions. This journey has taught us that impact at scale needs more than capital—it demands patient mentorship, market access, and a network of partners who share our unwavering commitment. Today, this support system is catalyzing solutions that serve both people and the planet in an unprecedented way.

This report documents the positive social and environmental impacts of portfolio companies backed by Omnivore's second fund, from which we started investing in 2018. This generation of entrepreneurs has delivered remarkable outcomes over the years, and we are pleased to share their societal impact as examples of the outcomes that impact capital can enable going forward.

We would also like to thank our Advisory Board members, who have worked closely with Omnivore to develop our impact policy and metrics. We are grateful for their time, expertise, and support.

We hope this report proves to be an informative and actionable read.



Mark Kahn
Managing Partner



Jinesh Shah
Managing Partner

Our Theory of Change

Driving agricultural prosperity, transforming food systems, and promoting climate sustainability in India

Increasing Smallholder Profitability



Raising farm yields



Reducing farm expenditures



Securing better prices for farm outputs

Enhancing Smallholder Resilience



Providing access to innovative finance and risk management solutions



Steady/augmented sources of income, and improved market dynamics

Improving Agricultural Sustainability



Optimizing consumption of natural resources & farm inputs



Minimizing waste & spoilage

Catalyzing Climate Action



Mitigating GHG emissions from agriculture

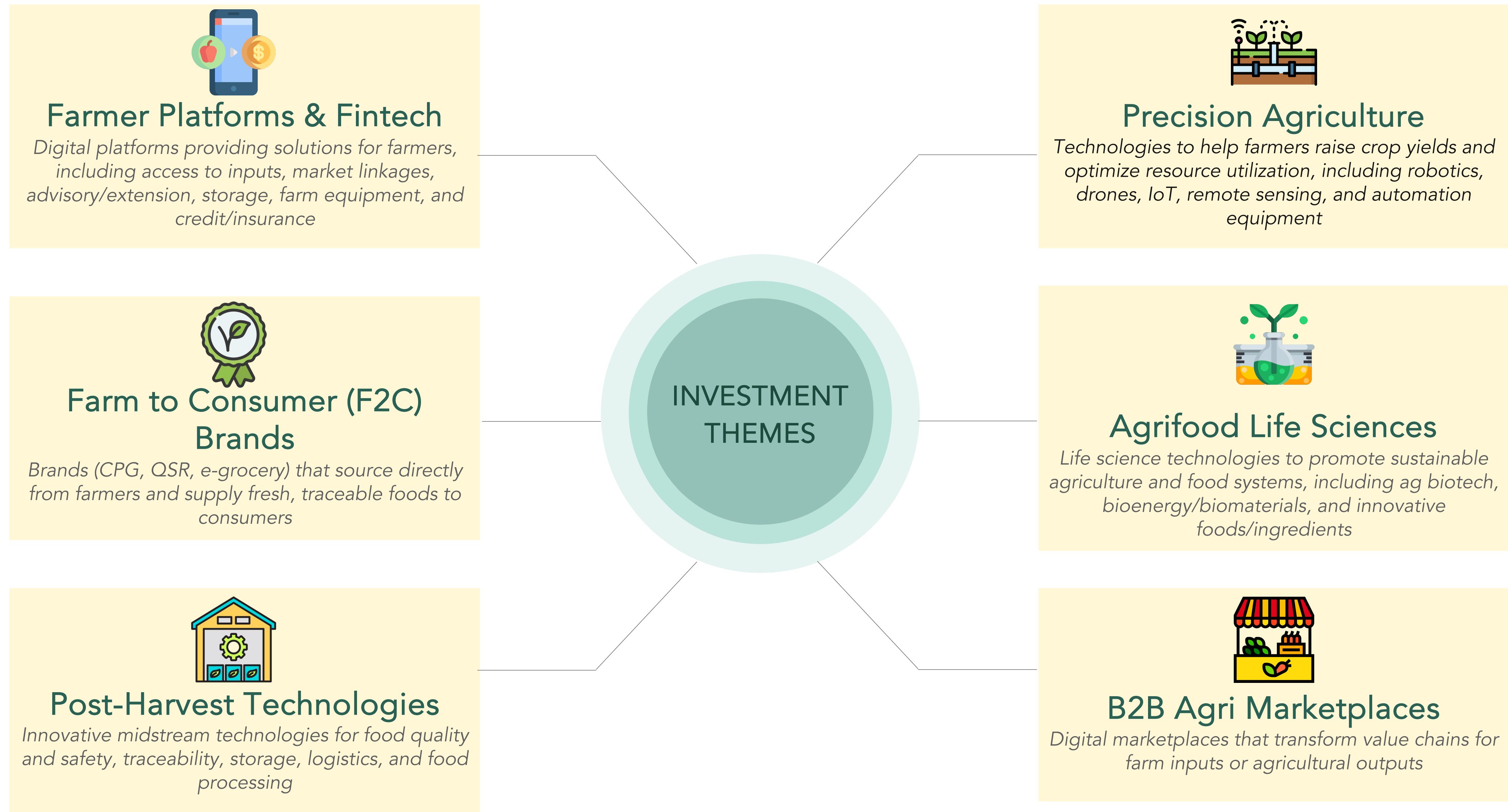


Promoting climate adaption for smallholder farmers and food systems

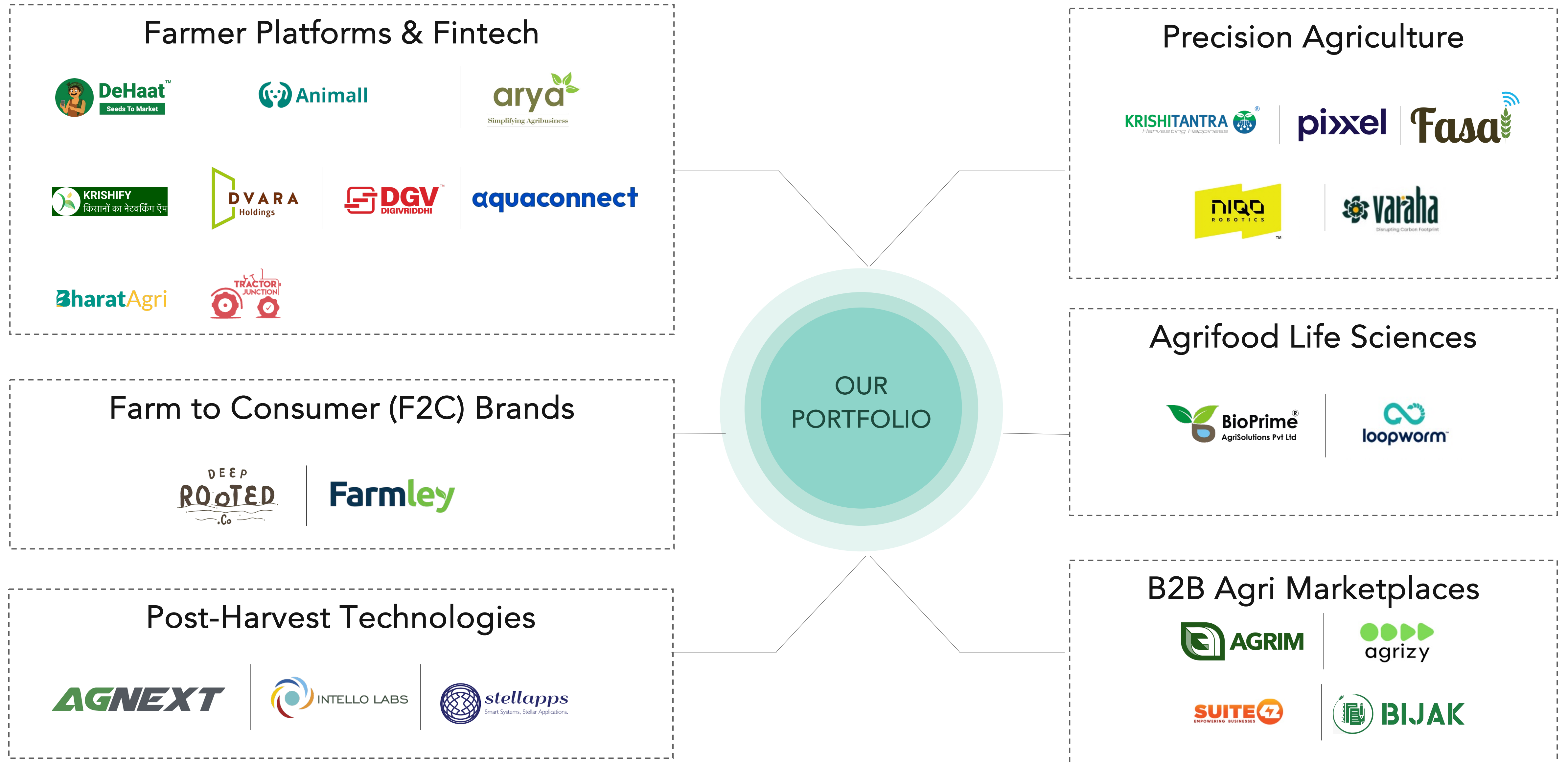


Increasing area under sustainable and regenerative cultivation

Fund 2 | Six investment themes that fuel smallholder agriculture



Fund 2 | 25 start-ups as of March 31, 2024



Leaders in impact investing

Pioneers in Indian impact investing



First signatory from India to the Operating Principles of Impact Management (OPIM)



