

# ANNUAL REVIEW

2015



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

## ACHIEVING IMPACT

I am delighted to introduce to you Farm Africa's Annual Review. In the following pages we share with you our learning of how our work has effected positive change, and highlight the economic, social and environmental impact of our projects across eastern Africa.



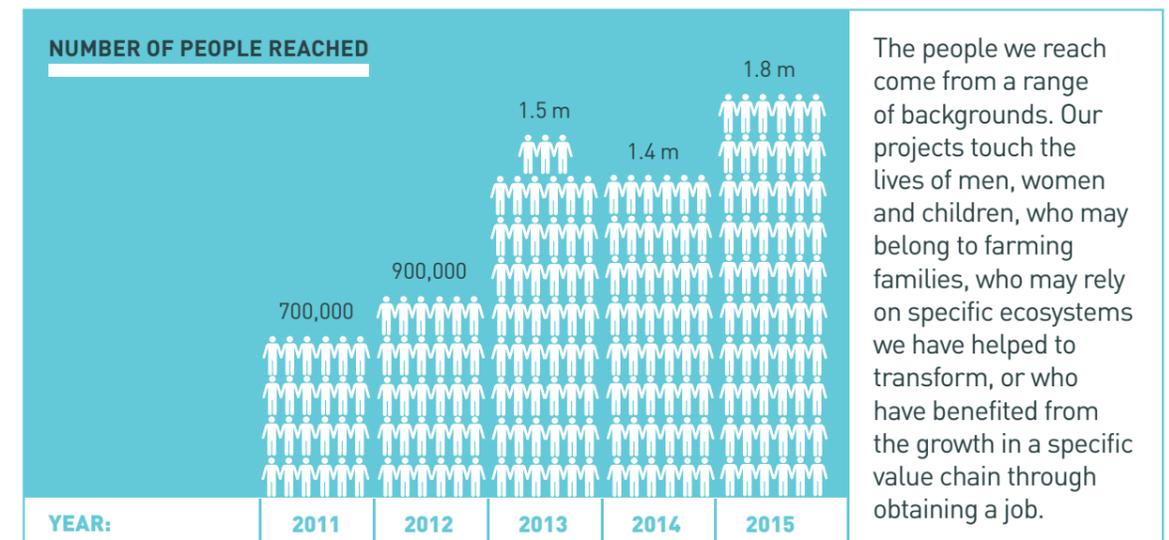
While all of Farm Africa's projects have the end goal of growing rural incomes in an environmentally sustainable way, the specific goals of each project are unique and no single measure of success is applicable across the board. Much of the nature of our work is context-driven, and our attempts to capture real impact on people's lives will vary depending on whether they are a farming family, the family of a day-labourer benefiting from the stimulation of markets, or a wife within a male-headed household.

In 2015 we're proud to have learnt that our impact has ranged from increasing the yields and incomes of fish farmers in Kenya, to reducing deforestation in the Bale Mountains of Ethiopia, to helping Tanzanian sesame farmers improve their practices, leading to significant increases in their yields and incomes. We also learnt a lot from an evaluation of a project in Ethiopia that focused on helping women have a greater say in economic decisions in their homes and communities.

These projects might all look very different, but all of them are helping farming families in rural eastern Africa to escape poverty, while conserving the environment for generations to come.

None of this work would have been possible without the generosity of Farm Africa's supporters, to whom we are very grateful. With your continued support we will achieve even more impact and move closer towards our vision of a prosperous rural Africa.

Richard Macdonald CBE  
Chair



Farm Africa reduces poverty by unleashing African farmers' abilities to grow their incomes in an environmentally sustainable way.  
[www.farmafrica.org](http://www.farmafrica.org)

Chair: Richard Macdonald  
CEO: Nicolas Mounard

Cover photo: Gerard Brown  
Back cover: Farm Africa / Jonathan Banks

## HOW WE WORK

Farm Africa is an innovative charity that focuses on three key areas of expertise that together provide an effective and sustainable way to combat poverty in rural Africa: agriculture, environment and marketing.

