



**30 years of  
investing in  
a prosperous  
rural Africa.**

END HUNGER >>> GROW FARMING  
**FARM AFRICA**

ANNUAL REVIEW 2015

# 30 YEARS AND GOING FROM STRENGTH TO STRENGTH

As Farm Africa celebrates 30 successful years of operation, I reflect on our original vision of a prosperous rural Africa and find it hugely gratifying that we have stayed true to our belief that small-scale agriculture is the key to ending hunger and poverty in rural Africa and that, with the right support, Africa can feed itself.



In 2014, Farm Africa reached 1.4 million people for the first time, testament to the enormous levels of commitment and ambition shown across the whole Farm Africa team and my fellow trustees.

Importantly, our innovative focus on the overlap of economic and environmental sustainability has led to a number of substantial grants allowing us to demonstrate that improved yields and incomes for African smallholder farmers can be achieved without degrading their natural resources.

As we approach the end of our current 2012-2015 strategy period, I am excited to see how our theory of change is being translated into tangible results. We set ourselves the challenge of taking the best from our projects to shape models that can be replicated at scale so that every pound of our project spend has exponential impact for farmers across Africa.

It is a source of great pride that so many people believe in our vision and are prepared to help us make change happen by funding our work – some of you for the full 30 years. Your support is vital for us to be able to continue to deliver this excellent work and I assure you that we go to the greatest lengths to make sure that we use your donations wisely.

This report showcases three examples of our 23 innovative programmes from 2014 and outlines how they are delivering transformative change for smallholder farmers and their families. I look forward to sharing with you even greater successes over the coming years.

Richard Macdonald CBE  
Chair



## Farm Africa is a different kind of charity working to end hunger and bring prosperity to rural Africa.

**We believe Africa has the power to feed itself. Let's make it happen.**

Working shoulder to shoulder with farmers in eastern Africa, we help the best farming and forestry techniques take root and spread so that farmers have more food to feed their families and sell.

We help smallholders in Ethiopia, Kenya, Tanzania and Uganda to manage their natural resources sustainably, meaning they are better able to withstand climate change challenges, and ensure there's food not just this harvest, but every harvest.

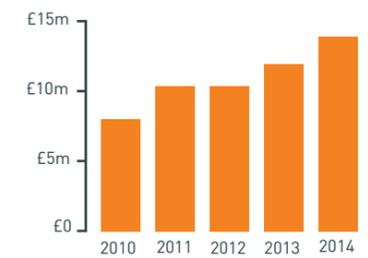
# EXCEEDING EXPECTATIONS

Farm Africa raised £13.8 million in 2014, our highest ever annual income, 7% up on our 2013 income of £12.8 million. Over the last five years, Farm Africa's income has grown by an average of 14% per year, which has enabled us to reach 1.4 million people for the first time in 2014.

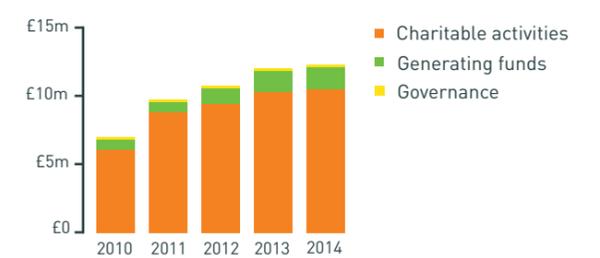
Our total expenditure in 2014 was £13 million (£500,000 higher than 2013), 85% of which was spent on charitable activities. Whilst our income derives principally from government, institutional and other major donors, we remain enormously grateful to the many people who support us on an individual and corporate basis. This flexible funding is crucial for Farm Africa to innovate and then take successful projects to scale.

Farm Africa is committed to ensuring that we use our funds wisely to get the maximum impact for every pound we spend. We are continuing to apply our value for money framework to manage the main identified cost drivers carefully.

