

SIMIEN MOUNTAINS CHALLENGE

25 SEPTEMBER –
4 OCTOBER 2020

@FarmAfrica
#FoodforGood



FOOD for GOOD



FARM AFRICA

FARM AFRICA'S WORK IN ETHIOPIA

Ethiopia is home to a large number of people living below the international poverty line, and although the economy is diversifying, farming is still the main source of income for many people. Around 80-85% Ethiopians are engaged in agriculture, mainly in subsistence and rain-fed farming and livestock production. Despite this, over a third of the population doesn't have enough nutritious food to eat. Frequent drought, a lack of training and equipment for farmers, and poor access to markets make it difficult for them to earn a living.

Farm Africa has worked in the landlocked country since 1988. From dairy goats and good-quality seeds to business training and forest conservation, we provide simple and practical support to help lift farmers and herders out of poverty.

GROWTH FOR THE FUTURE

As well as being a once in a lifetime physical challenge in a remote and beautiful area, the Simien Mountains Challenge will involve fundraising in support of Farm Africa's innovative projects in eastern Africa, supporting farmers to lift themselves and their communities out of poverty. On the final day of the trip we will have the opportunity to experience Farm Africa's work first hand by visiting Growth for the Future, a project focused on supporting smallholder farmers to build resilience to extreme weather events and lift themselves out of poverty.



ITINERARY

DAY 1 | Fri 25 September

Depart London on an overnight flight to Addis Ababa.

DAY 2 | Sat 26 September

Arrive in Addis Ababa early morning and catch a transfer flight to Gondar. We will then drive to the Simien Lodge - sitting at over 3200 metres, the Simien Lodge boasts great views of the Simien range and is the highest altitude lodge anywhere in Africa. You'll also get a chance to spend time with the Gelada Monkeys and other wildlife that often hang out around the hotel. After you have checked in, you will receive a full trip briefing over lunch and have time to acclimatise to the high altitude in the afternoon before starting the trek in the morning. Dinner and an overnight stay in the Lodge.



DAY 3 | Sun 27 September

After breakfast we transfer to the start of the trek and walk along the escarpment with stunning views all the way to the lowlands and the massive waterfalls below. We then head up rolling hills to Getch Camp. There will be time in the late afternoon to head to stunning viewpoints on the edge of the escarpment. Dinner and overnight stay in Getch Camp.

DAY 4 | Mon 28 September

We begin the day early with a dawn hike to the edge of the scarp to watch the morning procession of Gelada monkeys as they start their day. After breakfast we set off to our first peak Imet Gogo (3,930m asl) followed by our second peak Inatiye (4,070m above sea level) at lunchtime before descending back down towards the artery road and to Cheneck Camp for two nights.

DAY 5 | Tue 29 September

Many other teams use this day as a rest day, but for us it's the perfect chance to summit the two peaks of Bwahit (4,430 m asl + 4,300 m asl) and another just short of the 4000-metre mark. By sleeping in the same camp we also have lots of options for searching out the rare animals that inhabit this area in the afternoon - Gelada monkey, Ethiopian wolf (450 left) and the rare Wahlia Ibex (500 left). Back to Cheneck Camp for the night.

DAY 6 | Wed 30 September

Ascending up to the Bwahit pass in the morning will take us back up to 4000 metres once again before trekking on to Ambiko through a sizeable gorge. There is significant down as well as up today. By late afternoon we arrive in Ambiko Camp for two nights.

DAY 7 | Thu 1 October

Summitting our highest peak, Ras Deshen (4,550 m asl) requires plenty of patience and time. We will start early at around 4am and wind our way gradually up and up. The summit area is often laced with snow and the final section must be done with care. Our goal is to summit together. Once back in camp we will have a celebratory dinner at Ambiko Camp.

DAY 8 | Fri 2 October

We start early to trek our final five miles to Chero Leba by 11am, and transfer by car to Gondar by 3pm to catch a flight to Hawassa in the south. From here we will drive 1.5 hours to Hara Langanu Lodge for the evening.

DAY 9 | Sat 3 October

After breakfast at the Lodge we will spend the morning visiting the local farmers involved in Farm Africa's Natural Resource Management project in the Central Rift Valley. We will then transfer by car to Addis, have time to freshen up on arrival and have dinner before heading to the airport for an overnight flight back to the UK.

