

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

**ANNUAL REVIEW 2012**

**HELP ME      HELP MYSELF**

**Arid conditions in Africa mean farmers see their crops fail year on year and are often reliant on food aid for up to 11 months of the year.**

In Mwingi, Kenya, Musyoki Munyoki was selected by Farm Africa as a champion farmer in a project covering 7,000 households.

His intensive training in soil and water management techniques meant that he could provide food for his family for 10 months of the year.

Not only this, but he passed his new skills on to 24 adopter farmers, like Nzasa Mutisya (pictured), who each taught six more. These skills spread quickly and effectively like a ripple across the region, benefiting everyone in the community.



# **FEED ME** **KNOWLEDGE**

**Farm Africa finds innovative ways of helping African farmers manage their natural resources.**

The Beduale community struggled to overcome Prosopis or the 'Devil Tree', a highly invasive shrub that grows faster than it can be cut down. Farm Africa's pioneering research has identified the most effective way to get rid of the shrub to clear land for crops. In addition, Farm Africa helped the community develop novel ways of making money from selling powdered Prosopis pods for cattle feed and tree stems for tools, giving an incentive to clear larger areas.

"We had no hope and had to move from our village because Prosopis was too powerful. Now we can go back to our homeland and grow food for our families."

Hawa Hassan, Treasurer of the Beduale Community Development Committee



# GIVE ME INDEPENDENCE

**Farm Africa teaches business skills as well as farming techniques to help women develop financial independence.**

In rural Hader in Ethiopia, we helped nearly 6,000 women to break free from food insecurity and poverty. Before the project, most families had to reduce the number of daily meals and two thirds went hungry on a regular basis. Farm Africa helped women establish small businesses by providing business loans and training, freeing mothers and their children from hiring themselves out as daily labourers. Now, twice as many children are able to attend school.

When Etenesh Daniel joined the project, she was given two goats. She invested in growing ginger and now she and her husband own several animals. Etenesh has enough food for her family and can finally afford to buy clothes for her children.

A photograph of a woman in a colorful patterned dress carrying a young child on her back. They are standing in a lush green field of tall crops, likely maize or sorghum. In the background, there are rolling hills under a cloudy sky.

# **FREE ME FROM HANDOUTS**

**As well as increasing crop yields, Farm Africa helps link farmers to markets and sell their surplus for the best price.**

Luciana Martin is part of a project in Ngolely village, Tanzania. She struggled on a small plot of land that did not produce enough to feed her family and she had no way of saving to improve her life. Luciana explains how her life has now changed "Life was very hard in previous years, I could only rent a house. Now my income is double and I have been able to build my own."

Farm Africa supported Luciana with improved sesame seeds and training, helping her double her income. Luciana has now been able to build a home for her five children, giving them shelter and food security. With a successful business in place, she's saving to buy more land so that she can guarantee her children a better life.

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# **HELPING AFRICAN FARMERS TO FEED AFRICA'S PEOPLE**

## **A WORD FROM OUR CHIEF EXECUTIVE**

**At the end of my first full year in post, I am proud of the successes of the past year and the impact we are having through our sustainable community-led projects. Seeing these successes makes me even more excited about our new strategy that details our ambition to more than double our impact by 2016.**

The shocking statistic that hunger kills more people each year than AIDS, TB and malaria combined, means that our work is even more relevant and important than ever. Farm Africa's projects have had an astonishing success rate and watching our 200+ local staff unleash the potential of Africa's farmers to take hold of their own future is incredibly motivating. Last year alone, we worked directly with 802,000 people and our work improved the lives of 6.3 million.

We have seen impressive productivity and income increases. Onion farmers in Tanzania grew their yields from 3 tonnes to 10 tonnes per acre. Our marketing support helped them increase their income by 8 times so that they can reinvest in their future and take steps to financial and food independence. An independent review reported that our productivity and marketing support in an indigenous vegetables project in Kenya delivered a massive 25 times return on investment. We have set up a franchised animal health social enterprise that will create 540 jobs, reaching 300,000 households in Kenya and our forestry work in Ethiopia is directly benefiting 200,000 people. Farm Africa is recognised globally for its world class expertise in crops, livestock and forestry.

I would like to give my sincere thanks to every one of you who has supported us to grow farming and tackle the roots of hunger. I am proud that, together, we are creating real, long-term change for hundreds of communities. I hope that you will feel as inspired as I do when you read the stories of change in this short brochure.

By 2016, we aim to be directly helping 1.5 million more people yearly. Please help us make it happen.



