

TRANSFORMING RURAL AFRICA

STRATEGIC PLAN 2016-2020

Effective agriculture has the power to change lives. It underpins prosperity, food security and stability the world over. Farm Africa focuses on transforming agriculture and managing natural resources sustainably. We champion a holistic approach that boosts yields, protects the environment and connects smallholder farmers to thriving markets.

We work with different types of farmers in a range of regions. Their local situations vary, but the problems they face are all too familiar: lack of training and technology, inadequate inputs, no finance, vulnerability to climate change and poor links to markets.

We have an ambitious strategy to expand our work over the next five years. We'll increase our impact. Lift more communities out of poverty. Work with more corporate partners who share our vision. Open up more agricultural markets. Provide more expertise.

We'll make change happen.



 **FARM AFRICA**

OUR APPROACH

FARM AFRICA SPECIALISES IN AGRICULTURE, THE ENVIRONMENT AND BUSINESS DEVELOPMENT.

OUR PROGRAMMES ARE MANAGED IN PARTNERSHIP WITH LOCAL COMMUNITIES, WHO ACTIVELY PARTICIPATE IN ALL DECISIONS ABOUT THE WORK.

SMART ABOUT AGRICULTURE

SMART ABOUT THE ENVIRONMENT

SMART ABOUT BUSINESS

Engaging communities

We tap into local communities' real-life experiences and work with them to innovate and adapt appropriate approaches that they feel a sense of ownership over.

Empowering women

We're committed to empowering women as decision-makers in communities. When women are involved in farming, their incomes rise radically and family farm production increases.



- Technology
- Land and water resource management
- Climate-smart agriculture

Effective farming techniques are key to driving up agricultural production in Africa. Farm Africa will ensure farmers make the most of their land, whether they grow crops, keep livestock or manage fisheries. We'll share our expertise in growing the most appropriate and profitable crops. We'll help prevent pests. We'll ensure farmers get the high-quality inputs they need: seed and fertilisers, warehouses to store crops and vaccines to protect animals.

One year of good harvest is not enough. But with better access to new technologies and expertise, farmers can achieve good harvests year after year. We'll work with farmers to improve soil quality, conserve water and prepare for 'climate shocks', like flooding or drought.



- Forest management
- Grazing land management
- Ecosystem management
- Developing viable enterprises for ecosystem goods

Widespread deforestation and destruction of grazing lands are threatening the livelihoods of forest communities, pastoralists and farmers across eastern Africa. We'll use our expertise in forest and grazing land management to work with farmers to conserve their resources for the long term.

We'll help unlock the potential to make conservation profitable. We'll help farmers grow incomes from lands and forests: farming honey and coffee, growing trees for timber, or protecting forests in exchange for carbon credit payments.

Ecosystems provide many essential services, such as water supplies and pollination, that are usually not considered in economic development plans. We'll help farmers and communities develop plans for the holistic management of the landscapes they live in, so that gains from rural development in one region are not cancelled out by losses in another.



- Trade facilitation and marketing
- Access to finance
- Business development

Farm Africa will work to strengthen every aspect of farming supply chains, from soil to supermarket. We'll ensure farmers adapt to what buyers want. We'll help them build co-operatives, so they can sell in bulk. We'll bolster 'first mile' businesses that supply inputs to small farms, and support those who collate smaller farms' produce to sell to wider markets.

We'll help farmers and agribusinesses gain access to finance, establish local savings associations, and get markets moving. Funders are often reluctant to lend to high-risk, inexperienced farming businesses with no paperwork or proof they can become viable. We'll provide those small businesses with training on how to professionalise and develop into respected enterprises that can build their own relationships with lenders, social investors and buyers for the long-term.

SMART ABOUT GROWTH

HAVING MORE IMPACT MEANS FARM AFRICA NEEDS TO GROW. BUT WE NEED TO BE SMART ABOUT HOW WE GROW, ENSURING WE STREAMLINE OUR APPROACHES AND BUILD ON OUR SUCCESSES.

Formalising our approach

We will invest time in documenting and sharing our tried and tested approaches in subjects ranging from forest management to aquaculture to international trade so they can be effectively and consistently replicated, not just by us, but by others who share our vision.

Scaling up

Small changes are not enough. That means scaling up. By 2020, we will increase our footprint from four to six countries, and double the number of farmers we work with, reaching 3.6 million people a year. We will create more programmes that are effective across regions.

Private sector engagement

Farmers' abilities to build thriving businesses depends on well-functioning markets. We will scale up work with a wide range of private sector players from those providing agricultural inputs or access to finance to companies acting as gateways to international export markets.

Innovation

We will build on our strong track record of innovative thinking. We'll focus on how we can effect systemic change, and strive to build links between our work in different locations, so that our programmes work in synergy, increasing our regional impact.

Monitoring and evaluation

We will further develop our monitoring and evaluation systems to allow us to assess our impact at project, regional, country and global levels. We'll be able to compare and contrast, and learn what works best where to increase our impact wherever we work.

Fundraising and communications

We will harness the power of digital communications to engage with new audiences, share the lessons we learn and shine a spotlight on the stories of farmers whose lives we've changed. We'll scale up our partnerships with corporate and institutional partners alike.

Farm Africa reduces poverty by unleashing African farmers' abilities to grow their incomes and manage their natural resources sustainably. Our vision is of a prosperous rural Africa.

United Kingdom | Ethiopia | Kenya | Tanzania | Uganda



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