Selected for IA50 for the fourth year in a row



Verified by BlueMark



Awarded Best Social Impact VC by the Indian Venture Capital Association

Alignment with international standards



Omnivore's investments are aligned with 9 UN Sustainable Development Goals (SDGs)

Primary SDGs



Secondary SDGs



Our Impact Metrics

Cumulative Impact of Fund 2 portfolio companies



REACH

12.3 Mn

Farmers reached



SMALLHOLDER RESILIENCE

\$10 Mn Insurance coverage enabled

\$1.2 Bn Loans enabled

\$4 Bn Sales to resilient value chains



CLIMATE ACTION

81.6 Mn MT CO2 eq.
GHG emissions avoided

14.2 Mn Hectares
Area under sustainable cultivation

58.29 Bn Liters
Reduction in water use



SMALLHOLDER PROFITABILITY

\$3.1 Bn

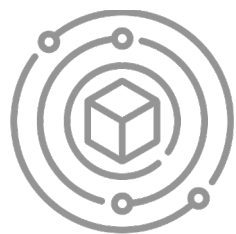
Economic value created



AGRICULTURAL SUSTAINABILITY

150 Mn kg
Reduction in chemical use

8.2 Mn MT
Food waste avoided

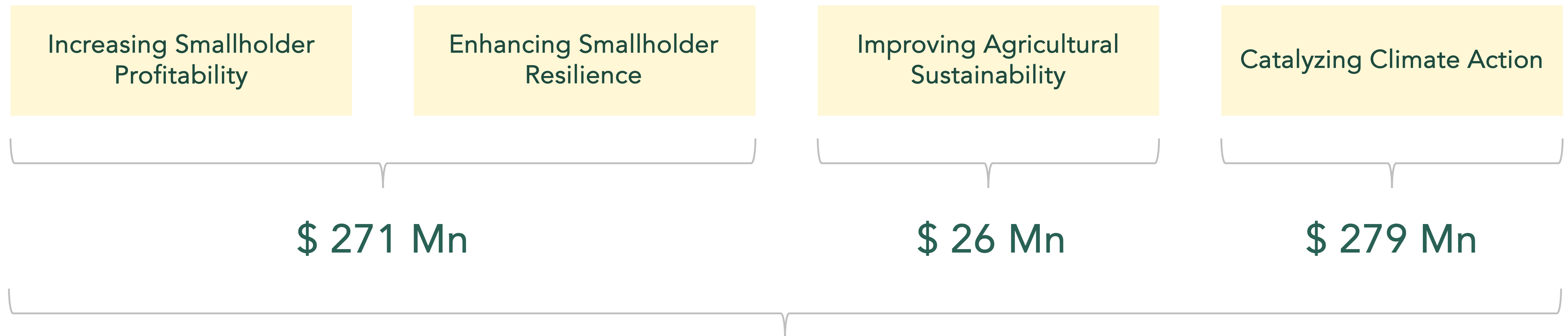


ECOSYSTEM IMPACT

11,628 Jobs created	10% Managerial positions held by women
10% Jobs held by women	\$728 Mn Capital catalyzed into the ecosystem

For every \$1 invested, our portfolio companies created ~\$6 worth of social impact

Economic value* of social impact catalyzed across our Theory of Change pillars



Total economic value of social impact catalyzed: \$ 577 Mn

Omnivore investment amount (as of March 2024): \$ 76 Mn

Social return on investment (SROI): 6.45x

* Economic value of social impact catalyzed = Social impact x economic value conversion factor x ownership stake for Omnivore x deadweight (impact that would have been created without Omnivore investment)

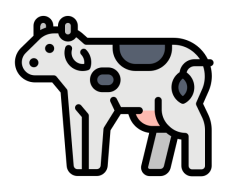
The background image shows two men in a field. The man on the left is wearing a white shirt and a turban, and is looking down. The man on the right is wearing a light-colored shirt and dark pants, and is holding a metal detector. The image is overlaid with a semi-transparent teal color.

