

END HUNGER >>> GROW FARMING

# FARM AFRICA

ANNUAL REVIEW 2013

**When food  
runs out, so  
does hope.**

**Food security  
allows futures  
to flourish.**

Food security  
means enough food  
for your family.



**UNREWARDING V**

**UNRELIABLE CR**

**UNTRAINED FAR**

**UNCERTAIN FUT**



### **Theresia's story – Tanzania**

Like many farmers around Babati, Theresia Wilbrod tried to grow a number of crops but struggled to earn enough to send her children to school. She had tried sesame but the poor quality of seeds gave very small harvests. The family lived in a rough mud hut and had little hope for the future.



### **Gorreti's story – Uganda**

Gorreti Kabaizi works as a shopkeeper and a sugar bean farmer but has not been able to make much income from either activity. The poor quality seeds she is able to buy and the traditional broadcast method she uses to sow her seeds lead to low harvests which are often further devastated by bean rot disease.



### **Joyce's story – Kenya**

Communities around Kenya's Lake Victoria rely on its fish. But over-fishing and pollution have depleted stocks, pushing up the price of fish. Joyce Kadenge was supported with a fish pond as part of a government initiative, but as she did not receive training and could not access quality inputs, she lost heart because the fish did not thrive.



### **Aliyi's story – Ethiopia**

Africa's forests are under intense pressure. Forest cover loss is estimated at an alarming four million hectares a year – equal to eight football fields every minute. Deforestation reduces water flow to the lowlands making them increasingly arid. This impacts on local communities who are often forced to convert forest land to grow food or make charcoal to earn a living.

### **Market demand**

Farm Africa knew there was huge unmet demand for sesame and that it can grow well in the Babati area. With Theresia and other farmers, we trialled high yielding seeds and gave training in improved farming and harvesting methods. We also established two warehouses for the community to bulk their harvests and get better prices at market.

### **Profit increase**

Theresia is delighted with the improvement in her fortunes. Her yields have increased five fold from 4 to 20 bags and her crop price quadrupled from £14 to £59 a bag. This translates into a life-changing income of £1,180. She has built a proper family house and can now give her children three meals a day.

### **Improved seeds**

Gorreti was very keen to join the Farm Africa project in her area and try the new variety of sugar bean seeds that give high yields and are resistant to diseases like bean rot. She was given 20kg of seed to plant and trained in improved techniques like planting in rows and proper staking of the plants.

### **Future security**

Gorreti's very first harvest yielded 400kg, far more than previous harvests. She used the profit from selling 300kg to keep her daughter at senior school and as she had learnt how to plan ahead, she kept 50kg of seed for the next two seasons. She will sell the remaining 50kg as seed to other group members.

### **One-stop shops**

Farm Africa introduced an innovative new approach to support around 4,000 fish farmers with new skills. By training local entrepreneurs to set up aqua shops, farmers are now able to access all the training and inputs they need to manage their ponds and their fish stocks effectively so that they can reduce losses and get the best prices at market.

### **A successful business**

Joyce's daughters had moved away to find work so that they could afford to send their children to school. As a result of her training through the aqua shop, Joyce is already seeing how fish farming can help her move out of subsistence to building a profitable business – some farmers have seen yield increases of over 200%.

### **Joint benefits**

Farm Africa has developed a framework of partnerships between local communities and governments that establish joint ownership, sharing responsibilities and benefits. Our project in Ethiopia has grown from 2,000 households across 5,000 hectares to 100,000 households across 770,000 hectares covering four states.

### **Wild coffee**

Key to the success of the project is creating sustainable businesses from forest-friendly activities such as bee-keeping and wild coffee. Before Farm Africa's training, Aliyi Jilo got very low prices as he collected ripe and unripe berries and stored them on the ground. Now using his new drying bed and proper sacks, he has doubled the value of the beans.

