

PARTNERING FOR GROWTH



ANNUAL REVIEW 2010/11

FARM Africa
Making a lasting difference to Africa's families

WORKING TOWARDS A PROSPEROUS RURAL AFRICA

FARM-AFRICA WORKS WITH RURAL COMMUNITIES TO BUILD SUSTAINABLE INCOMES FOR THE LONG-TERM.

Despite global economic and technological change, more than 80 per cent of Africans live in rural areas and still rely on the food they grow and the animals they keep to survive*.

In 2010, FARM-Africa worked directly with 649,000 people and improved the lives of around 7.6 million people in eastern Africa.

Working alongside Africa's farmers, herders and forest communities, we enable them to adopt the latest technologies and link to markets to make sustainable improvements to their livelihoods.

➤ Finding pathways out of poverty

Dairy goat farmers working with FARM-Africa in Kenya have increased their average annual incomes from about £46 to around £497 from sales of goats and milk. Cross-bred goats command a higher sale price which is between 5 and 10 times more than local goats as they are highly productive and can yield up to four times more milk per day.

➤ Raising productivity

The introduction of drought-tolerant crops in the semi-arid districts of Kitui and Mwingi, in Kenya, has seen a 249 per cent increase in sorghum yields.

➤ Linking rural Africans to markets

Through **partnership** with SABMiller in South Sudan 2,000 farmers will be able to develop their skills to increase their crop productivity and gain access to an assured market for their cassava by 2013 benefiting up to 12,000 people.

* Economywide Impacts of Climate Change on Agriculture in Sub-Saharan Africa, IFPRI, 2009

INTRODUCTION BY THE CHIEF EXECUTIVE

FARM-Africa has made a real impact on rural African communities in 2010, reaching 649,000 people directly through our work.

Farmers, livestock keepers and forest communities have seen their wealth increase, their productivity rise and their ability to access new markets expand as they've transformed from small-scale and subsistence farmers to rural entrepreneurs. Their wider communities have benefited too.

What strikes me in my first few months as Chief Executive at FARM-Africa is the potential we have to enable more Africans to lift themselves out of poverty, create wealth and build sustainable futures. Our challenge is to build on this and dramatically increase our impact.

Africa's farmers hold many of the solutions to meeting the Millennium Development Goal target of halving the proportion of people who suffer from hunger by 2015. Global concerns about poverty, hunger and climate change have put the spotlight on agriculture, leading to intense interest in our work and demand for our expertise.

Our vision of a prosperous rural Africa demands that we work in **partnership** with others to achieve results at scale.

Going forward, we are thrilled to become part of a Programme Partnership Arrangement (PPA) with the Department for International Development, a prestigious strategic funding **partnership** that will allow us to scale-up our existing work and further test innovative farming practices.

In this annual review you'll read further highlights of our major achievements in 2010. Among them is the fantastic support from the Bill & Melinda Gates Foundation that will allow us to set up livestock health franchises under the new social enterprise, Sidai Africa Ltd. You'll see **partnerships** with communities, governments, research institutions and the private sector that are already achieving significant and practical change.

I believe our vision of a prosperous rural Africa is achievable, and that through working in **partnership** with others we will create lasting change in rural communities. Working with you in 2011, I'm certain we can make an even greater impact.

Nigel Harris - Chief Executive



Nigel Harris joins farmers at the dryland farming project in Kenya

A farmer shows his increased cassava crop in Uganda. Photograph: Guardian/Dan Chung



PARTNERING FOR CHANGE - HOW FARM-AFRICA WORKS WITH OTHERS IN PARTNERSHIP TO DELIVER REAL CHANGE ON THE GROUND

OUR IMPACT IN AFRICA

649,000 have benefited directly from FARM-Africa's programme work in 2010. More widely, we estimate that our work has improved the lives of 7.6 million people directly and indirectly.