Deep-dive into Impact Metrics

1 | Smallholder farmers reached

12.3 Mn
Smallholder farmers

Types of farmers



Dairy

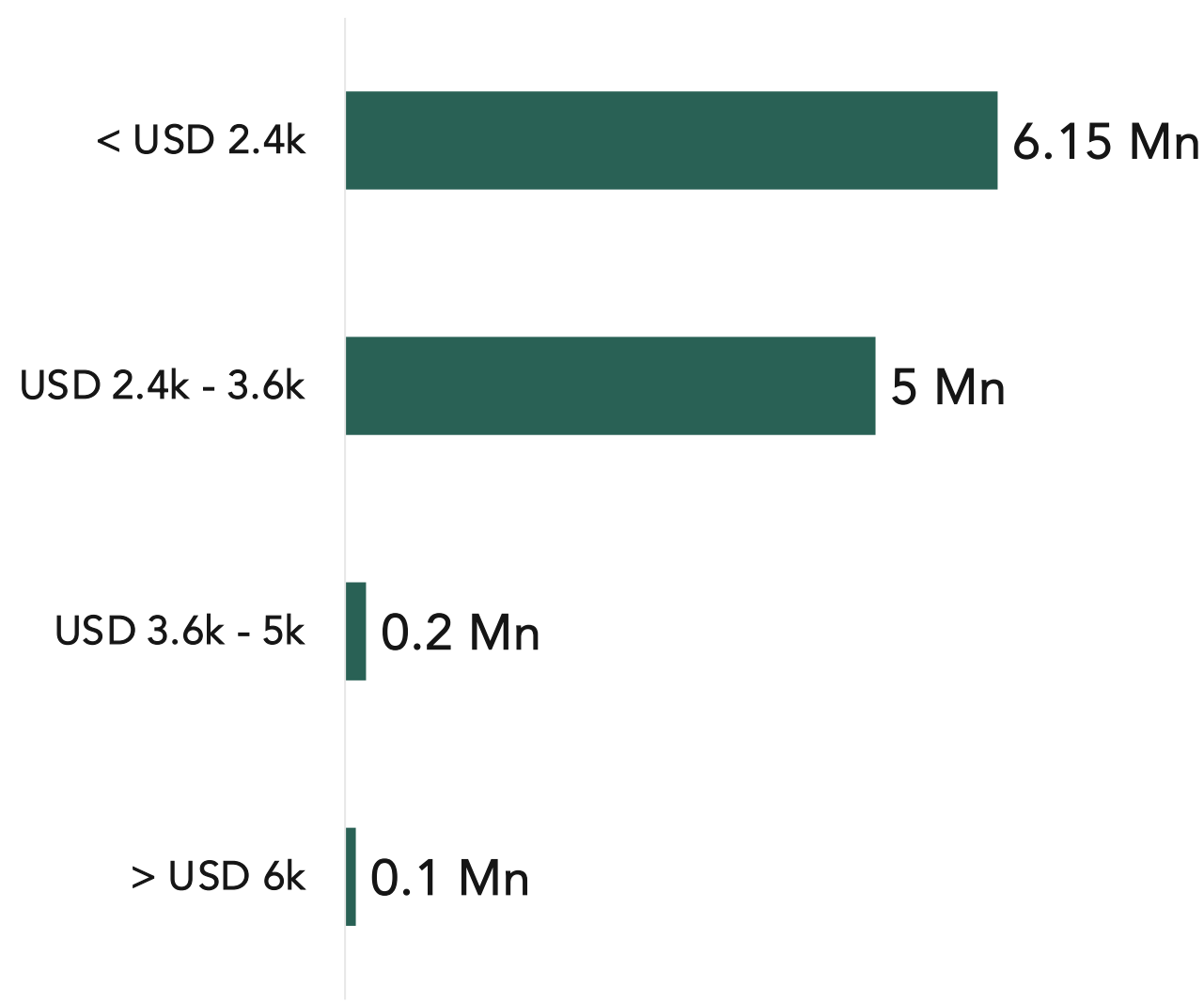
21%



Horticulture &
Grain

79%

Household income distribution



Impact on women farmers

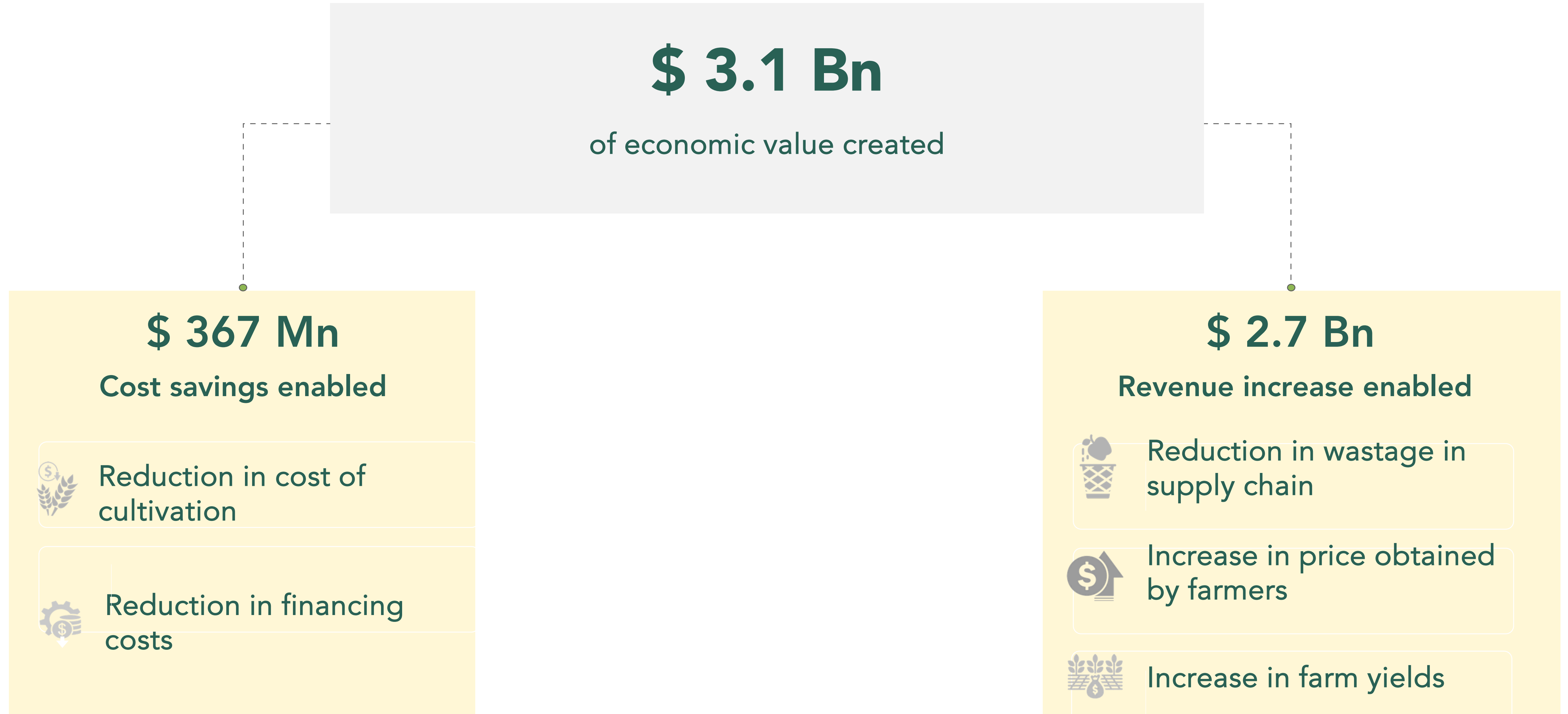


110k women farmers received higher incomes from dairy farming

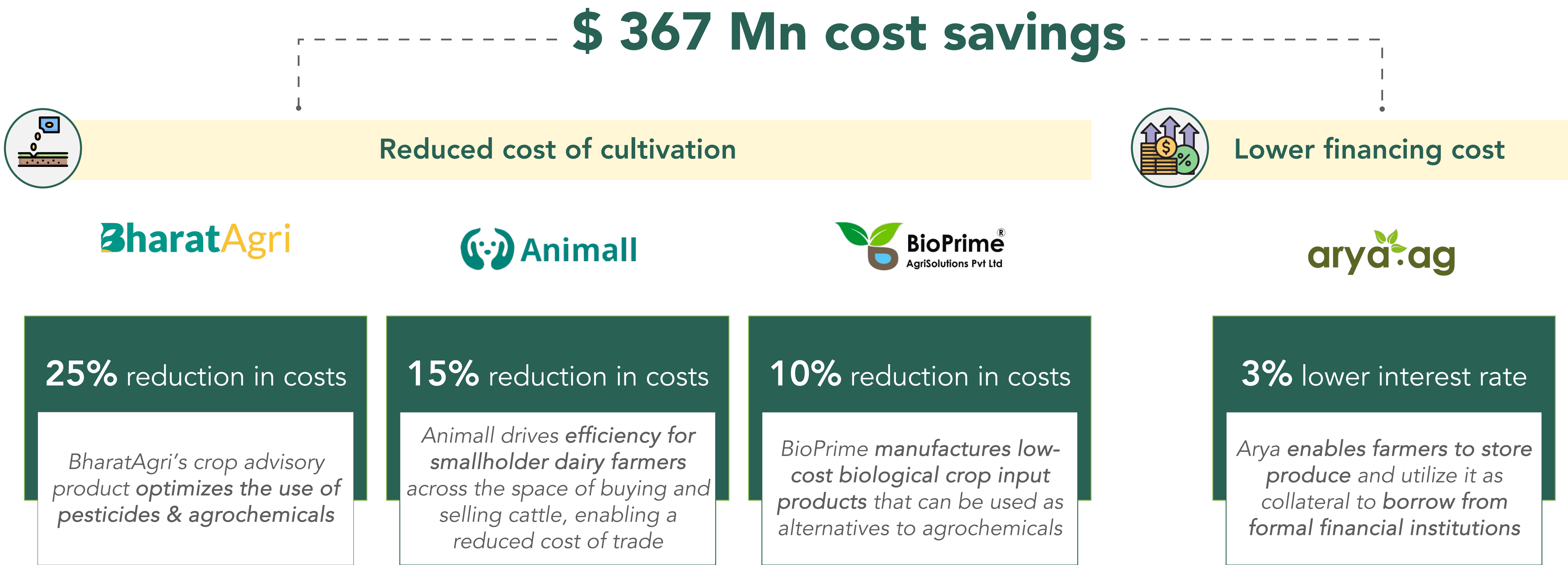


85k women farmers have access to institutional credit and formalized banking

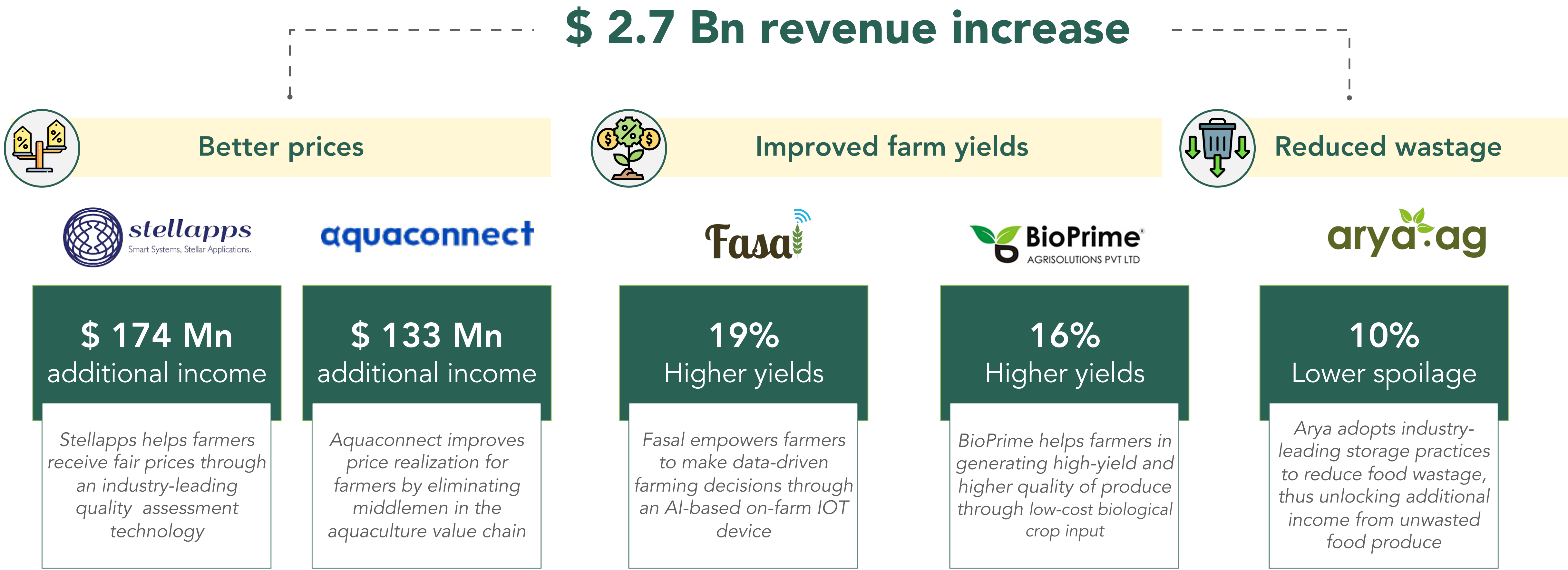
2 | Economic value for smallholder farmers created



2.1 | Cost savings enabled



2.2 | Revenue increase enabled



3 | Loans and insurance coverage enabled



Financial institutions

arya.ag

\$ 1.22 Bn loans

Arya is an NBFC (non-banking financial company) that lends directly to farmers using farm produce stored in Arya's warehouses as collateral



Facilitator platforms (embedded fintech)

DeHaat™

aquaconnect



\$ 12.7 Mn loans

Farmer platforms leverage farmer data, existing farmer relationship, and on-ground partner ecosystem to facilitate loans and insurance from banks and financial institutions

DeHaat™



\$ 10 Mn insurance

4 | Sales to resilient value chains

\$ 4 Bn worth of produce sold

Marketplaces and platforms

Value chain enablers

aquaconnect

\$ 32 Mn

worth of produce
traded

*Aquaconnect
eliminates middlemen
& enables instant
payments to
aquaculture farmers*

Farmley

\$99 Mn

worth of produce sold

*Farmley provides
reliable demand for
nuts and dried fruit
farmers through a D2C
sales channel*



\$1.8 Bn

worth of milk sales
facilitated

*Stellapps helps farmers
receive fair prices
through an industry-
leading quality
assessment technology*

arya.ag

\$926 Mn

worth of produce
sales facilitated

*Arya helps farmers in
trading their produce at
optimum price by
providing warehousing
facility*

5 | Reduction in chemical use

150 Mn kg of chemical use reduction



58 Mn kg

of pesticides & fertilizers
saved

*DeHaat's advisory product
optimizes the use of pesticides
by 10% and fertilizers by 9%*



24 Mn kg

of pesticides & fertilizers
saved

*BharatAgri's crop advisory
product optimizes the use of
fertilizers, pesticides and other
agrochemicals*

8.2 Mn MT of food waste avoided



