Crop Insurance & Climate Change
How Microinsurance can Build Resilience and Capacity
PULA is reimagining agricultural insurance in Africa and Asia. We provide **accessible, scaleable insurance solutions for smallholder farmers** by bundling insurance with the inputs farmers already use like seed and fertilizer.

About Pula:

- **9 Countries** in Asia & Africa
- **812 000 farmers** served in 2018
- **14** partners (public + private sector)
- **9** insurers and **5** reinsurers
- More than **1 Mil USD Payouts** (at Sustainable claims ratios)

We use technology like satellite imaging in addition to farm level yield data to determine insurance payouts. We also **collect and analyze farmer data** to better help our partners understand the needs of farmers.
GERMINATION AND YIELD INSURANCE INCREASE FOOD SECURITY

GERMINATION COVER
- Covers against drought risk at germination
- Allows farmers to replant and still harvest the same season

YIELD COVER
- Covers against drought, FAW, Floods, Cyclone and all risks that effect yields systemically
- Farm management risk is excluded.
- Yields based on real field measurements.
REVENUE INSURANCE

1) YIELD COVER
   ● Protecting farmers against systemic risks impacting potential yield of their crop

2) PRICE COVER
   ● Protecting farmers against systemic risks impacting potential yield of their crop
Productive impact of insurance

In China, insurance was responsible for 27% higher investment in cross-bred pigs among policyholders (Chen et al., 2013).

In Ghana, insured farmers increased expenditure on fertilizer by 24% and the area of land cultivated by 17% (Karlan et al., 2012).
PRODUCT PAYOUTS & MITIGATING CLIMATE CHANGE RISK

Catherine Bertha Chitamya, age 25, Masaita District Zambia

“I have a farm with my mother and it has been source of our livelihood.

I planted the insured seed on my farm as a trial for the farmers in my area. This first attempt was not good and felt disappointed when there was drought. Now I have been compensated on the initial loss.”
PULA insurance drives sales growth in 3 main ways:

Insurance acts as a bridge across poor weather:
Reducing inefficient consumption of savings and capital is critical to building the wealth of our farmers.

Good weather years drive wealth accumulation and growth:
Insurance should not pose a significant financial burden, allowing for growth in good years.

Seamless and automated insurance policies:
We use bundling and automated systems to ensure hassle-free coverage and payouts.

Collectively, we build resilience to climate change in our farmers.
SUCCESS FACTORS & CHALLENGES
MOVING FORWARD

SUCCESS FACTORS

- Undisputed, quick payouts to farmers when they need it most
- Effective operational execution
- Farmer engagement via technology platforms

CHALLENGES

- Data availability (and the difficulty collecting it)
- Consistent government support, politics
- Different technical, logistical hurdles for each market and crop
THANK YOU