DRIVING POSITIVE CHANGE

Our forestry work has seen whole communities benefiting from environment services such as protecting water sources and regenerating forest areas.

We've opened up access to markets so smallholder farmers, pastoralists and forest communities can become rural entrepreneurs.

We've helped farmers organise into groups to take advantage of bulk storage and collective bargaining and access processing facilities to add value to their produce.

We've helped forest communities move to alternative livelihood activities that conserve natural resources and improve their incomes.

We've also built **partnerships** with the private sector to enable enterprise to thrive even among pastoralist communities in hard to reach areas.



Water provision at the dryland farming project in Kenya

SMALLHOLDER DEVELOPMENT

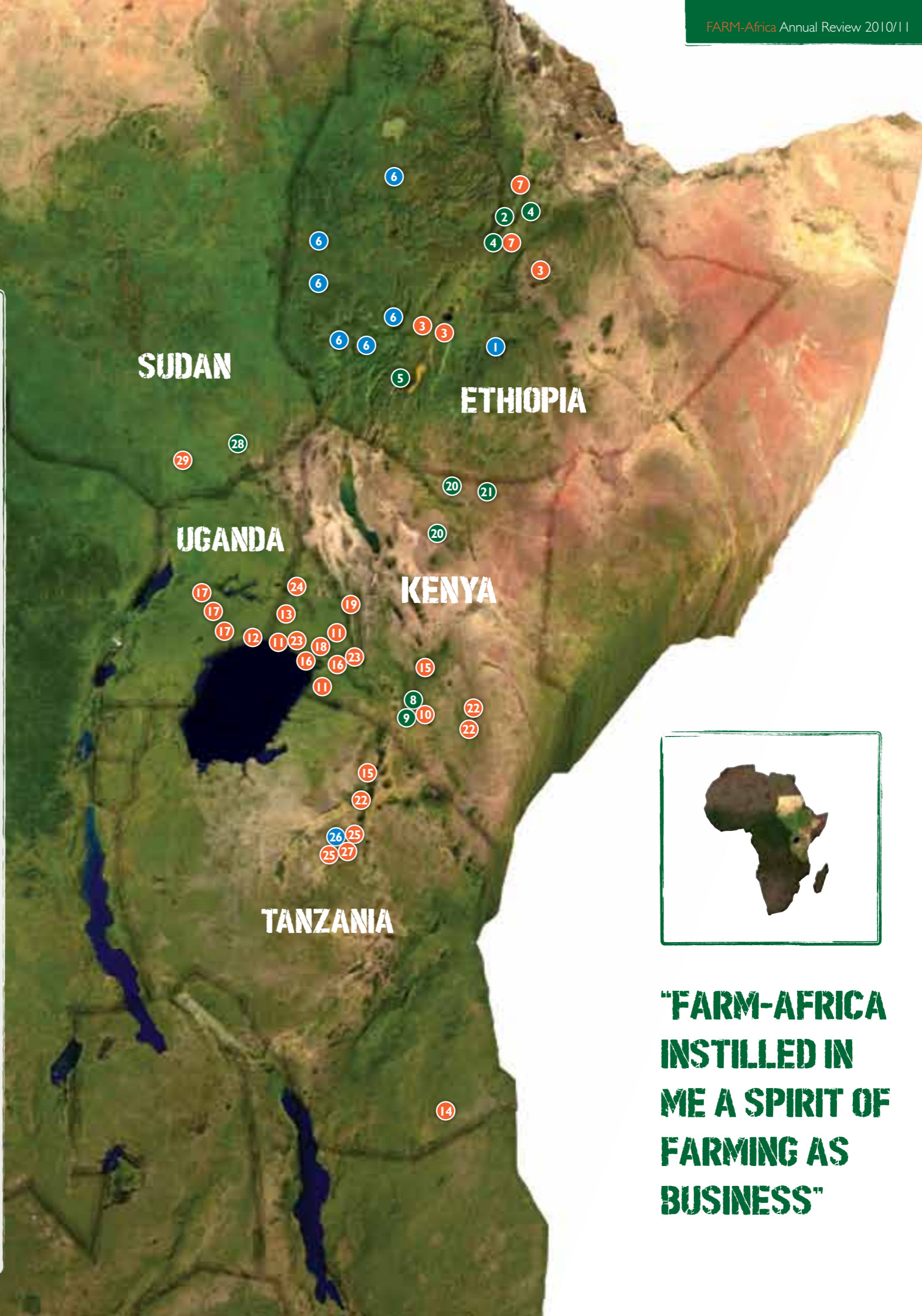
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**"FARM-AFRICA
INSTILLED IN
ME A SPIRIT OF
FARMING AS
BUSINESS"**