Improved storage and optimized logistics



1.9 Mn MT
of food grains saved

Arya reduces food spoilage and wastage in by 10% by adopting industry-leading warehousing practices



DeHaat™
Seeds To Market

78,000+ MT
of agri produce saved

DeHaat eliminates 2-3 middlemen and reduces handshakes between intermediaries in the post-harvest value chain



Improved quality assessment



INTELLO LABS

77,000+ MT
of food waste avoided

Intello Labs prevents wastage enabling objective quality assessment of fresh produce



stellapps
Smart Systems, Stellar Applications.

5.8 Mn MT
of milk saved from being wasted

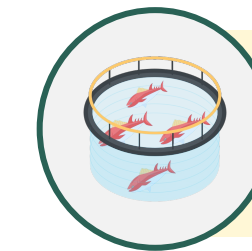
Stellapps prevents wastage of milk, enabling objective quality assessment of milk produce

7 | Area under sustainable cultivation

14.2 Mn hectares under sustainable cultivation



Crop land



Aquaculture farms



13 Mn hectares
of cropland

DeHaat's advisory service optimizes the use of pesticides and other agrochemicals



205,200+ hectares
of cropland

BioPrime manufactures biological crop input products that can be used as alternatives to agrochemicals



333,000+ hectares
of cropland

BharatAgri's crop advisory product optimizes the use of pesticides & agrochemicals

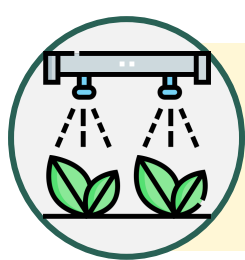


114,000+ hectares
of aquaculture farms

Aquaconnect's advisory product optimizes the use of feed and healthcare products

8 | Reduction in water use

58.29 Bn liters of water saved



Irrigation



Crop spraying



29.72 Bn liters
of water saved

Fasal's IOT-based advisory service optimizes water needed for irrigation by 32%



14.31 Bn liters
of water saved

BharatAgri's crop advisory product optimizes the use of water for irrigation by 29%



0.30 Bn liters
of water saved

Dehaat enables water savings on farmlands through reducing pesticide usage by 10%

9 | GHG emissions avoided

81.7 Mn MT of GHG emissions avoided



Food waste reduction



880,000+ MT
of CO₂ eq. emissions

Arya reduces spoilage and wastage, and prevents GHG emissions from growing an equivalent amount of produce



Fertilizer reduction



17.2 Mn MT
of CO₂ eq. emissions

Dehaat prevents emissions by enabling reduction in fertilizer usage through advisory practices