**“I now know how to work out production costs, set prices, keep records and how to access loans to build up my sesame business. My children attend school and are eating enough each day to keep them healthy. I want to be a big woman farmer and for my farm to reach about 50 acres.”**



**“The climbing bean is better than the local variety. I plan to stop growing the local variety and increase the quantity of climbing beans. I will keep some for food and do business with the rest to make money.”**



**“If the fish do well, and I can get some money, I plan to buy enough food and help my children. I am hoping that my daughters will soon be home to be with their children. The small ones and my grandson can go to school because of the money from the fish.”**



**“Before, I didn't send my children to school because I did not have sufficient money for the school fee. But now, I manage to feed my family in a better way than I did before and can afford the cost to take them for medical care.”**





# CREATING SOLUTIONS

## We are working to end hunger. For good.

As we see an increasing global focus on food security, it's sobering to remember that hunger is still the biggest problem facing the world today – nearly one billion people go to bed hungry every night. In the countries where we work, one third of the population is under-nourished. Statistics can wash over us, but the stark reality was brought home to me when a woman farmer told me she had to choose which of her children to feed at night.

Smallholder farmers in Africa, typically farming less than two hectares, contribute up to 90% of Africa's agricultural production, yet their yields are often only 30% of the global average. It's vital – not just for Africa but for the world – that we narrow these yield gaps. Farm Africa focuses on African farmers as the permanent solution to hunger.

In 2012, our 200+ local staff helped 895,000 people to build food security by improving their yields, and to move out of poverty by getting higher prices for their crops and livestock at market. These are people who are determined to take charge of their own futures and who just need access to relatively simple solutions to make the world of difference.

Farm Africa is focused on developing sustainable solutions that can be scaled up. We continue to build evidence of what works on the ground so that we can disseminate our learning more widely through our own staff and other partners – helping even more families transform their lives.

I would like to give my special thanks this year to our Chairman, Martin Evans, who steps down after six years of dedicated service. I am immensely proud of the tireless Farm Africa team whose work is changing so many lives. However, we cannot do this without your support and my sincere thanks go to every single one of you for your generosity. Please do continue to support us as we strive to deliver our target of directly reaching one million people in 2013.



**Nigel Harris**  
CEO



# FINANCIAL SUMMARY

## Farm Africa's financial performance continues to be very strong.

In 2012, our total income was £11 million, £10 million of which was spent on charitable activities.

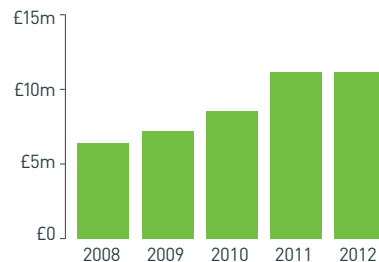
We are determined that Farm Africa will continue to use our funds as effectively as possible and are pleased to report that 91% of our 2012 income was spent on charitable activities. The total expenditure in 2012 was £11.3 million which included £0.3m of 2011 funds that had been designated for spend in 2012.

We are very proud to have developed a consortium partnership with Self Help Africa that is one of a select number of recipients of strategic funding from the Department for International Development. This funding has allowed the two organisations to invest in some innovative programme delivery and impact assessment and we are working together on a groundbreaking research project looking at resilience.

We are always happy to answer questions about our finances or to supply a copy of our Annual Report and Consolidated Financial Statements, which can be requested by emailing [info@farmafrica.org](mailto:info@farmafrica.org)

## Our financial performance over the last five years

### Income



### Expenditure



# FOOD FOR GOOD

**The 2011 Mount Kilimanjaro climb not only raised over £250,000 for Farm Africa's work, it also laid the foundations for an important campaign to tackle the biggest challenge facing the world today – hunger.**

Food for Good is a rallying cry led by the UK Food and Hospitality industries to come together and play their role in building a sustainable future for the world's most vulnerable communities. We have received amazing support from a wide range of businesses and are very excited to be the nominated charity for The World's 50 Best Restaurants List 2013.



2013 will see an exciting programme of events including a digging challenge in Kenya, a Kilimanjaro climb and a trek across uncharted paths in Tanzania. [www.farmfrica.org/foodforgood](http://www.farmfrica.org/foodforgood)



Ashley Palmer-Watts, Head Chef at Michelin-starred Dinner by Heston Blumenthal, swapped Knightsbridge for Kisumu in Kenya to live and work for a week with fish farmer, Joyce Kadenge.