### ■ AGRICULTURE:

we build strong agricultural systems that focus on technology, sustainable land and water management, climate-smart agriculture, and building farmers' knowledge.

### ■ ENVIRONMENT:

we make protection of the local environment profitable for those with the biggest stake: communities. Our work in natural resource management focuses on models of forest and rangeland management, as well as wider management of ecosystems.

### ■ MARKETING:

we focus on the financial viability of the farmers' businesses. We support farmers to get their produce to market, help build viable agribusinesses in key value chains, and enable those businesses and farmers to gain access to finance.

Our work looks towards making agricultural production an attractive career to **young people**, and we put a special focus on how we can help **women farmers** grow more, sell more and sell for more.

Farm Africa generates credible **evidence** of the impact of our projects so that others can adopt our approaches on a larger scale.

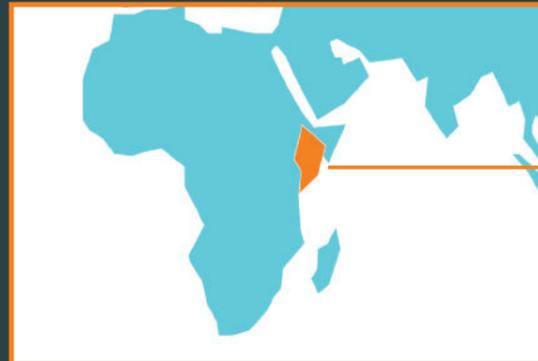
### Farm Africa's income in 2015:

£12.1 million

### Farm Africa's expenditure in 2015:

£12.7 million

## WHERE WE WORK



### Farm Africa's project locations in 2015:

#### ETHIOPIA

1. Food security in Tigray
2. Forest management expansion
3. Preserving ecosystems in Bale
4. Growing profitable coffee
5. Climate-smart agriculture
6. Market approaches to resilience
7. Community timber plantation development
8. Spice production and marketing
9. Rangeland management
10. Labour-saving technologies for women
11. Climate-resilient food security
12. Community-based seed production

#### KENYA

13. Sorghum and green grams
14. Sustainable seed production
15. Aqua shops
16. Urban farming
17. Integrated community empowerment
18. Poultry farming and marketing
19. Supporting young farmers
20. Sidai