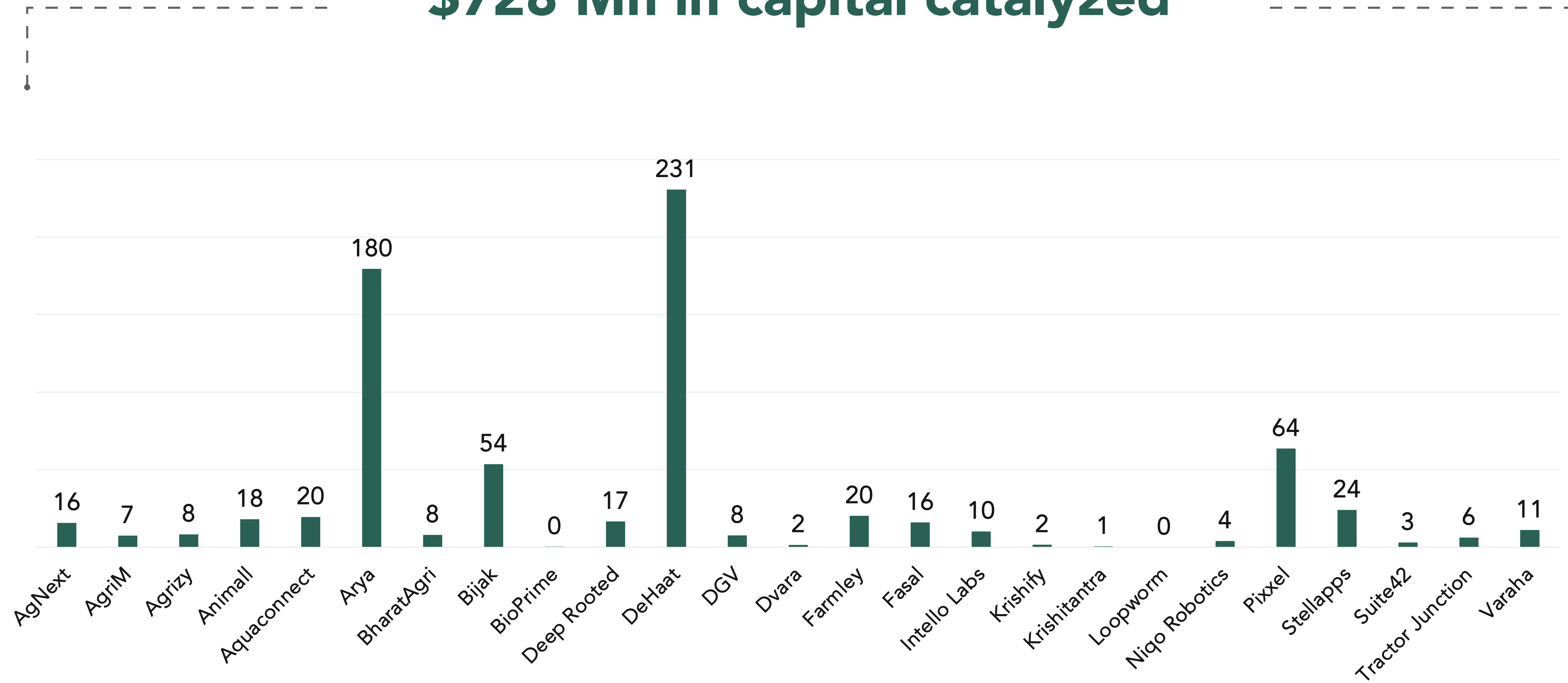
Fossil fuel reduction



23,000+ MT
of CO₂ eq. emissions

Fasal reduces the consumption of fossil fuels in irrigation pumps by reducing water used for agriculture

\$728 Mn in capital catalyzed



11 | Jobs created and gender impact

**11,628 jobs created, 10% women
10% women in managerial roles**



337 jobs created

15% of positions held by women
13% representation of women in
managerial roles



1,190 jobs created

7% of positions held by women
9% representation of women in
managerial roles



644 jobs created

11% of positions held by women
10% representation of women in
managerial roles



209 jobs created

18% of positions held by women
33% representation of women in
managerial roles



395 jobs created

15% of positions held by women
8% representation of women in
managerial roles



88 jobs created

8% of positions held by women
17% representation of women in
managerial roles

Company Impact Metrics

The background image shows two men in a field. The man on the left is wearing a white shirt and a turban, and is walking towards the camera. The man on the right is wearing a light-colored shirt and dark pants, and is using a metal detector. The image is overlaid with a semi-transparent teal color.

Post-harvest technologies

Date of initial investment: 2019

AgNext is developing rapid commodity assessment solutions for food and agriculture value chains, which work across procurement, trade, processing, and consumption; leveraging AI, IoT, and spectrometry to revolutionize rapid quality estimation and traceability across food and agriculture value chains.

\$16 Mn

Capital
catalyzed

1237

Jobs created

9%

Managerial roles occupied
by Women





B2B Agri Marketplace

Date of initial investment: 2020

Agrim is building a digital B2B trade platform for India’s USD 50+ billion agri inputs industry, connecting rural retailers directly with manufacturers and providing value-added solutions for distribution, logistics, marketing, and credit.

3.30 Mn	\$37.42 Mn	\$2.21 Mn	
Smallholder farmers reached	Total economic value created	Loans enabled	
\$7.41 Mn	337	15%	13%
Capital catalyzed	Jobs created	Employees are Women	Managerial roles occupied by Women



B2B Agri Marketplace

Date of initial investment: 2022

Agrizy is India's leading B2B agri-processing platform, driving supply chain efficiency and MSME profitability. Agrizy provides MSME agrifood processors with a fully managed B2B marketplace alongside digital services to generate additional long-term revenues, improve operating margins, and streamline procurement/sales cycles.

\$8.33 Mn

Capital catalyzed

243

MSMEs supported

13,189 MT

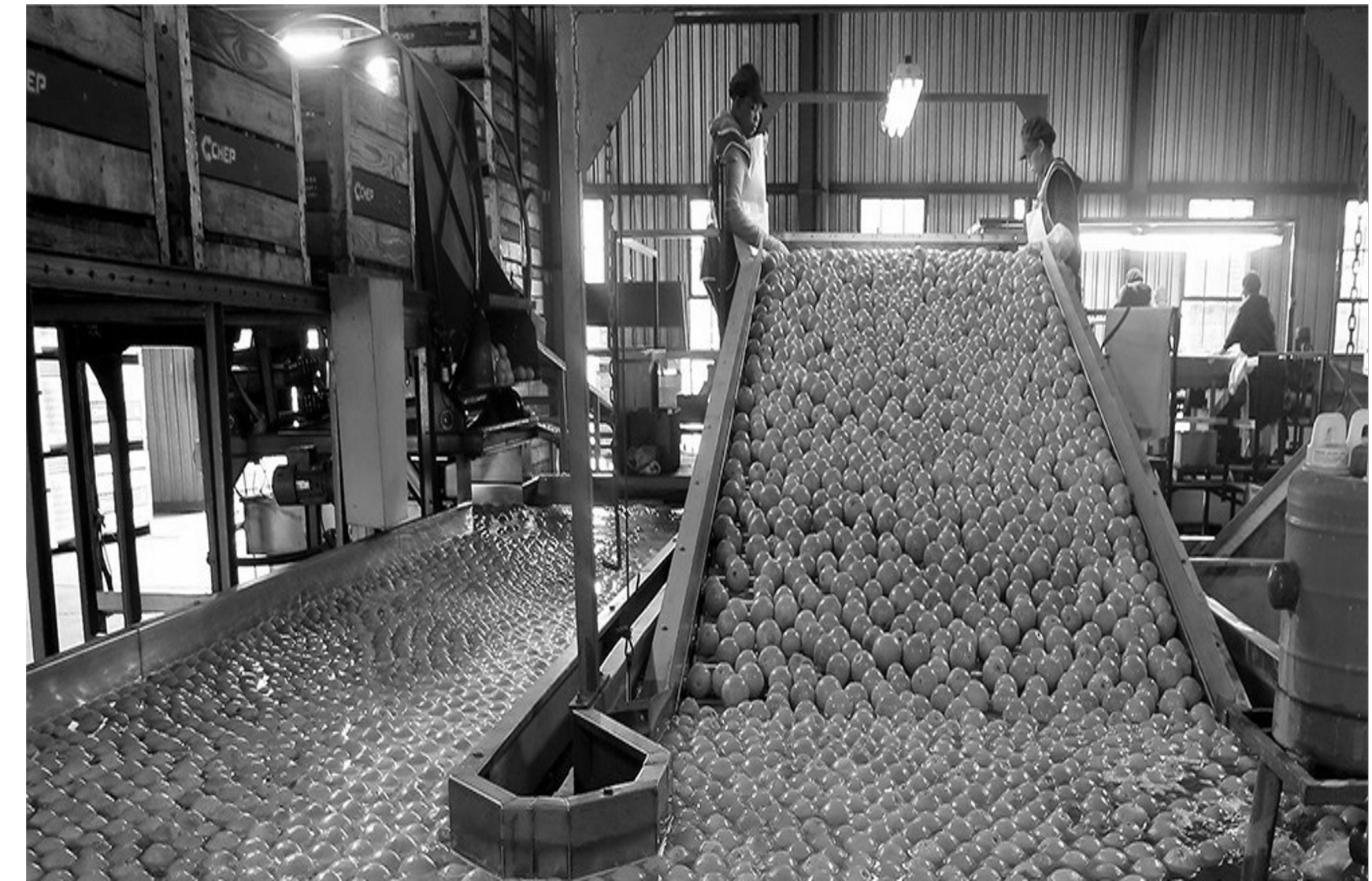
Produce traded on the platform

72

Jobs created

11%

Employees are Women



Farmer platforms & Fintech

Date of initial investment: 2020

Animall is a digital platform for livestock farmers, currently running India’s largest peer-to-peer (P2P) animal trading marketplace.

211,683

Smallholder farmers reached

\$104 Mn

Total economic value created

\$18 Mn

Capital catalyzed

209

Jobs created

18%

Employees are Women

33%

Managerial roles occupied by Women



Farmer platforms & Fintech

Date of initial investment: 2019

Aquaconnect is a full-stack platform for aquaculture farmers including an inputs marketplace, mobile advisory, embedded fintech solutions, and market linkages.