RAISING PRODUCTIVITY

FARM-Africa was founded to tackle rural poverty and food insecurity.

We work in **partnership** with farmers to empower them to realise their potential and help them to create and access appropriate networks and technology to improve their livelihoods.

We take innovation out of the laboratory and get it into the hands of the farmers who need it. Farmers do not passively receive aid from us; in each project we work in **partnership** with them, complementing their skills and knowledge with the latest innovations in agricultural development.

GETTING MORE FROM DRYLAND FARMING

About 80 per cent of Kenya is classified as arid and semi-arid land, receiving inadequate and erratic rainfall.*

Drought and crop failures in these areas make it difficult to ensure that food and clean water will be available.

Kenya's Kitui and Mwingi districts experience the worst food insecurity in the Eastern Province, with more than 60 per cent living in poverty.†

FARM-Africa's Dryland Farming Project works through Champion Farmers (farmers who develop their skills and knowledge to train others) and farmer groups to provide training in the dryland farming techniques needed to grow crops successfully in these conditions.

Farmers learn about drought-tolerant crops and modern farming technologies at one of 42 demonstration plots.

They also trial different seeds on their own land to find out what works best for them.

In 2010 over 6,600 farmers were trained to:

- › **Diversify their crops** to reduce the risk of harvests failing and to improve crop productivity.
- › **Minimise soil and water losses** using structures such as retention ditches and cut-off drains.
- › **Increase access to water** through boreholes and dams.
- › **Conserve water** through techniques such as drip irrigation.

NEW LIFELINE FOR 70-YEAR-OLD FARMER

Mutyethei Nzangu, like many farmers in the Kanduti area, had planted maize season after season but reaped little.

During the 2010 October to December cropping season, Mutyethei's area received less than 150mm of rain. Normally this would mean a very low yield but he had joined the Muungano Dryland Farming Group in Kaluva Village, and early in 2010 FARM-Africa had introduced a number of drought-tolerant crops, among them Gadam sorghum.

This type of sorghum matures in 85-90 days, much quicker than other varieties. It performs well in poor soils, requires less rainfall, has low production costs and

is highly nutritious. It's also favoured by East Africa Breweries Limited (EABL) in their brewing process.

Mutyethei managed to harvest about 400kg of sorghum in less than one acre of his five acres. He attributes his good yield to timely planting and double digging – both techniques that he's learnt from FARM-Africa.