#### TANZANIA

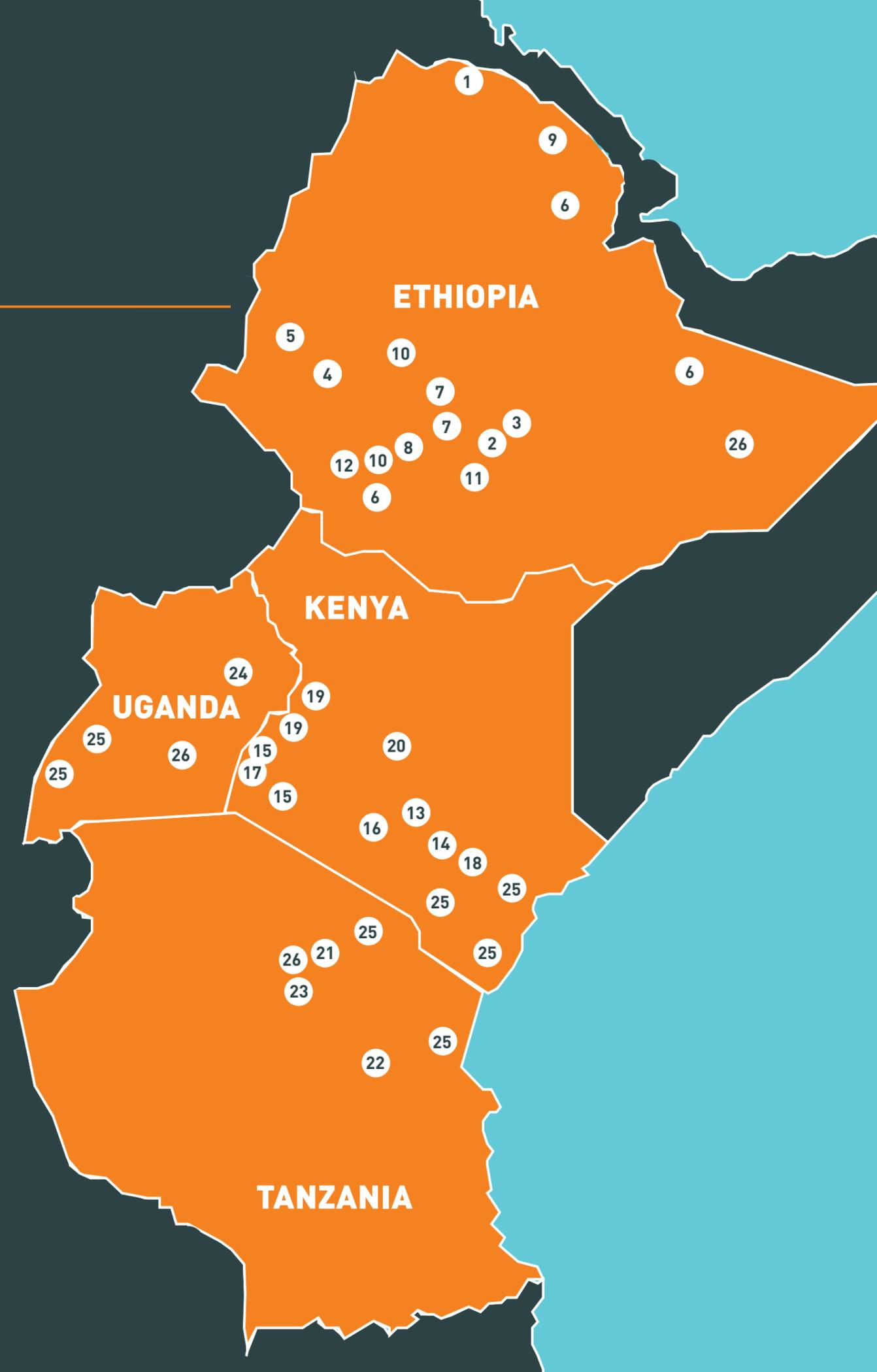
21. Sustainable forest management
22. Orange-fleshed sweet potato production
23. Sesame production and marketing

#### UGANDA

24. Katine community development

#### REGIONAL

25. Maendeleo Agricultural Enterprise Fund
26. Agriculture to Nutrition Initiative (ATONU)



Farm Africa's sesame project in Tanzania led to a fourfold increase in sesame production over three years.

Photo: Farm Africa / Jonathan Banks



## ECONOMIC IMPACT

ALL FARM AFRICA PROJECTS SUPPORT FARMERS TO EARN HIGHER OR MORE RELIABLE INCOMES AND TO BUILD THEIR RESILIENCE TO ECONOMIC SHOCKS – NOT JUST TODAY, BUT FOR THE LONG TERM.

### How we helped sesame farmers grow their incomes

Tanzania

#### Increasing quality and volume of production

Since 2008 we have been helping Tanzanian sesame farmers acquire the skills and knowledge to grow more sesame and sell it for a higher price. We worked with farmers' groups to test different types of sesame seeds to see which produced the best harvests, and encouraged them to join an officially registered co-operative so they could access loans from the Tanzanian government to buy more of the improved seeds. We provided training in good agronomic practices, sorting and cleaning to further boost the quality of the harvest.

#### Accessing higher value markets

Selling in bulk is key to being able to sell for a good price. The cooperative warehouse offered individual farmers somewhere to store their harvest before it was sold in bulk, and we helped farmers' co-operatives to secure contracts to sell large amounts of sesame for a good price. We helped farmers to gain access to the latest sesame market information, including price trends, seed prices, buyer locations and export prices, so they knew what was a good deal. Finally, we supported farmers in measuring the oil and moisture content of their sesame, and helped them improve their marketing techniques and packaging.