37,500

Smallholder
farmers reached

\$132.9 Mn

Revenue increase
enabled

\$7.82 Mn

Cost savings
enabled

\$140.75 Mn

Total economic
value created

114,777 ha

Area under sustainable
cultivation

1.17 Mn kg

Reduction in
chemical use

0.21 Mn MT

GHG emissions
avoided

\$4 Mn

Loans enabled

\$32 Mn

Sales to resilient
value chains

\$19.54 Mn

Capital catalyzed

157

Jobs created

13%

Employees are
Women

11%

Managerial roles
occupied by Women





Farmer platforms & Fintech

Date of initial investment: 2020

Arya provides post-harvest services across the agricultural value chain, including warehousing, warehouse receipt financing, rural storage discovery, collateral management, and market linkages.

241,750	\$360.02 Mn	\$64.38 Mn	\$424.40 Mn
Smallholder farmers reached	Revenue increase enabled	Cost savings enabled	Total economic value created
1.93 Mn MT	0.89 Mn MT	\$1.22 Bn	\$926.15 Mn
Reduction in food waste	GHG emissions avoided	Loans enabled	Sales to resilient value chains
\$179.56 Mn	2615	16%	
Capital catalyzed	Jobs created	Managerial roles occupied by Women	



Farmer Platforms & Fintech

Date of initial investment: 2021

BharatAgri is India's largest farmer-centric advisory platform and marketplace. The company is revolutionizing the way farmers purchase inputs through its one-stop, e-commerce platform and personalized advisory services.

171,234

Smallholder
farmers reached

\$146.03 Mn

Revenue increase
enabled

\$0.92 Mn

Cost savings
enabled

\$146.95 Mn

Total economic
value created

333,869 ha

Area under
sustainable
cultivation

23.77 Mn kg

Reduction in
chemical use

14.31 Bn lt.

Reduction in water
use

17.62 Mn MT

GHG emissions
avoided

\$7.94 Mn

Capital catalyzed

93

Jobs created

20%

Employees are
Women

17%

Managerial roles
occupied by Women

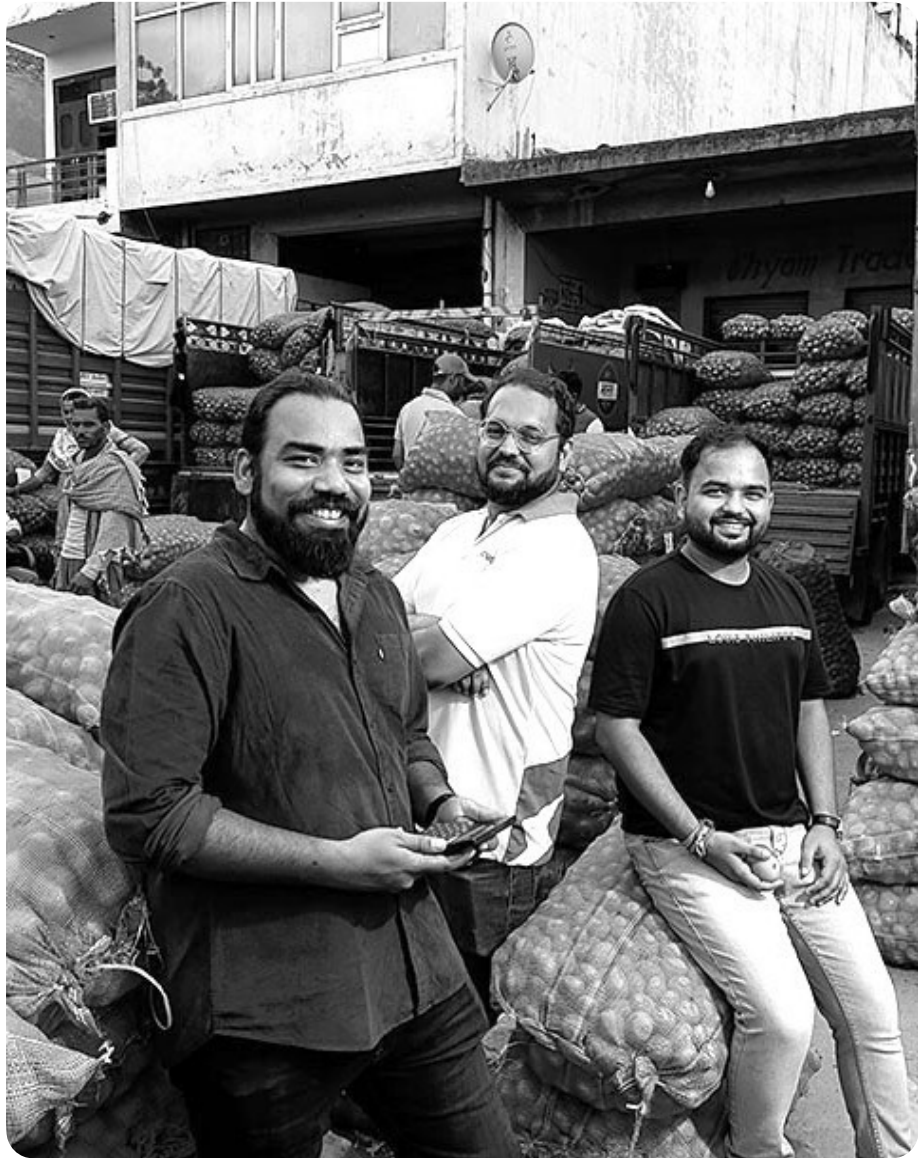


B2B Agri Marketplace

Date of initial investment: 2019

Bijak is a B2B platform that gives agricultural commodity buyers and sellers better prices, increased working capital, and optimized logistics. Bijak brings accountability and transparency into the agricultural value chain through a buyer/seller rating system, and enables traders, wholesalers, and food processors to discover new and reliable trade partners.

130,032	0.29 Mn MT	0.23 Mn MT	\$543.04 Mn
Smallholder farmers reached	Reduction in food waste	GHG emissions avoided	Sales to resilient value chains
\$53.62 Mn	286	13%	11%
Capital catalyzed	Jobs created	Employees are Women	Managerial roles occupied by Women



Date of initial investment: 2021

BioPrime is developing biological crop inputs that enhance yields without harming the environment or the health of farmers and consumers. These biologicals are based on small signaling biomolecules that modulate plant processes for faster and targeted results on the field.

102,600	\$13.75 Mn	\$64.93 Mn	\$78.68 Mn
Smallholder farmers reached	Revenue increase enabled	Cost savings enabled	Total economic value created
205,200 ha	66 Mn kg	32.03 Mn lt.	28.72 Mn MT
Area under sustainable cultivation	Reduction in chemical use	Reduction in water use	GHG emissions avoided
74	30%	8%	\$0.33 Mn
Jobs created	Employees are Women	Managerial roles occupied by Women	Capital catalyzed





Farm to Consumer (F2C) Brands

Date of initial investment: 2020

Deep Rooted is a leading farm-to-consumer (F2C) brand for fruits and vegetables, providing urban consumers access to fresh produce sourced directly from farmers, including the largest network of greenhouses in India. The company also offers agronomy advice for farmers to grow produce with higher yields and lower chemical use.

722 Smallholder farmers reached	\$2.13 Mn Revenue increase enabled	\$0.60 Mn Cost savings enabled	\$2.73 Mn Total economic value created	1500 ha Area under sustainable cultivation
0.71 Mn kg Reduction in chemical use	0.26 Mn lt. Reduction in water use	6,484 MT Food waste avoided	0.32 Mn MT GHG emissions avoided	\$7.32 Mn Sales to resilient value chains
\$16.55 Mn Capital catalyzed	190 Jobs created	23% Employees are Women	33% Managerial roles occupied by Women	



Farmer platforms & Fintech

Date of initial investment: 2019

DeHaat is a technology-based platform offering full stack agricultural services to farmers, including distribution of high-quality agricultural inputs, customized farm advisory, access to financial services, and market linkages for selling their produce.

2.21 Mn Smallholder farmers reached	\$1.86 Bn Revenue increase enabled	\$25.80 Mn Cost savings enabled	\$1.88 Bn Total economic value created	13.23 Mn ha Area under sustainable cultivation
58.20 Mn kg Reduction in chemical use	0.30 Bn lt. Reduction in water use	79,153 MT Reduction in food waste	17.22 Mn MT GHG emissions avoided	
\$9.79 Mn Insurance coverage enabled	\$1.53 Mn Loans enabled	\$303.38 Mn Sales to resilient value chains		
\$230.69 Mn Capital catalyzed	1990 Jobs created	7% Employees are Women	9% Managerial roles occupied by Women	



Farmer Platforms & Fintech

Date of initial investment: 2021

DGV is building a neo-banking platform for dairy farmers to provide access to formal financial services, such as savings accounts, payments, credit, and insurance.