DAY 8 | Sun 4 October

Arrive back in London, early morning.



WE DID IT, SO CAN YOU!

From farm to fork, Farm Africa's Food for Good network unites global food and farming businesses behind the power of food to change lives.

Since 2011, a key element of the network has been a series of unique fundraising challenges in eastern Africa for senior leaders from across the industry. Groups have trekked up mountains and across savannahs, and rolled up their sleeves to dig fishponds, build beehives and plant trees alongside smallholder farmers participating in Farm Africa's programmes.



“We will all reflect on the highs and lows (literally) of the previous week [summitting five Ugandan and Kenyan mountain peaks]. The personal challenges, the extreme terrain and climatic conditions, the unbelievable flora and fauna - not to mention our newfound friends and colleagues. We can all be proud of the funds we have raised for an amazing cause who are truly changing the lives of local people throughout the region.”

Jonathan Neale,
Managing Director of Buying,
Aldi UK

Mount Elgon
Challenge 2018

“I have had the privilege of undertaking this significant challenge with the most inspirational human beings imaginable, but we also experienced people, places and situations that have touched my heart and mind for a lifetime. Farm Africa's project work is incredible. It is educating farmers in best practice, increasing job opportunities by growing farms that will need labour and grow the most valuable thing - FOOD.”

Sarah Louise Fairburn,
Brand & Sales Director,
LJ Fairburn & Son

Thousand Trees
Challenge 2019

**JOIN US FOR THE SIMIEN
MOUNTAINS CHALLENGE!**

foodforgood@farmafrika.org
or 020 7400 0238

WHAT IS FOOD FOR GOOD?

FOOD FOR GOOD IS A MEMBERSHIP NETWORK ORGANISED BY FARM AFRICA, PROMOTING SUSTAINABLE FOOD PRODUCTION PRACTICES AND PROVIDING A FORUM FOR FOOD INDUSTRY ISSUES.

Food for Good is unique, helping organisations to embed responsibility into their core business by providing:

- Technical insight on sector news and developments
- Food-focused networking platforms and events
- Professional development opportunities
- Connections between key representatives in the food, farming and sustainability sectors
- A forum for food and farming professionals to share best practice

Membership fees support Farm Africa's programmes across eastern Africa, helping smallholder farmers build thriving businesses.

Food for Good annual corporate membership: £6k (+VAT)

For more information on becoming a member and how Food for Good can benefit you and your organisation, contact Charlotte Senior at charlottes@farmafrika.org

 **FARM AFRICA**

Farm Africa is a leading NGO specialising in growing agriculture, protecting the environment and developing sustainable businesses in rural Africa. We help farmers grow more, sell more, and sell for more, while preserving the environment for years to come.



THINGS YOU NEED TO KNOW

HOW MUCH DOES IT COST TO TAKE PART?

The total cost of the trip will be in the region of £4,000, inclusive of a non-refundable registration fee of £800 and international flights. You will also need to pledge to raise a minimum of £5,000 in sponsorship.

HOW CAN I RAISE THE MONEY?

Farm Africa will support you and the team in your fundraising efforts. Forward planning is key and we can help by offering you fundraising ideas and materials.

WHEN DO I NEED TO PAY?

We ask all participants to pay the deposit by 1 April 2020 and the full trip costs by 1 June 2020. The fundraising deadline is 4 November 2020.

WHO CAN TAKE PART?

This trip is open to senior-level men and women working within the food industry. Our trips have limited places, with priority given to individuals whose company is a corporate member of the Food for Good network.

WHO IS ORGANISING THE EVENT?

This unique trip is organised by Farm Africa and is a bespoke Food for Good challenge and project visit.

WHAT WILL THE ENVIRONMENT BE LIKE?

The Simien Mountains region has diverse terrain. Starting from Debarke we will first pass through eucalyptus groves and highland pastures in steep-sided valleys. From there on at high altitude, there are sheer cliffs, cascading waterfalls, and escarpments offering incredible views over the lowlands.

WHAT IS THE FITNESS LEVEL REQUIRED?

