

**FROM THE FIELD
AUTUMN 2019**



A HUGE THANK YOU!

Thank you to everyone who supported our Coffee is Life appeal. We are absolutely thrilled to announce that Farm Africa supporters donated more than £300,000 to help farmers like Joy build more prosperous futures!

Between 8 February and 8 May 2019, the UK government matched all donations made to the appeal by the UK public – unlocking an additional £242,000 in matched funding!

This will directly fund an extension to our coffee project in Kanungu, western Uganda, giving 2,640 female coffee farmers the additional support they need to make a decent living from the coffee they grow.

The appeal was backed by the National Farmers' Union, whose President Minette Batters and Vice President Stuart Roberts, led a team of five 'running farmers' who ran the Virgin London Marathon for the appeal, raising a total of £47,421.

Other high profile supporters included comedians Ed Gamble, Lou Sanders and Tez Ilyas, who performed at Farm Africa's Laughing Season comedy gig to raise funds for the appeal in April.

Leading restaurants including Mere by



Monica Galetti and Dinner by Heston Blumenthal also offered their support by inviting diners to donate to the appeal.

"We are absolutely thrilled! Supporting female farmers to achieve their potential is an issue close to our hearts at Farm Africa, and it's fantastic to have the dedicated backing of so many supporters across the UK. We're enormously grateful to everyone who supported the appeal."
- Jenni Bright, Farm Africa's Director of External Relations



Your support is making a huge difference to the lives of African farmers. Thank you so much for everything you do.

A SWEET SMELL OF SUCCESS IN THE FOREST

Sixty percent of Ethiopia's Benishangul Gumuz region was once covered in dense forest. But this percentage is falling fast.

Poverty is rife amongst the communities who live in and around these precious forested areas, and in a desperate bid to provide for their families, many people turn to gold mining to earn money – a dangerous and unrewarding business that causes deforestation and long-lasting environmental damage.

But Farm Africa knows there is an amazing solution hidden in the trees...

Incense is one of Ethiopia's biggest exports. Widely in demand across the world, this fragrant sap can be harvested from trees without causing any long-term damage. This can give local families a reliable source of income, and gives the trees a value that communities are keen to protect! Jashera can vouch for this. When her

husband passed away, life became an uphill battle. She found it almost impossible to grow enough crops on her small farm to provide for her children. Things got so bad that she couldn't afford to send her son to school.

Like many farmers, Jashera turned to gold mining to boost her income. But after weeks of hard work away from her family, she often returned hungry and empty-handed. But then Jashera joined Farm Africa's Forest Products project. First she became a member of a cooperative – one of the 23 we are supporting. Then she learnt how to collect incense from the forest.

"I initially gathered 40kg of incense and earned a good amount of money."
- Jashera

As well as teaching Jashera how to harvest, dry and store her incense, Farm Africa has linked her cooperative to large-scale buyers, so members can build reliable and forest-friendly income streams.

This year, Jashera has increased her harvest to 150kg and is really seeing the difference her new income can make.

"Now, thanks to the project, I can meet my family's basic needs, and also send my son to school again!" - Jashera



A gift of £62 could help more farmers like Jashera find ways to earn a reliable income, while protecting their environment for future generations.

GROWING A SUNNY FUTURE IN TANZANIA

Sunflowers are a popular crop in Tanzania. They are inexpensive to grow, and demand for the harvested seeds is increasing as more people turn to locally produced sunflower oil for cooking.

Timothy has been growing a traditional variety of sunflower on his farm in Manyara region for ten years. But the increasingly dry weather is making it more and more difficult for him to keep his crops blooming and his harvests have been reduced by more than half in recent years.

Small-scale farmers like Timothy are disproportionately vulnerable to climate change, and many are struggling with the unpredictable weather. Many traditional crops are not bringing the yields they once did, and whole harvests can easily be wiped out by drought, leaving families with little or no income.

That's why Farm Africa's Flourishing Futures project is so important. We are helping 10,000 farmers in northern Tanzania access high-quality sunflower seeds that can thrive in dry conditions. This will mean they are able to prosper

despite the challenging weather conditions. We are also working with sunflower oil processors who will buy the seeds from the farmers, and provide employment opportunities for members of the wider community.

Timothy was one of the first people to join the project. Like most small-scale farmers he was reliant on traditional sunflowers seeds that he could buy locally. But these traditional varieties of sunflowers struggle to survive in dry conditions, so he often saw his hard work wiped out when the rains didn't come – and he urgently needed to find a solution.

