

**FROM THE FIELD  
AUTUMN 2018**



## GROWING, SELLING, THRIVING

Farming isn't simply about growing crops. It's also about business. To turn a farm into a profitable enterprise, it's important that farmers also know how best to harvest, store and market their produce to get the best price. That's why Farm Africa's Food Trade project is helping smallholders in Tanzania and Uganda to grow more, sell more and earn more.

John lives in northern Tanzania and has been a farmer his whole life. Despite his years of experience he used to struggle to earn enough from his land to provide for his three children. Like many farmers in the area, he had little knowledge of the best ways to store his harvested crops, so they often spoiled before he could sell them. He also didn't know how to sort and process his crops so he could negotiate a good price – leaving him with little money to feed his family and invest in the next growing season.

Since taking part in Farm Africa training, John has changed the way



he runs his farm. He now stores his harvested crops in waterproof sacks instead of on the ground where they can become contaminated.

He also sorts his maize so the best quality cobs can be sold for a higher price, and he uses weighing scales to make sure he gets a fair price for his crops. And now he has access to a purpose-built storehouse, he is combining his harvests with those of other farmers so they can sell in bulk when prices are higher. These changes are really starting to pay off.

**“The best thing about the project was the education, especially on links to markets and post-harvest handling. The extra income has meant I can pay the fees for my son to attend university. We now live in a more modern house and this year I have also been able to rent another farm where I can grow more maize and pigeon peas.”**



Just £28 could help farmers like John gain skills and knowledge that will help them grow more, sell more and earn more.

## GROWING INCOMES FROM THE GROUND UP

In western Kenya, groundnuts are a common crop. Many farmers grow them for their families to eat, but simply aren't aware of the crop's commercial potential, so it's rare to see them being grown for sale. That's why Rachel Amoit had doubts when Farm Africa first suggested she could set up a profitable business growing high-quality groundnuts.

Rachel used to grow maize to eat and sell, but often struggled to earn enough to provide all the things her family needed. She was keen to find ways to increase her income – but had limited knowledge about seed production and marketing. Farm Africa reassured her that we would support her every step of the way, so she cast her doubts aside, and decided to plant her first commercial crop of groundnuts.

We gave Rachel some high-quality foundation seeds and helped her to learn the best ways to prepare her land for planting. Our local experts kept in regular contact with her as her groundnuts grew, and made sure she knew the best agricultural techniques to help her crops thrive. Soon Rachel's fields were lush and green, overflowing with healthy groundnut plants – a stark contrast to the brown, dusty landscape.

Rachel is now preparing to sell her high-quality groundnut seeds

to one of the 24 community seed banks that Farm Africa has established in her region. Her new seed production business will give her a higher and more reliable income, so she can support her family and re-invest in her farm.



And the impact doesn't end there! With an affordable supply of high-quality groundnut seeds, other farmers in the area will be able to grow groundnuts that can be sold for a good price – significantly increasing the productivity of their farms and giving the whole community a chance to fight poverty and food insecurity – for good.



A gift of £61 could give more people like Rachel the support they need to become farming pioneers, shaping more prosperous futures for themselves and their communities.

## BUILDING RESILIENCE THE SMART WAY

Extreme weather, such as droughts and floods, can be catastrophic for smallholder farmers. Whole harvests can be wiped out, leaving families with little or nothing to feed their children. And with no other way to earn an income their situations can become truly desperate. That's why Farm Africa has been working with farmers in the drought-prone SNNP region of Ethiopia, helping them to find ways to make their farms, and incomes, more resilient to the shocks that extreme weather can bring.

Aisha Mustefa is one such farmer. Living in Halaba with her husband and children, she is no stranger to extreme weather. In recent years, this area has suffered drought after drought, and many farmers have found it virtually impossible to make a decent living from their land.

Like most farmers in Halaba, Aisha used to grow cash crops such as teff, wheat and maize. She relied on the money she earned from selling her crops to buy vegetables for her family to eat – so a poor harvest meant a poor diet for her children.



**“There was a drought in our village last year but me and my family were able to survive it with the support of Farm Africa. With their support, I was able to tolerate the effects of the drought by growing vegetables like potatoes, chickpeas, carrots, beetroots, beans and the like.”**



But since joining Farm Africa's Climate-Smart Agriculture project, Aisha has been learning ways to protect her income, so she can provide for her family, even when the rains don't come. We have helped her learn new farming practices to help her crops thrive, even in the driest conditions. We have given her access to high-quality seeds that have a good chance of surviving in dry conditions and helped her to find ways to reduce the amount of water and fuel she uses on her farm. Aisha has also learnt how to spread risk and lessen her reliance on her cash crops, by growing vegetables at home.