This challenge will involve exercising for six days at high altitude and requires a high all-round fitness level. We will provide you with a six month training programme and tips when you register.

WILL I NEED ANY VACCINATIONS?

We highly recommend you seek advice from your doctor or travel clinic as early as possible, to check what travel vaccinations or anti-malarial drugs may be required.

DO I NEED ANY SPECIALIST KIT?

We will provide you with a full kit list when you register.

CAN I EXTEND MY TRIP?

Yes, but this will not be arranged through Farm Africa and will of course be an additional cost. We advise you to get in touch directly with a local tour operator to organise (ask us for contact details), and to contact us immediately if you plan to extend so we can amend the date of your flight.

WHAT SORT OF SUPPORT IS PROVIDED ON THE TRIP?

One of the main roles of your guides is to keep monitoring you. Our guides have both radios and mobile telephones and have communication lines with both rangers and the event manager. Our team has access to rescue services if necessary. Farm Africa staff will also accompany the trip from start to finish.

WHAT WILL THE FOOD BE LIKE?

On the challenge it is essential to try and eat as much as possible and to keep very well hydrated with the provided mineral water. We will have a cook in our trekking crew who will freshly prepare all meals. Due to the remote locations, food is basic and focused on what can be locally sourced and what will provide you with the most energy for the challenge!

WHAT WILL THE WEATHER BE LIKE?

The trek is timed for after the peak rainy season, so the scenery will be at its greenest. Daytime temperatures range between 11.5°C and 18°C, while 3°C is typical at night.

WHAT IS THE ACCOMMODATION LIKE?

While there are a few nights which will be spent in lodges or hotels, most nights will be spent camping. That means that whilst we try to make this as comfortable as possible, water for showers will be limited to around five litres per person per day. Most toilets will be short drop style with a portable toilet seat and toilet tent.

WHAT IS INCLUDED IN THE TRIP COSTS?

International flights, internal road or air transfers, accommodation, three meals a day, drinking water and support from Farm Africa staff in the lead-up to and on the trip. Also included: photography, satellite phone for emergency use, sleeping bags, unlimited supply of filtered and purified water, park fees, camping fees, armed scout, support vehicles 24/7, emergency road evacuation as far as nearest hospital (Gondar), trained Wilderness First Responder certified guide.

WHAT IS NOT INCLUDED?

Transfers to and from the airport in the UK, visas, vaccinations, travel insurance, alcoholic drinks, tips, souvenirs, clothing/footwear for the challenge and extension/excursions arrangements. We recommend withdrawing cash at the international ATMs or taking cash to exchange at the airport.

WHAT IS THE ENVIRONMENTAL IMPACT OF THIS TRIP?

We place a high priority on environmental sustainability and develop approaches through our programmes that help farmers to improve their yields and incomes without degrading their natural resources. We strive to reduce the environmental burden of international challenges like this one, for instance by offsetting the carbon footprint of the international travel. While on the trail we leave as little trace as possible. Our crews are instructed to remove all rubbish from each, including all food scraps. Crews are also instructed to avoid damaging any flora in setting up of camps. We ask our guests to be very sensitive to the environment and to make sure all waste, from paper wrappers to bottle tops, are given to the crew to pack away so that we can take it all back to town or to a suitable disposal point. Adventure International who are leading the trek practise Leave No Trace Principles and also Carbon Offset all climbs.

VISAS

Participants are responsible for arranging their own visas for Ethiopia. All visa applications must be submitted online. A single entry tourist visa costs US \$50. Passports must be valid for at least six months from the expected date of entry into Ethiopia. The validity of an approved E-Visa is three months starting from the issue date.

WHAT LANGUAGE WILL BE SPOKEN?

Amharic is the official national language of Ethiopia. English, Arabic, Italian and French are also widely spoken by many Ethiopians. Our expedition leader speaks English and will be able to translate when required.

HOW DO I JOIN THE TEAM?

Register your interest today by emailing the Farm Africa team (foodforgood@farmafrika.org). We will issue you with an online registration link for you to complete and here you will also be able to pay your registration fee or full costs to secure your place.

GOT MORE QUESTIONS?

If there's anything else you want to know, please get in touch: 020 7400 0238 | foodforgood@farmafrika.org



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