#### Results

For the 5,520 smallholder farmers we worked with in the Babati district of Tanzania between November 2011 and October 2014:

-  Sesame production increased substantially from 0.25 tonnes per hectare to 0.98 tonnes per hectare.
-  Average incomes more than doubled from TSh 647,000/- (£247) to TSh1,330,000/- (£507) for lead farmers (farmers who train other farmers), while adopter farmers' incomes increased by 50% from TSh 560,000/- (£214) to TSh 870,000/- (£332).
-  Post-harvest losses fell from 40% to 20% per hectare, while the purity of sesame improved from 80% to 98.3%.

Halima Kilolo is a lead farmer who trained adopter farmers in the sesame growing techniques he learnt from Farm Africa:

“ I start on land preparation: how to use a hoe, a tractor and how to cultivate on steep slopes. Then I tell them about planting in rows and how it is better than throwing the seeds around.

Four weeks after germination, they must weed and begin plant care. Next, it's on to the harvest and how to cut sesame and arrange it in termite-resistant stacks. After that, we teach how to clean and store it in a dry place to avoid bugs and the growth of micro-toxins.

”

Farm Africa's project avoided 5.7 million tonnes of carbon dioxide emissions between 2012 and 2015: roughly the same carbon footprint as flying every man, woman and child in Scotland to New York and back.

Photo: Farm Africa / Stephanie Schafrath



### Making forest management profitable

Fatuma lives in Ethiopia's Bale Eco-Region, where Farm Africa has been helping local people to develop forest-friendly businesses. Farm Africa helped Fatuma's community to gain access to finance to invest in their businesses by establishing a credit cooperative. Fatuma's loan enabled her to build a honey and butter business and invest the profits in 6,000 tree seedlings, which in future will bear fruit that she can sell.

"We're still dependent on the forest," she commented, but she's helping to protect the forest as well as securing her family's future financially.



Photo: Lisa Murray

## ENVIRONMENTAL IMPACT

TREES, WATER AND HEALTHY SOIL ARE VITAL INGREDIENTS FOR STRONG AGRICULTURE AND THRIVING RURAL ECONOMIES. FARM AFRICA SUPPORTS RURAL COMMUNITIES TO SUSTAINABLY MANAGE THEIR VITAL NATURAL RESOURCES.



### How we improved the health of forests

#### Participatory forest management

Deforestation and forest degradation account for nearly 20% of global greenhouse gas emissions. Farm Africa has been working with the Ethiopian government and local NGO SOS Sahel to encourage local communities in the Bale Mountains Eco Region in south-eastern Ethiopia to manage forests sustainably and profitably by setting up forest-friendly businesses producing forest coffee and honey instead of cutting down trees for timber or firewood, or clearing the forest for agricultural or pastoral expansion.

#### Assessing the impact on the forest

A Farm Africa study comparing satellite images of the forest in 2012 and 2015 found that deforestation rates had decreased markedly since the project started. Based on the 'business as usual' deforestation rate data from the previous decade, we estimate that 5% of the total forest area would have been lost between 2012 and 2015 if the project hadn't happened. This compares to an actual observed reduction of roughly 1%, meaning Farm Africa's project reduced deforestation in Bale by an estimated 81% between 2012 and 2015.



FIGURE 1: Area of forest cover in project area 2012-2015

Orange: Deforestation  
Green: Deforestation avoided



#### Carbon trading

Farm Africa's project aims to form the basis of a national Reducing Emissions from Deforestation and Forest Degradation (REDD+) mechanism, where these reduced emissions can be converted into carbon credits and sold on international markets, with the revenues being shared on a 60:40 basis between communities and the government. At the current price of \$3.80 per tonne of voluntary carbon credits, Ethiopia stands to gain some \$21 million in revenue from their sale once finalised. Our experience proves that forest management is most effective when local communities are fully involved, and benefit economically from their stewardship of the precious resources.

Village Savings and Loan Associations in the Oromia and SNNP regions of Ethiopia brought together groups of women without access to formal financial services to save together and borrow from the savings.