**In 2013, our world is truly one of global connections and all of us in the UK food industry are a vital link in the chain from farmer to table.**

**That's why FDF are proud to support Farm Africa – an innovative charity working directly with farmers giving them the start they need to beat hunger and build businesses for years to come.**

**Jim Moseley**  
President of the Food and Drink Federation

# OUR EXPERTISE

**Farm Africa plays a unique role as a technical expert supporting African farmers to cope with the twin challenges of food and income security and the need to develop 'climate-smart' approaches to manage their environment sustainably.**

We know that supporting agriculture makes a powerful difference. A World Bank World Development Report found that growth in the agricultural sector is two and a half times more effective at reducing poverty than growth in other sectors.

In 2012 we reached 895,000 beneficiaries directly and around six million indirectly through our core focus areas of Crops, Forestry and Livestock & Fisheries. We hope you will enjoy these examples of our work.

## CROPS



In the arid area of Kitui, Kenya, rains are often poor and unreliable. We are working with 6,500 farmers to introduce drought-tolerant crops and small-scale irrigation that reduce their reliance on food aid and build economic and environmental resilience.

Through our grant programme, we have supported over 10,000 women farmers to add value to their products and to prepare business plans that help them access funding for continued expansion. Women pineapple farmers in Tanzania negotiated a contract for pineapple with a local processor, selling at twice the normal market price.

# FUNDRAISING CHAMPIONS

## FORESTRY



Farm Africa is a leading and influential voice on issues of climate change and deforestation. We acted as adviser to the Ethiopian government for participatory forest management in 2012. Our innovative work is helping influence government policy on natural resources and our REDD+ project in Ethiopia, which is leading the way for the Government of Ethiopia's REDD+ initiative, has received recognition for its excellent combination of technical expertise, community engagement and government partnership.



## LIVESTOCK & FISHERIES



In Africa, livestock are families' main asset and source of income but the vast majority of livestock keepers struggle to secure good quality care for their animals. Building on our existing expertise, Farm Africa is taking a revolutionary approach to this problem. We have set up a company called Sidai that is developing a network of franchised and branded Livestock Care Centres. Each franchise provides high quality agricultural inputs, including vaccines, as well as on-farm training and advice to farmers and pastoralists. 32 franchises and three company stores have already been established, supporting 60,000 households, and this number is expected to reach around 300,000 within another three years.



**We are so proud to have such a fantastic group of supporters who have been out in force again this year. Fundraisers have been running, driving, dancing, baking, trekking and putting their wellies on to Give Hunger the Boot. Here are just a few of the year's highlights.**



Schools and churches across the UK got their wellies on and put their best boot forward to raise over £112,000 for our Give Hunger the Boot appeal.



A team from the NFU took on the epic challenge of climbing Mt Kilimanjaro, continuing their successful Africa 100 Appeal and raising £40,000.



Friends of Farm members Bill and Sue Acworth held another successful open day at Little Hidden Farm, bringing the total raised for Farm Africa over the years to almost £10,000.



Since being chosen as SABMiller's Charity of the Year, staff have run marathons, baked cakes, run quizzes and scaled mountains to raise almost £90,000.



**Most of the poorest people in my country Ethiopia live in rural areas. Farm Africa is making a real difference to the lives of farmers, pastoralists and people who rely on forests. It gives me pleasure to help my people.**

**Haile Gebrselassie**  
Champion athlete and  
Farm Africa Ambassador



# 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, Big Lottery Fund, Bill & Melinda Gates Foundation, CARE Ethiopia, Cordaid, Department for International Development, The Dulverton Trust, European Union, The Georg und Emily von Opel Foundation, the innocent foundation, The Embassy of Ireland to Ethiopia, Irish Aid, Isle of Man Overseas Aid Committee, Jersey Overseas Aid Commission, Lundin for Africa Society, Medicor Foundation, The Melbreak Trust, Mitsubishi Corporation Fund for Europe and Africa, The Embassy of the Netherlands to Ethiopia, Norwegian Development Fund, The Patsy Wood Trust, The Rockefeller Foundation, The Royal Norwegian Embassy to Ethiopia, Small Foundation

## Thank you to our corporate supporters including:

Anglo Beef Processors, Ashwood Associates, Barfoots of Botley, British Society of Plant Breeders, Compass Group, Dugdale Nutrition, EFPF, Farmers Weekly, Food and Drink Federation, Food Standards Agency, Freshfields, Hogan Lovells, Jensen Seeds, Moy Park, National Farmers' Union, Paperchase, Realworld Travel, SABMiller, Sainsbury's, Tangmere Airfield Nurseries and William Reed Business Media

## We are grateful as ever to our dedicated Friends of Farm groups and all our loyal individual supporters who together have raised over £1 million in 2012.