88,646

Smallholder farmers reached

\$17.85 Mn

Increase in revenue

\$10.86Mn

Cost savings enabled

\$28.71 Mn

Economic value created

\$7.58 Mn

Capital catalyzed

151

Jobs created

12%

Employees are Women

13%

Managerial roles occupied by Women



Farmer Platforms & Fintech

Date of initial investment: 2021

Dvara E-Registry is building a digital platform to improve access to agricultural services, both financial and advisory, for all stakeholders in the agri value chain. By harnessing technologies such as GIS and machine learning, the startup aims to achieve the twin goals of empowering underbanked farmers while improving agricultural productivity.

75,000

Smallholder
farmers reached

\$1.54 Mn

Capital
catalyzed

196

Jobs created

15%

Employees are
Women

15%

Managerial roles
occupied by Women





Farm to Consumer (F2C) Brands

Date of initial investment: 2019

Farmley is a full-stack consumer brand revolutionizing the category of dry fruits and nuts. Farmley is also helping organize the fragmented supply chain of such commodities by improving transparency, standardizing quality, and facilitating fair trade, thereby enhancing farmer incomes.

15,000	\$1.94 Mn	3,641 MT	1,699 MT	\$99.40 Mn
Smallholder farmers reached	Total economic value created	Food waste avoided	GHG emissions avoided	Sales to resilient value chains
\$20.19 Mn	265	17%		
Capital catalyzed	Jobs created	Employees are Women		





Precision Agriculture

Date of initial investment: 2019

Fasal is an AI-powered IoT-SaaS platform for horticulture, which captures real-time data on growing conditions from on-farm sensors and delivers farm-specific, crop-specific actionable advisories to farmers via mobile in vernacular languages.

5,020	\$7.56 Mn	\$1.74 Mn	\$9.30 Mn
Smallholder farmers reached	Revenue increase enabled	Cost savings enabled	Total economic value created
20,729 ha	0.16 Mn kg	29.72 Bn lt.	23,889 MT
Area under sustainable cultivation	Reduction in chemical use	Reduction in water use	GHG emissions avoided
\$15.99 Mn	187	15%	16%
Capital catalyzed	Jobs created	Employees are Women	Managerial roles occupied by Women



Post-harvest technologies

Date of initial investment: 2019

Intello Labs is a deep-tech company digitizing quality across fresh produce supply chains, reducing food waste by detecting variance from specifications and matching output to needs via its proprietary technology. Intello Labs aims to become the de-facto quality platform across fruit and vegetable (F&V) value chains.

70,770 MT

Food waste
avoided

57,323

GHG emissions
avoided

\$272.4 Mn

Sales to resilient value
chains

\$10.20 Mn

Capital catalyzed

86

Jobs created

23%

Employees are
Women

14%

Managerial roles occupied
by Women



Farmer Platforms & Fintech

Date of initial investment: 2022

Krishify is working with farmers, rural families, retailers, traders, brokers, FPOs, and agribusiness companies of every size. Using machine learning, AI, and NLP, Krishify’s app delivers a highly personalized experience to agriverse participants.

534,255

Smallholder
farmers reached

\$1.6 Mn

Capital
catalyzed

37

Jobs created

16%

Employees are
Women

25%

Managerial roles occupied
by Women



Precision Agriculture

Date of initial investment: 2020

Krishitantra provides rapid IoT-based soil testing and soil nutrition advisory solutions to farmers, Farmer Producer Organizations (FPOs), and agribusiness stakeholders. It aims at optimizing the fertilizer application as per the soil requirement, thereby improving the health of the soil, lowering cost and increasing yields.

63,750	\$0.51 Mn	1934	11%	25%
Smallholder farmers reached	Capital catalyzed	Jobs created	Employees are Women	Managerial roles occupied by Women





Agrifood Life Sciences

Date of initial investment: 2022

Loopworm is an insect protein company, building sustainable food systems by converting silk industry by-products to novel nutrients and ingredients for B2B customers.

892 MT

Food waste avoided

437 MT

GHG emissions avoided

\$1 Mn

Capital catalyzed

49

Jobs created

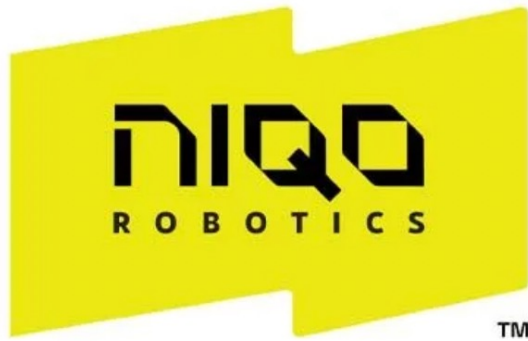
35%

Employees are Women

20%

Managerial roles occupied by Women





Precision Agriculture

Date of initial investment: 2019

Niqo Robotics is building an AI-powered spot spray technology that can convert any sprayer into a smart sprayer, revolutionizing farming through reduced pesticide, fertilizer, and water usage.

3,200	\$0.31 Mn	19,000 ha	
Smallholder farmers reached	Cost savings enabled	Area under sustainable cultivation	
\$4.07 Mn	88	8%	17%
Capital catalyzed	Jobs created	Employees are Women	Managerial roles occupied by Women



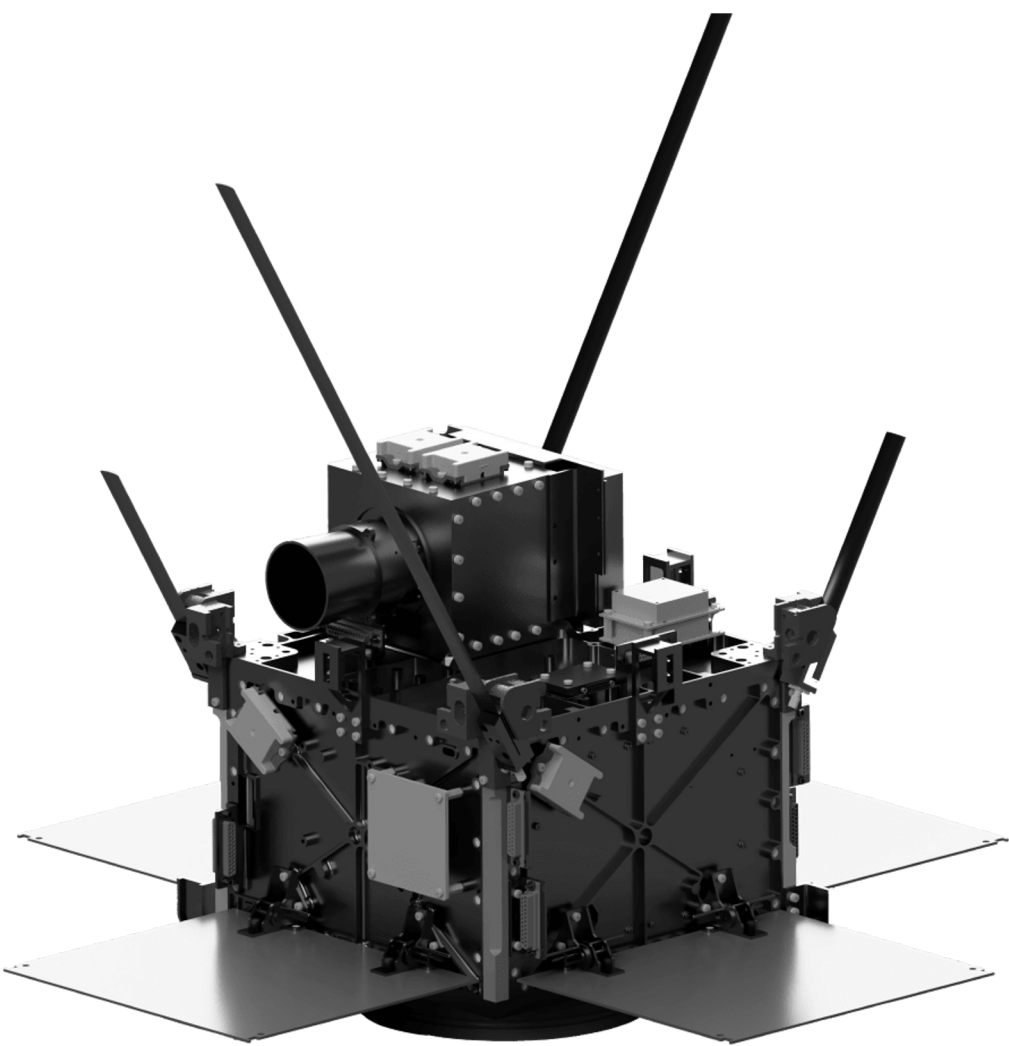


Precision Agriculture

Date of initial investment: 2021

Pixxel is a spacetech startup building constellations of hyperspectral earth imaging satellites to provide global imagery at a daily frequency for agricultural and environmental applications.