Photo: Farm Africa



“ A woman who speaks in public used to be considered as ‘a difficult woman’. There is change now, a very big change. Now, whenever NGOs or government officials come, they ask us questions. They insist that we speak, so we try. We see women who speak up go to places [...] ”

- Female focus group participant

## SOCIAL IMPACT

AS WELL AS ENVIRONMENTAL AND ECONOMIC IMPACTS, MANY OF OUR PROJECTS ARE DESIGNED TO GENERATE BROADER SOCIAL IMPACTS.

### How we boosted vulnerable women's earning power and status



#### Improving gender equality

Farm Africa's Rural Women's Empowerment Project supported vulnerable women in the Oromia and SNNP regions of Ethiopia to increase their earning power and status, and aimed to reduce violation of women's rights. Implemented between 2009 and 2013, the project helped women to get into livestock farming by lending them sheep and goats, on the proviso they passed two of their livestock's offspring to another woman. The project also set up Village Savings and Loan Associations, where women could save together and borrow from the savings to invest in starting businesses. Female community-based legal advisers were also trained to advise women on their legal rights.

#### The impact

Evaluations conducted in 2012 and 2015 found that the project had made a significant difference in terms of improving women's access to credit services and improving their ability to engage in income-generating activities, thus increasing their income and ownership of productive assets, such as livestock. The role of women in important financial decisions at household level was also shown to be improving, women were more aware of their legal rights, and there was a significant decline in the incidence of female genital mutilation, child marriage and violence against women.

#### Increased confidence

Findings from an assessment of women's empowerment found that 41% of women who took part in the project were considered empowered in comparison to only 16% of women who didn't participate in the project. Project participants attributed this result to their increased employment opportunities and increased ability to contribute to household income. Project participants were also found to be more confident in speaking in public and participating in community discussions, as compared to other women in the area.

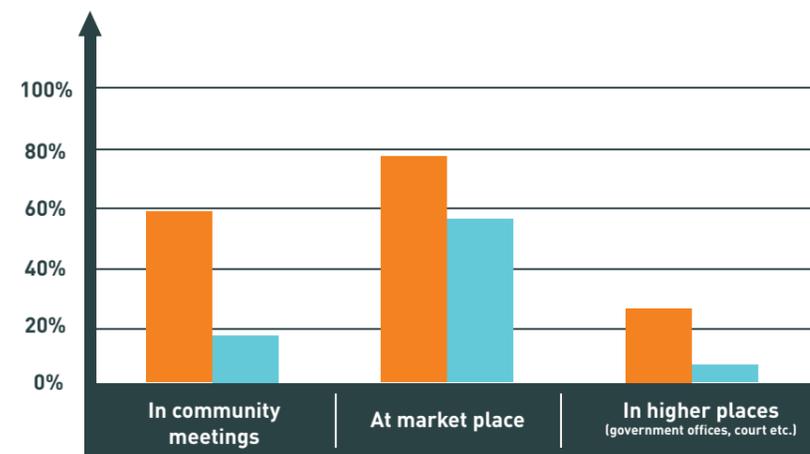


FIGURE 2: Confidence in public speaking, percentage of women agreeing 'I can speak comfortably' (Oromia project area)

Project participants  
Other women in the area

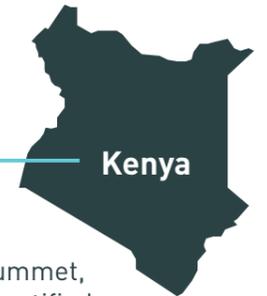
Fish farmers' yields increased by up to 215% in the first two years of Farm Africa's Aqua Shops project.

Photo: Farm Africa / Mwangi Kirubi



## LEARNING AND ADAPTING

IN RURAL DEVELOPMENT, IT IS RARELY POSSIBLE TO KNOW EXACTLY WHAT APPROACHES WILL WORK BEST IN ADVANCE. WE CONTINUALLY ADAPT OUR APPROACH IN RESPONSE TO CHANGING CIRCUMSTANCES AND NEW KNOWLEDGE.