When Farm Africa staff told the project members about an improved variety of seed called Hysun 33, which can thrive in dry conditions, Timothy volunteered to trial them on his farm straight away!

He dedicated an acre of his sunflower fields to the new variety, and planted the remaining five acres with the traditional seeds. He was delighted when the Hysun 33 flowers grew much taller than their traditional counterparts, with larger heads that hold more seeds...and release twice as much oil.

In fact Timothy managed to harvest nearly five times as many seeds from just one acre of Hysun 33 flowers, than he harvested from five acres of the traditional variety!



Timothy's success hasn't gone unnoticed. He told us that around 100 farmers have already visited him, asking where they can buy Hysun 33 seeds for the next growing season.

He is now acting as a model farmer to inspire others to try the new seeds, so they too can build a source of income that they can rely on, whatever the weather.

"This is the first time I have experienced this kind of result. Other seeds I used to buy didn't germinate well. These hybrid seeds germinated 100% – nice! There was a one-month drought after planting, the hybrid plants survived but the drought affected the traditional variety. This gives me hope." - Timothy



Just £29 could help more farmers like Timothy access high-quality seeds to turn their farms into thriving businesses, no matter what the weather brings.

LOOKING TO A FUTURE OF 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.

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.

Large 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.

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, please don't hesitate to get in touch with our team who will be happy to help.

For more information:
Telephone: 020 7430 0440
Email: remember@farmafrica.org
Web: www.farmafrica.org/remember



STAFF SPOTLIGHT: MEET TUMAINI

Tumaini Elibariki has worked for Farm Africa since 2012. With a Master's Degree in Agricultural Economics and Business Development, he has managed a number of our projects in northern Tanzania, and is currently the Programme Manager for our Sunflower Project.

What attracted you to Farm Africa?

I wanted to help farmers at community level. My previous roles were more technical, whereas at Farm Africa I could help people in a more practical way.

Describe a typical day at work

I go to the field at least three times a week to make sure the farmers are supported at each step of the project. I meet with them to discuss any issues they have - what is working, what is not working. The rest of the days, I look at project data and prepare reports, to identify lessons and key learnings.

What do you enjoy most about your role?

The thing I enjoy the most is training the farmers. I have a background in agricultural technology, so I am able to explain technical information to them so they're happy and understand. And sometimes I'm like a comedian, so the farmers they really like me! It's important because normally they have a lot on their minds. So when I'm trying to tell them about why a certain planter is the best one to use, I know they're thinking 'but I need to go home and feed my chickens' and they don't focus. So with my comedian elaborations they like to listen to me!

What has been your proudest achievement at Farm Africa? We have

"Farm Africa is making farmers more independent, more responsible for themselves and more committed to do well as a result." - Tumaini

developed a Business Score Card which I'm very proud of. When I visit a farmers' group, I ask them some questions in advance. But the questions aren't for me to score, they are for the farmers to score themselves - to check if they have all the right ingredients to make them a good farmers' group. So it's them, they ask themselves. Farm Africa is making farmers more independent, more responsible for themselves and more committed to do well as a result.

Do you have a message for Farm Africa supporters?

To the UK supporters I would say thank you! There are so many smallholder farmers who are suffering because they don't have knowledge of how to improve their livelihoods. If the supporters can keep on helping Farm Africa we can help these farmers increase their knowledge and increase their incomes.



By leaving a gift in your Will to Farm Africa, you can give farmers in eastern Africa the opportunity to build better lives for their children, and for generations to come.

THE IMPACT OF YOUR SUPPORT

Thanks to you, 2018 was an amazing year for Farm Africa. With your help, farmers across eastern Africa are producing more, selling more and earning more – while protecting the environment for generations to come. These are just some of the highlights of our year.

**WE REACHED
2.6 MILLION
PEOPLE**



**26 PROJECTS
IN FIVE
COUNTRIES**



**4,646
GENEROUS
SUPPORTERS**

sent 8,900
donations,
totalling
£586,400

**4,230 AMAZING
DONORS**

donated almost
£500,000 in
regular gifts



15 SUPPORTERS

left us gifts in their
Wills, totalling
£187,100

413 SUPERSTARS

attended or took part in fundraising
events across the UK, raising over
£191,000



Read the full Annual Review of 2018 at www.farmafrica.org/annual-review

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