\$63.70 Mn	167	29%	14%
Capital catalyzed	Jobs created	Employees are Women	Managerial roles occupied by Women



Post-Harvest Technologies

Date of initial investment: 2021

Stellapps is a full-stack dairy platform with farm-level procurement, end-to-end digital traceability, and wholesale B2B supply of milk and value-added dairy products.

2.23 Mn Smallholder farmers reached	\$173.73 Mn Revenue increase enabled	\$4.11 Mn Cost savings enabled	\$177.84 Mn Total economic value created	
5.87 Mn MT Reduction in food waste	16.45 Mn MT GHG emissions avoided	\$0.07 Mn Insurance coverage enabled	\$4.96 Mn Loans enabled	\$1.76 Bn Sales to resilient value chains
\$24.08 Capital catalyzed	644 Jobs created	11% Employees are Women	10% Managerial roles occupied by Women	





B2B Agri Marketplaces

Date of initial investment: 2022

Suite42 is a B2B food processing platform, which provides contract manufacturing solutions for diverse B2B clients across the FMCG, agribusiness, and grocery industries. The company is focused on packaged foods including snacks, spices, masala mixes, beverages, and dry fruits.

\$3 Mn

Capital catalyzed

57

Jobs created

5%

Employees are
Women

10%

Managerial roles
occupied by Women





Farmer Platforms & Fintech

Date of initial investment: 2022

Tractor Junction is India’s largest digital marketplace to buy, sell, finance, and insure new and used tractors, farm equipment, and rural commercial vehicles. The startup works with farmers, manufacturing companies, dealers, insurers, and finance companies.

2.81 Mn

Smallholder farmers reached

\$6.46 Mn

Cost savings enabled

\$6.28 Mn

Capital catalyzed

395

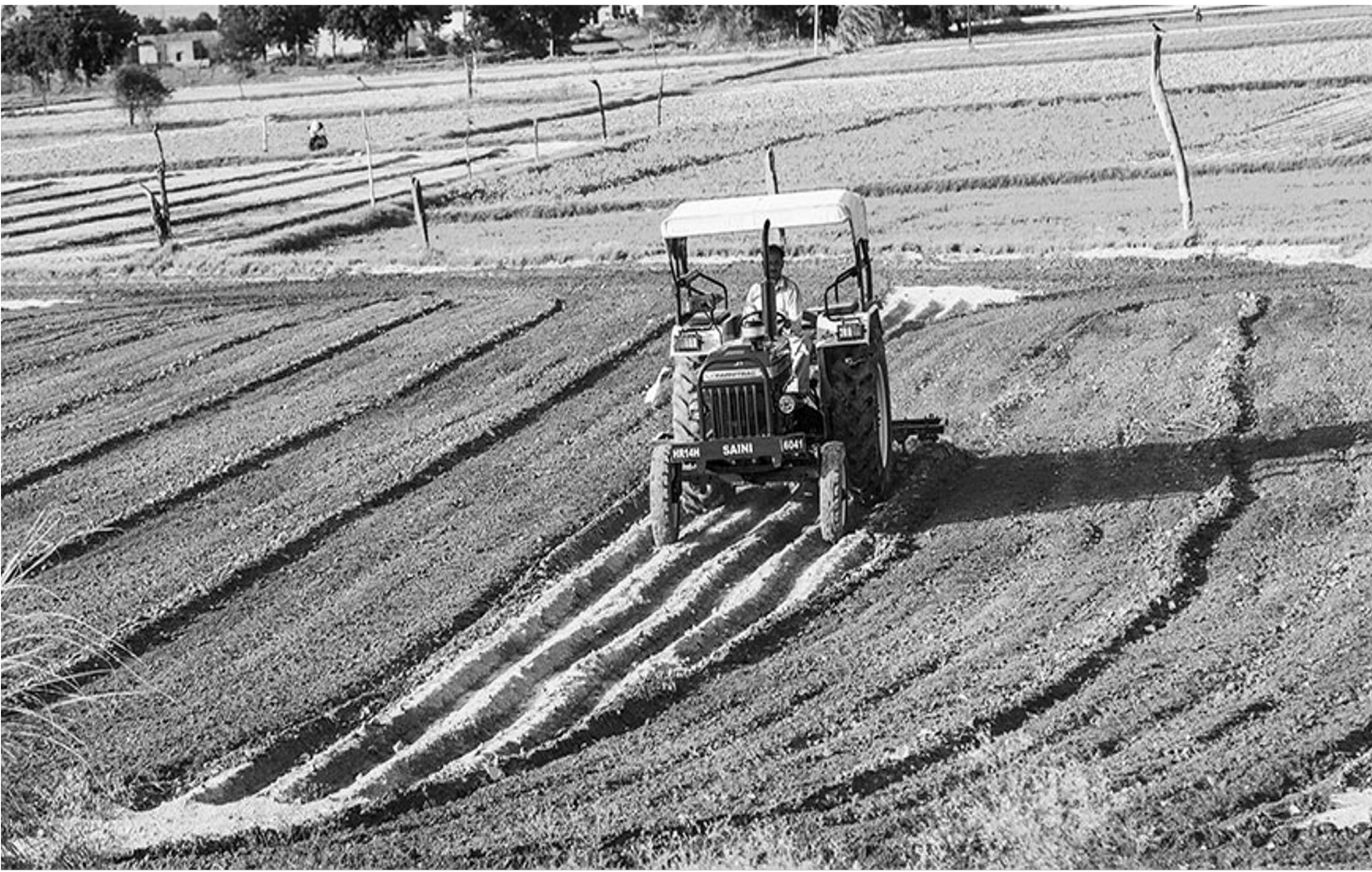
Jobs created

15%

Employees are Women

8%

Managerial roles occupied by Women



Precision Agriculture

Date of initial investment: 2022

Varaha is a marketplace for verified carbon credits from nature-based solutions in developing countries. Varaha’s platform will provide buyers with access to reliable, trustworthy, scientific, tamper- proof carbon credits at fair prices.

64,441

Smallholder
farmers reached

\$11.06 Mn

Capital catalyzed

257,194 ha

Area under sustainable
cultivation

112

Jobs created

18%

Employees are
Women

16%

Managerial roles
occupied by Women



Annexure

The background image shows two men in a field. The man on the left is wearing a white shirt and a turban, and is looking towards the camera. The man on the right is wearing a striped shirt and is using a metal detector. The image has a teal overlay.

Our impact estimation methodology

Impact assessment process

- a. **Identify relevant metrics for companies:** For each company, Omnivore identifies relevant outcome pillars (from our Theory of Change) and metrics.
- b. **Collect data against relevant metrics:** We then collect data against identified metrics from three sources - company-reported data (typically monthly/quarterly MIS data), farmer surveys, and secondary benchmarks and data points.
- c. **Aggregate into portfolio impact:** Finally, we aggregate data on impact metrics from different companies into a consolidated impact narrative for the portfolio.

User surveys

Omnivore engaged an external vendor to conduct surveys of portfolio company users. Surveys were conducted via random sampling while also ensuring that the sample was representative of the user distribution across geographies. The sample size was based on 85% confidence interval and 10% margin of error. For the FY2022-23 Impact Report, we surveyed 2012 farmers.

Impact calculations

We combine data captured by the MIS systems of our companies with findings from user surveys and secondary datapoints to calculate impact. For instance, estimates around the number of farmers using a water saving product are multiplied by the average amount of water saving per year to calculate the total amount of water reduction enabled.



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