### How we adapted our fish farming approach

#### Farm Africa's Aqua Shops

Overfishing and pollution have caused wild fish stocks in Kenya to plummet, steadily pushing up the price of fish. The Government of Kenya has identified fish farming in ponds, or aquaculture, as one of the best options to replace declining production from wild fisheries. However, many fish farmers lack the equipment, feed and technical knowledge needed for their fishponds to thrive. In 2011 Farm Africa established a network of one-stop shops called Aqua Shops where fish farmers could buy quality inputs and get technical advice. In the first two years of the project, yields from the 3,000 fish farmers accessing the Aqua Shops increased by up to 215% and their incomes rose by over 50%.

#### Evaluating our approach

In 2014 we reviewed our approach and found that standalone shops selling only fish farming supplies tended to face cashflow problems, making it difficult to access credit, leading to poorly stocked shops and making it hard to build a strong customer base. Fish farmers were also being held back by a lack of harvesting, cleaning and distribution services, which made it difficult for them to reach bigger markets.

We decided to change tack: instead of establishing more standalone Aqua Shops, we would work with existing agro-dealer businesses to introduce or expand their range of aquaculture products and services. By the end of 2015, we had successfully partnered with 28 agro-dealers to add fish farming stock to their stores, making a total of 56 functioning Aqua Shop outlets that served almost 7,500 fish farmers (44% of which were women) in five counties. These shop owners have also been acting as wholesalers, allowing the farmers to consolidate their small harvests and achieve better prices by selling in bulk.

#### Next steps

Further analysis found that there is considerable variation in the prices individual fish farmers are achieving. Those with fewer ponds tend to do less well, suggesting there may be a minimum initial investment required to make smallholder aquaculture worthwhile. Moreover, constraints still exist in ensuring the shop owners themselves can access quality aquaculture inputs reliably. In 2016 we launched a new project funded by the Dutch Government, building on these lessons. The new Kenya Market-led Aquaculture Programme targets farmers with at least three ponds, and specifically targets feed and fingerling producers as well as input suppliers directly.



We're working to get the aquaculture sector to where dairy is in Kenya – it has huge potential. Our projects could directly benefit 9,500 farming households, and provide fish for an estimated 1.2 million consumers.



- Nadia Martinez, Farm Africa Country Director, Kenya

# THANK YOU

## Special thanks to:

ABP Food Group, Albert Bartlett, The Ashden Trust, Bakkavor, Bar Boulud, Barfoots of Botley, Barr Foundation, Big Lottery Fund, The Bill & Melinda Gates Foundation, CARE Ethiopia, City of London School, Comic Relief, Cullisse Highland Rapeseed Oil, Lord De Ramsey, Devenish Nutrition, Dinner by Heston Blumenthal, Embassy of Ireland to Ethiopia, Embassy of the Netherlands in Kenya, European Union, Farmcare, Food and Agriculture Organisation of the United Nations, The Ford Foundation, Growing Interactive, Alan Heeks, Jersey Overseas Aid Commission, London School of Economics RAG, Marks & Spencer, Medicor Foundation, Mitsubishi Corporation Foundation for Europe and Africa, Morrisons, Moy Park, NFU and NFU Countryside, Paperchase, Red een Kind, The Rockefeller Foundation, Royal Norwegian Embassy, Small Foundation, Summits Africa, Typhoo Tea, UK Aid from the Department for International Development, The Welland Charitable Trust, William Reed Business Media and all of our Friends of Farm, volunteer speakers and office-based volunteers.

## How we spent your money in 2015:

### In every £1 we spent:

- 88p on charitable activities
- 12p on generating funds



The production of this Annual Review would not have been possible without the kind support of UKAid, through the partnership we have with the Inclusive Societies Department within the Department for International Development.

## Our thanks to all sponsors of the Food for Good campaign in 2014/15:



# AT A GLANCE IN 2015



15,734 brilliant supporters gave us a total of £1,236,591



We received 19 legacies totalling £503,494



668 fabulous fundraisers (individuals and groups) raised £185,719 from their local communities



30 Farm Africa speakers gave a total of 34 talks in their local communities



180 participants took part in 13 fundraising events, raising nearly £250,000



More than 150 companies supported Farm Africa, contributing a total of £253,876



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