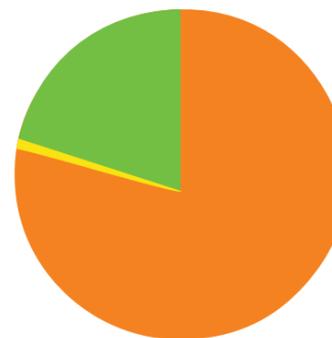
### Income



### Expenditure



### HOW WE SPENT YOUR MONEY IN 2014:



- 85% Charitable activities
- 14% Generating funds
- 1% Governance



**Farm Africa reached 1.4 million people in 2014.**  
**Thank you for making it happen.**

## SUSTAINING NATURAL RESOURCES



**Poverty is the key driver of deforestation: driven by need, local people cut down trees to clear land for crops and animal grazing and to create firewood and charcoal to sell. Farm Africa's REDD+ project in the Ethiopian Bale Mountains has demonstrated the success of participatory forest management (PFM) that allows local people to earn a living from the forest's natural resources, whilst also protecting the trees.**

The beautiful 22,000 km<sup>2</sup> Bale eco-region has a population of 3.3 million and acts as a water tower for upwards of 12 million farmers downstream. Farm Africa is leading a consortium of five partners to help the government and communities develop integrated plans for the ecosystem to reduce deforestation and safeguard the watershed management by:

- Developing traditional activities like beekeeping, producing essential oils, making bamboo furniture and harvesting wild coffee
- Using fuel-efficient stoves made from local materials, greatly reducing demand for firewood
- Working with local government to develop forest management plans that will protect the environment and preserve homes for future generations

Satellite imaging shows that 2,000+ hectares of forest have been saved from deforestation, cutting the projected levels of deforestation by 40%. The programme is expected to deliver a net 38 million tonnes reduction in greenhouse gases between 2012 and 2031. Farm Africa's PFM approach has been adopted into national and regional government forestry policies, which ensure that 2.5 million hectares of natural forests (half of all forests in Ethiopia) are now being protected.



Photo by Lisa Murray, Farm Africa

**Ethiopia is the last place where coffee still exists as a wild plant. Wild coffee is an excellent example of a forest-friendly crop that offers farmers like Tahir a profitable and sustainable alternative to cutting down trees.**

Tahir used to get very little money from his crop before Farm Africa showed him how to select ripe coffee berries and dry his beans properly to improve his business. Since working with Farm Africa, he has been able to double the amount he gets per kilogram, money which has enabled him to pay for his children to go to school and to build a new house with a corrugated roof.

Tahir says that he used to cut down trees without thinking. Now that he understands how important the forest is for the future success of his business, Tahir has happily signed up to an agreement with the government that sets strict limits on how much wood can be taken from the forest and takes his turn in policing it.

**The REDD+ project aims to reduce greenhouse gases by 38 million tonnes.**



Since the start of the programme, forest fires and illegal logging have been eliminated and indigenous tree species, flora, and fauna are now returning. Ali Gilo, chairperson of the Birbissa Forest Management Committee reflects on how powerful a sense of ownership can be:

**“Before, it was managed by the government, so we didn't care about the condition of the forest, but now we are managing it with the government, so we feel ownership and responsibility. The whole cooperative has benefited. People no longer cut down trees for fuel or livestock grazing.”**

Photo by Lisa Murray, Farm Africa

# 1985-2015: 30 YEARS OF FIGHTING POVERTY AND HUNGER IN EASTERN AFRICA

1985 1990 1995 2000 2005 2010 2015

**1985**  
Farm Africa founded by the late Sir Michael Wood and David Campbell in Kenya



**1988**  
The Dairy Goat Project begins in Ethiopia

**1991**  
Farmers' Research Project begins in Ethiopia  
-  
Farm Africa starts working in South Africa

**1996**  
'Improving Goat Production in the Tropics' published  
-  
Meru Dairy Goat and Animal Healthcare Project begins

**1999**  
Emergency work in Konso, Ethiopia feeds 200,000 people



Photo by John Swannell

**2002**  
Michael Palin becomes a patron  
-  
Farm Africa awarded *Daily Telegraph* Christmas

**2005**  
The Maendeleo Agricultural Technology Fund launched  
-  
Farm Africa starts work in Southern Sudan

**2008**  
Farm Africa helps to establish the All Party Parliamentary Group on Agriculture and Food for Development  
-  
Farm Africa forms an exciting partnership with GALVmed to develop new livestock vaccines and find ways to make them accessible to poorer livestock keepers



**2011**  
Sidai launched as a social enterprise  
-  
Christie Peacock, Sidai Executive Chair, appointed to an Ashoka Fellowship  
-  
The Maendeleo Agricultural Enterprise Fund is launched  
-  
Richard Macdonald and Charles Reed lead the first Food for Good challenge, raising over £250,000