**Nigel Harris**  
CEO



# OUR SUCCESSES

# GROWING FROM THE GROUND UP

**802 000**

people were direct beneficiaries of Farm Africa projects in 2011

**6.3m**

people were indirect beneficiaries of Farm Africa projects in 2011

**600%**

increase in value of wild coffee harvest in Bale, Ethiopia

**30 000**

people in Babati, Tanzania will benefit from doubled crop yields

**x2**

the number of children going to school in Habro Woreda, Ethiopia

**91%**

of our spend was on charitable activities in 2011

**249%**

increase in sorghum crop harvests in Kitui County, Kenya

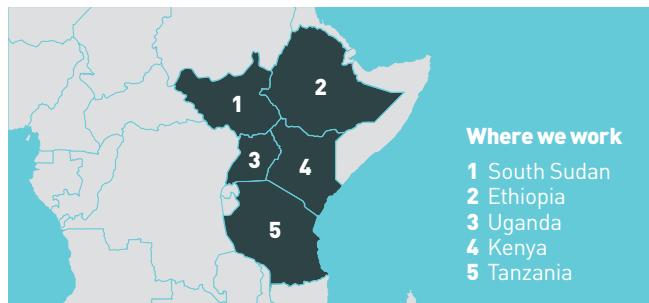
**770 000**

hectares of forest in Ethiopia is now protected

## A community, a country, a continent

Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime. But how much more powerful to help him feed a nation? This is the root of Farm Africa's strategy.

Food aid and handouts are not the long-term solution to hunger in Africa. Farm Africa believes that Africa has the power to feed itself and that African smallholders, whether they farm crops, livestock, fish or the forest, will all play a pivotal part in achieving rural prosperity in Africa.



Investment in agriculture in Asia and Latin America doubled yields, saved hundreds of millions of lives, and contributed to long-term economic growth at country level. It demonstrated that it is possible to reduce hunger and poverty on a large scale and highlighted the need to invest in smallholder farmers and safeguard natural resources as part of the process.

Farm Africa's vision is a very different picture to the one we so frequently see on our television screens of hungry people relying on aid hand-outs. It is a picture of a farmer, growing enough food for today and for tomorrow and confident in next year's harvest.

The stories in this review demonstrate vividly the transformational change that can happen when farmers are given the right kind of support.

**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, Chairman, Alliance for a Green Revolution in Africa

# FINANCIAL OVERVIEW

**In 2011, Farm Africa's total income was £11.1 million. Our total expenditure was £10 million, £9.1 million of which was spent on charitable activities. At the end of 2011, we are showing a surplus of £1.1 million, however, £0.6 million of this is designated for use on programme priorities in 2012, leaving a net surplus of £0.5 million.**

Farm Africa is very grateful indeed for the generosity of all our supporters and determined to use these funds as effectively as we possibly can. We are proud that in 2011, 91% of our spend was on charitable activities.

We are always happy to answer questions about our finances or to supply a copy of our Annual Report and Consolidated Financial Statements. Please request a copy from [info@farmAfrica.org.uk](mailto:info@farmAfrica.org.uk).



## 2011 INCOME

- 62% Programme grants
- 21% Other institutional income
- 3% Miscellaneous income
- 14% Donations and legacies



## 2011 EXPENDITURE

- 91% Charitable activities
- 8% Fundraising
- 1% Governance costs

# A BIG THANK YOU

**Farm Africa would like to say a huge thank you to everyone who has supported our work, including:**

Alliance for a Green Revolution in Africa, Department for International Development, the European Union, European Commission: Humanitarian Aid & Civil Protection, Embassy of Ireland in Ethiopia, Jersey Overseas Aid Commission, Isle of Man Overseas Aid Committee, the National Development Fund of Norway, Irish Aid, the United Nations Office for the Co-ordination of Humanitarian Affairs, Big Lottery Fund and Comic Relief.

We are extremely grateful to the many organisations who fund us, including Bill & Melinda Gates Foundation, GALVmed, CARE Ethiopia, Cordaid, Georg und Emily von Opel Foundation, Stavros Niachos Foundation, Small Foundation, Medicor Foundation, Vitol Foundation, The John Ellerman Foundation, Kilimo Trust, The Ingram Trust, The Shanahan Charitable Trust, Christadelphian Meal a Day Fund, The Dulverton Trust, The Blandford Lake Trust, Band Aid Charitable Trust, the innocent foundation, JJ Charitable Trust, The Sylvia Adams Charitable Trust and The Big Give.

A big thank you to all our corporate fundraising supporters, including our partners, Ashwood Associates, Mako, Paperchase and SABMiller.