Adventurers Philip Young and Paul Brace and their trusty Fiat Panda drove into the record books when they completed their epic journey from Cape Town to Marble Arch in just 10 days, 13 hours and 28 minutes. Their feat raised over £30,000.

# HOW YOU CAN HELP



## There are many ways you can get involved to help Farm Africa continue our work supporting thousands of farmers and their families. Contact us on [info@farmafrika.org](mailto:info@farmafrika.org) or call +44 (0)20 7430 0440.

You can give a gift today using the attached form. Or if you would prefer to make a regular commitment and follow the highs and lows of life for rural farming families, you can Sponsor a Farmers' Group in your chosen country. Find out more at [www.farmafrika.org/farmaid](http://www.farmafrika.org/farmaid)

### Give your time

Become a volunteer speaker and help bring our work to life or join one of our Friends of Farm groups who fly the Farm Africa flag in their communities. However much time you have to give, we'd love to hear from you.

### Fundraise at work

Perk up a Monday morning with a bacon butty sale, wear your wellies to work or hold an auction of promises. Fundraising at work is a great team builder and can help meet your CSR objectives too.

### Get active

Whether it's walking, running, cycling or trekking that gets your pulse racing, we have a range of fundraising events to suit and will support your fundraising every step of the way.

### Give Hunger the Boot

Follow in the footsteps of schools and churches across the UK and get your wellies on to help us Give Hunger the Boot. Find out more at [www.farmafrika.org/ghtb](http://www.farmafrika.org/ghtb)

### Like and share our news with your digital friends

In 2012 we launched a fantastic new website and have been connecting with our supporters through social media. To keep up to date with our work throughout the year, please like us on Facebook and Twitter – and share our stories to help spread the word about how we support Africa's farmers.



@FarmAfrica



/FarmAfrica

### Remember Farm Africa in your Will

A gift to Farm Africa in your Will can help African farmers prosper and take control of their own lives. It's hard to think of a better investment you can make in Africa's future.

If you would like more information, please contact Rosie Marfleet on +44 (0)20 7841 5164 or email [remember@farmafrika.org](mailto:remember@farmafrika.org)



# PLEASE DONATE

**£30 could help a farmer plant an acre of land with nutritious food crops**

Here is my gift of £30  or my own amount of £ \_\_\_\_\_

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

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

Card number \_\_\_\_\_ (Maestro only)

Start date \_\_\_\_\_ Expiry date \_\_\_\_\_ Issue number (Maestro only) \_\_\_\_\_

/   /

Signature \_\_\_\_\_ Date \_\_\_\_\_

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

Title \_\_\_\_\_ Forename \_\_\_\_\_ Surname \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Telephone number \_\_\_\_\_

Email\* \_\_\_\_\_

\*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*

Gifts from UK taxpayers qualify for Gift Aid. By ticking the box above you are allowing Farm Africa to reclaim the tax on your donations.

I am a UK taxpayer and would like Farm Africa to claim back the tax on all donations I have made for the four years prior to this year and all donations I make in future, unless I notify you otherwise.

Sorry, I am not a UK taxpayer.

Please note: you must pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April one year to 5 April the next) that is at least equal to the amount of tax that all the charities and Community Amateur Sports Clubs (CASCs) that you donate to will reclaim on your donations for that tax year. Other taxes such as VAT and Council Tax do not qualify. We will reclaim 25p of tax on every £1 that you have given. Please let us know if your circumstances change.

Please return this form to Supporter Services Team, Farm Africa, 9th Floor, Bastion House, 140 London Wall, London EC2Y 5DN. If you do not want to receive communications from Farm Africa, simply write to the address above, email [info@farmafrica.org](mailto:info@farmafrica.org) or call us on +44 (0)20 7430 0440.

Registered charity no. 326901 Registered company no. 01926828

Design: Radford Wallis. Printed on 100% recycled, FSC certified paper.