**“Growing vegetables was not customary in our village, but the project staff told us to try. My family had enough to eat during that drought season and the yield I got was enough to share with my neighbours. Now I don't go to the market to buy veggies. Rather I grow them in my yard. I feed my family and sell some for profit.”**

Aisha's story doesn't end there. Farm Africa also encouraged her to join the village savings and loans association. Now she is saving to start her own business, making and selling preserved vegetables. With this additional source of income, Aisha's family will be less vulnerable to the problems caused by unpredictable weather, and her neighbours will have a source of nutritious vegetables all year round. A smart solution for everyone!

# A LEGACY FOR LASTING CHANGE

Farm Africa is committed to helping farmers across eastern Africa bring about lasting change. Change that not only improves the lives of the farmers we work with, but the lives of their children, grandchildren and all the generations to come. And we know our supporters want this too.



It's easier than you might think to include a gift to Farm Africa in your Will and we are here to help in any way we can. We understand that this is a very personal decision and we hope you will consider us at this important time.

**If you have any questions about leaving a gift to Farm Africa in your Will, do not hesitate to get in touch with our team who will be happy to help. Telephone: 020 7430 0440, Email: [remember@farmafrica.org](mailto:remember@farmafrica.org) or visit [www.farmafrica.org/remember](http://www.farmafrica.org/remember) for more information.**

By choosing to remember Farm Africa in your Will, you can leave a life-changing legacy that will help us realise this ambition. In the same way that your Will can ensure your loved ones are taken care of in the future, it can also be a way to continue your support of Farm Africa for many years to come.

Big or small, your gift can help African farmers build better lives for their families, whilst protecting the natural resources they rely on for survival.

With your support, we want to make sure each new generation can be born into a life full of opportunity and hope, putting an end to the inequality and poverty that many currently face.



By leaving a gift to Farm Africa in your Will, you can give farmers in eastern Africa the opportunity to build better lives, free of poverty, for their families.

# STAFF SPOTLIGHT: MEET FAITH OWUOR

Faith joined the Farm Africa team in April. Based in Kenya, she manages our new Livestock for Livelihoods project in Uganda and Ethiopia. She has a degree in Agriculture and a masters in Veterinary Epidemiology and Public Health.

## What attracted you to Farm Africa?

I have worked for development organisations for the last ten years. I know Farm Africa has created a lot of impact through its livestock projects, so I wanted to contribute to this work to improve the lives of pastoral communities across eastern Africa.

## What does your role involve?

I'm involved in all project activities. This includes visiting the communities involved in the project so I can relate to them and understand the challenges they face. This ensures we can find solutions that are appropriate for their needs and cultures, and will benefit them in the long term. I believe we are going to create great impact through this project!

## What do you like most about your role?

I love seeing the change in the people we work with – seeing their lives being transformed. It brings me joy to help people improve their lives.

## What has been your most memorable experience so far?

When I first visited the project sites it was great to see that everyone was so excited. They know we are experts in this field and have high expectations that we will help them improve their technical knowledge of livestock production. I am also excited that the project is focussing on women. In these communities women take on most of the household responsibilities, so it will be great to see how the project will empower them economically and help them play a more active part in the livestock business.



**"I would like to say thank you for the support you are providing. I want to assure you that we are working hard to use your contributions in the most effective way. I'm looking forward to sharing stories of success, so you can see how your support is helping people to change their lives for the better."**

# OUR IMPACT IN NUMBERS

WITH YOUR SUPPORT, WE HELP FARMERS ACROSS EASTERN AFRICA GROW MORE, SELL MORE AND EARN MORE, WHILE PROTECTING THE ENVIRONMENT FOR YEARS TO COME.

THIS SNAPSHOT OF NUMBERS ILLUSTRATES JUST SOME OF FARM AFRICA'S ACHIEVEMENTS IN 2017.



**18 PROJECTS  
IN 4 COUNTRIES**



**2.6 MILLION  
PEOPLE REACHED**



**613,000 HECTARES  
OF FOREST  
SUSTAINABLY  
MANAGED**



**416 FUNDRAISERS  
RAISED OVER £144,000  
FROM THEIR LOCAL  
COMMUNITIES**



**5,608 SUPPORTERS  
GAVE US OVER  
£535,000 IN DONATIONS**



**WE RECEIVED 18  
LEGACIES TOTALLING  
£506,000**

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