Thank you for the support we have received from The Rotary Club of Swaffham and The Rotary Club of Buckingham.

Our thanks also go to all of our wonderful Friends of Farm across the country, who spread the word and raised funds; to the hundreds of churches and schools who helped us to Give Poverty the Boot; to everyone who has walked, run, baked cakes, climbed, cycled and organised a whole host of other events to raise funds for Farm Africa.

**We are so grateful for your support.  
Please keep it up!**

**Farm Africa aims to create change that is sustainable rather than quick-fix solutions. I have nothing but praise for the work they do and the way they do it**

Michael Palin CBE, Farm Africa Patron

# FUNDRAISING SUPPORT

## **Food for Africa Kilimanjaro Climb**

We could not continue our work at Farm Africa without the support we receive from many different sources. We would like to recognise the UK Food Industry for supporting our Food for Africa Kilimanjaro climb, raising over £250,000.

Heartfelt thanks go to the 10 senior executives who all made it to the summit: Mark Carr, Mike Coupe, Andrew Cracknell, Nigel Dunlop, Iain Ferguson CBE, Richard Macdonald CBE, Julian Marks, Charles Reed, Tim Smith and Martyn Wilks.

And thanks go to all the event sponsors: ABSugar, ABP, Barfoots of Botley Ltd, Booker, Dairy Crest, Food and Drink Federation, Greggs, Mars UK, Moy Park, Sainsbury's, Samworth Brothers, Tesco, The Grocer, Waitrose and William Reed Business Media.

## HOW YOU CAN HELP

We would like to thank each and every supporter for their generosity, in particular, those who remembered Farm Africa in their will. Leaving a legacy to Farm Africa is a wonderful way to provide a long-term solution to hunger in rural Africa. If you would like more information about remembering Farm Africa in your will, please contact Rachel Beckett on +44 (0)20 7430 0440 or email [rachelb@farmafrica.org.uk](mailto:rachelb@farmafrica.org.uk).



There are many ways you can get involved to help Farm Africa continue our work supporting thousands of farmers and their families.

If you fancy a challenge, sign up for an event such as a sponsored walk, running event or even an amazing international climb. You don't have to go it alone either – get a team together and have the time of your lives while helping transform the lives of others.

You could have fun and learn about life in rural Africa with your school or community by getting your wellies on for our Give Hunger the Boot campaign. You could also support us by joining Friends of Farm or becoming a volunteer speaker to help raise awareness of our work in your local community.

You can support us by fundraising through your business; we have lots of experience and can help you with fundraising packs to get you started.

**For more information about any of the ways you can get involved, contact our fundraising team on [events@farmafrica.org.uk](mailto:events@farmafrica.org.uk) or +44 (0)20 7841 5163.**



**WE BELIEVE AFRICA  
HAS THE POWER TO  
FEED ITSELF.  
LET'S MAKE IT HAPPEN.**

**For too long, Africa has struggled with the problems of hunger and poverty. Again and again, images of famine have challenged the world to end this human tragedy – but still it happens.**

Today, with climate change to deal with too, the need is more urgent than ever. Farm Africa is helping Africa's farmers end this cycle of despair. We're there, on the ground, ensuring farmers have the equipment and know-how to manage their land more effectively.

Working shoulder to shoulder with farmers, we help the best farming techniques take root and spread so there's food not just this harvest, but every harvest. We bridge communities, governments and businesses so that Africa's farmers can not only grow food but sell it too, allowing them to take charge of their future and build better lives.

**www.farmafrica.org.uk  
+44 (0)20 7430 0440**

# PLEASE DONATE

**£15 could provide the seeds a farmer needs to provide food for their hungry family**

Here is my gift of £15  or my own amount of £

- I enclose my cheque/PO/CAF voucher made payable to Farm Africa

OR Please debit my MasterCard/Visa/CAF Charity Card/Maestro  
(Please delete as necessary)

**You can also make a gift to Farm Africa by calling  
+44 (0)20 7430 0440 or online at [www.farmafrica.org.uk/donate](http://www.farmafrica.org.uk/donate)**

\*Please provide your email address if you are happy to receive emails from Farm Africa (you can unsubscribe at any time)

## A simple tick will make your donation worth a quarter more *giftaid it*

If you do not want to receive communications from Farm Africa, simply call +44 [0]20 7430 0440, email [info@farmfrica.org.uk](mailto:info@farmfrica.org.uk), or write to: Supporter Services Team, Farm Africa, Ground Floor, Clifford's Inn, Fetter Lane, London EC4A 1BZ.

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