**2012**  
Farm Africa opens an office in Tanzania  
-  
Benishangul Gumuz regional state in Ethiopia ratifies new forest legislation based on Farm Africa's participatory forest management approach



**2014**  
Farm Africa awarded a £6.9m grant from DFID for BRACED - our largest ever single grant  
-  
Farm Africa's Food for Good campaign raises £1 million from the food and hospitality industries

**1987**  
The Camel Project begins in Kenya  
-  
Martin Wood appointed president of Farm Africa



**1990**  
The Babati Agricultural Development Project begins in Tanzania

**1992**  
Friends of Farm started by Ben Boughton  
-  
Community Forest Workers Conservation Project started

**1997**  
East African Goat Development Network founded

**1998**  
Launch of Farm Africa USA

**2000**  
Farm Africa wins Worldaware Business Award

**2003**  
Farm Africa begins work in Uganda

**2007**  
Farm Africa is the only UK-based NGO invited to contribute to the World Development Report 2007  
-  
Farm Africa starts a three-year partnership with *The Guardian*, 'Katine: it starts with a village'

**2009**  
Farm Africa starts our first cassava project in Kenya and Uganda supported by the NFU



**2010**  
Farm Africa was awarded a Programme Partnership Arrangement grant by the Department for International Development in consortium with Self Help Africa

**2013**  
Haile Gebrselassie appointed as Ambassador  
-  
Farm Africa becomes the nominated charity of the World's 50 Best Restaurant List  
-  
Farm Africa becomes the international charity of the NFU  
-  
Farm Africa's cassava and aquashops projects in Kenya showcased by *BBC Horizons* and reach an audience of 350 million people  
-  
Farm Africa reaches over one million beneficiaries for the first time

Farm Africa becomes the charity partner of *Countryside* magazine, launching the partnership with an interview with our Ambassador Kate Adie  
-  
Judith Batchelar leads the Dig for Good challenge, helping to raise £500,000 in 2013



**"Farm Africa is especially important because it supports locally relevant and scalable demonstrations of what works. Farm Africa is helping to solve rural poverty in Africa."**  
Kofi Annan

## IMPROVING SESAME



**There is an enormous unmet market for sesame in Tanzania. However, farmers in the Babati District, where the land is well suited to sesame, could not benefit as they were not able to access quality seeds and sold at the farm gate for below market prices.**

Farm Africa's project trained 4,600 farmers in improved sesame growing and harvesting techniques, helped establish a warehouse with a formally registered co-operative, and supported seed multiplication farmers to get quality seed accreditation. After three years, local sesame farmers have seen their incomes double; more than half have been able to build a new house with their profits. Sales of the groups' value-added products, such as sesame flour and snacks, have increased from 1.6 million Tsh (around £485) per annum to 12.3 million Tsh (£3,700) per annum over the three years of the project.

Sustainability of the project is assured as farmers are able to access quality seeds from local multiplication farmers at a lower price – 95% of farmers are confident that the benefits of the project will continue for the long term.

As part of the project, Farm Africa piloted the use of tablet computers for training, using locally filmed videos that could be accessed at any time. The evidence showed that not only are we able to reach between three and five times as many farmers for the same cost as our conventional farmer field school approach, but we are better able to track farmer understanding and retention of the modules. In addition, farmers commented that it was helpful to be able to access the course at times that suited them and in their own homes, something that can be especially important for women.

We are delighted to have secured funding from Comic Relief for a new phase of our work in the sesame sector, which will allow us to further test this approach on a larger scale.

**In sub-Saharan Africa one in four people do not have enough to eat.**



Cecilia Nada is one of the champion farmers chosen to take part in a pilot using computer tablets, rather than the traditional field-based approach, to train other farmers in sesame production. She describes how this technology has helped her and fellow farmers:

**“First we approach the farmers we are going to train and then explain about the process. The computer software is divided into modules and we train the module most appropriate to the season. So during October and November we discuss land preparation, in January it's all about planting and spacing, then weeding and watching out for any early signs of disease. Later in the year it's about harvesting and how to cut sesame, then place it in a termite-resistant stack. Most farmers catch on pretty quickly because it's pictures followed by writing in Swahili, which most people can understand. We train individually, reaching up to five farmers per day.**

