



World Café

- 1) From a development perspective, do you think it would be better to continue creating content on cotton production and diagnostics, or at this point, should we shift the emphasis to helping connect farmers to build collaborative, local communities that share expertise or expand outside of the current production and diagnostics to include profitability information, such as crop budgets and marketing?
- 2) What kinds of barriers to entry are there that might prevent these technologies from being used in your country? *For example: Farmers won't trust a technology unless it is officially sanctioned by the government; there are certain activities that women shouldn't be shown doing, etc.*
- 3) What are the two most important languages in your country that the app needs to incorporate?
 - a)
 - b)

From a language perspective, should we be prioritizing languages that reach the greatest number of people, or the languages of the farmers who are the most desperate for help?

- 4) Thinking outside the box. If we were able to secure significant, new funding, what other functions would you like to see in the App and what other areas can the app be used to help farmers and collect data? Could the app functions be used for other commodities, for example?
- 5) How else could we use virtual reality technology to enhance development and learning in the cotton supply chain? What other types of training modules could we develop using VR?
- 6) What kinds of data do you think we should collect on a national and global level (for example, sustainability data, climate change data, trade and cost data, etc.)? What could we do if we collected that data on a national and global level?