**“The technology allows me to plan my own farming during the morning and look after my two children, then train other farmers in the afternoon. Initially I saw some resistance to growing sesame from some farmers who thought it involved lots of labour and lots of money without a lot of return. Now, after a successful harvest they are starting to see the benefits.”**

## MAENDELEO AGRICULTURAL ENTERPRISE FUND



**Boosting farmers' incomes requires a focus not only on production but also investment in businesses that source products from smallholders. Small and medium-sized businesses based in rural areas are well positioned to collect, grade, process and package crops competitively from large numbers of small-scale producers, but struggle to access investment capital due to their size or inability to produce appropriate business plans.**

With support from donors including the Small Foundation, the second phase of Farm Africa's Maendeleo Agricultural Enterprise Fund (MAEF) has extended investment, technical and business assistance to small and medium-sized enterprises to enable them to penetrate new markets with products supplied by thousands of smallholders who know how to produce, but not how to market their products.

TenSenses is a certified organic processor that sources macadamia and cashew nuts from smallholder farmers in Kenya and supplies the finished product to the US and European markets. The company needed to find alternative products to maximise the use of its production line during macadamia off-season and identified cashew nuts. Farm Africa helped train over 2,000 cashew farmers and supported the certification process for both Fair Trade and Organic to enable the farmers to get higher prices.

After two years of support, the company has turned a profit and has created 170 new jobs for women. Cashew farmers are now realising a higher price of 40 to 50 Kenyan Shillings (Ksh) per kilogram per harvest compared to the previous average of 35 Ksh/kg.

The company is now in a position to pitch to investors to raise \$3 million for further expansion that will bring more jobs and increased opportunities for local farmers.



**Global food production needs to rise by some 70% over 40 years to meet demand.**

## A BIG THANK YOU

### WE WOULD LIKE TO THANK EVERYONE WHO SUPPORTED US THIS YEAR, INCLUDING:

Adeso, AGRA, Barr Foundation, The Bill & Melinda Gates Foundation, Big Lottery Fund, CARE Ethiopia, Cordaid, European Union, Embassy of Ireland to Ethiopia, Food and Agricultural Organisation of the United Nations, Georg und Emily von Opel Foundation, Guernsey Overseas Aid Commission, Lundin for Africa, Medicor Foundation, Royal Norwegian Embassy, Small Foundation, The Ford Foundation, The Melbreak Trust, UK Aid from the Department for International Development

### OUR THANKS TO EVERYONE WHO WENT THE EXTRA MILE IN 2014:

Archant Suffolk, Barnard Castle School, Eat Natural, Farmcare, Hazel Taylor, Hogan Lovells, L J Fairburn & Sons, Matthew Naylor, McKinsey & Company, NFU and NFU Countryside, Paperchase, RealWorld Travel, Richard Corbett, Silver Compass, Summits Africa, The Facon Family, Tudor Court Primary School

**And finally a huge thank you to all of our supporters across the country, including our Friends of Farm, speakers and office volunteers.**



### FOOD FOR GOOD - £1 MILLION AND CLIMBING

Launched in 2011 as the food and hospitality industry's response to the global issue of hunger, the Food for Good campaign has raised a phenomenal £1 million for Farm Africa. Individuals and businesses across the industry have taken on tough physical challenges as well as baking cakes and wanging wellies! In 2014, we ran our first ever Food for Good Ball with over 200 guests and an exclusive menu designed by Jason Atherton. The campaign has now set its sights on raising £5 million to help end hunger and poverty for 70,000 people, for good.



Our thanks to all the companies who supported Food for Good in 2013/14:



**Farm Africa reduces poverty**  
**permanently by unleashing**  
**African farmers' abilities**  
**to grow their incomes**  
**and manage their**  
**natural resources**  
**sustainably.**



END HUNGER >>> GROW FARMING  
**FARM AFRICA**

9th Floor, Bastion House  
140 London Wall  
London EC2Y 5DN

[www.farmafrica.org](http://www.farmafrica.org)  
+44 (0)20 7430 0440

Facebook / Farm Africa  
Twitter @FarmAfrica  
YouTube / FarmAfrica

Registered charity no. 326901  
Registered company no. 01926828

## **HELP US END HUNGER**

**Donate, train as a speaker, take part in a fundraising event or pledge your company, school or church's support – get involved today to help bring prosperity to rural Africa.**

[www.farmafrica.org/getinvolved](http://www.farmafrica.org/getinvolved)