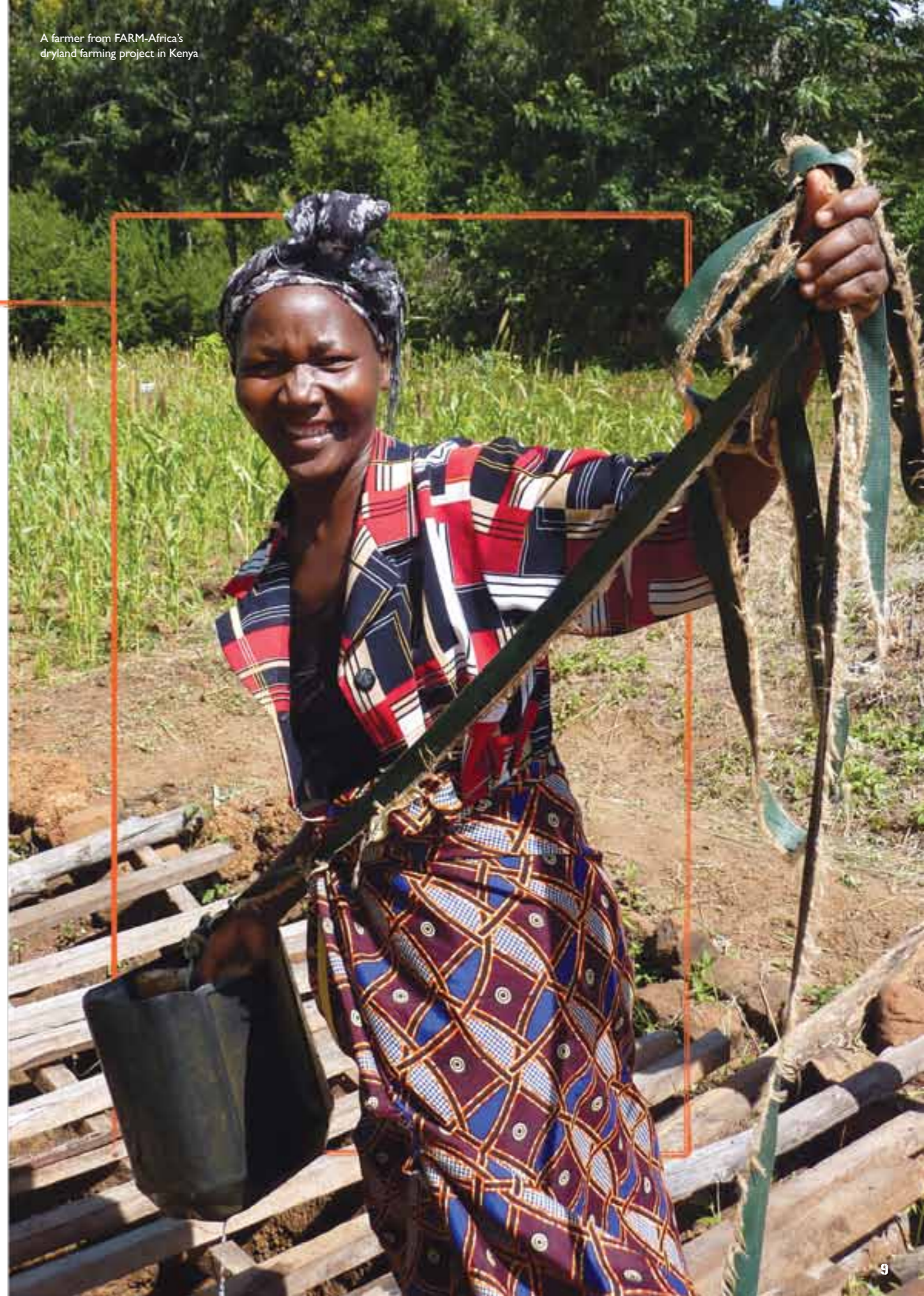
This year, Mutyethei opened his first bank account to receive payment from EABL for 360kgs of sorghum. The crop has become a lifeline and with his earnings he plans to buy food and increase the amount of his land under Gadam sorghum cultivation.

CASE STUDY



A field of sorghum

"FARM-Africa instilled in me a new spirit of farming as a business, supplied me with certified seeds and trained me on dryland farming techniques. For this reason, I will continue to grow my Gadam sorghum till I die."



ENRICHING FORESTS AND COMMUNITIES

FARM-Africa's Participatory Forest Management projects in Ethiopia and Tanzania aim to contribute to protecting and conserving Africa's forests for the benefit of the local and global community, encouraging **partnership** between local people and government.

The Bale Mountains are home to the largest Afro-alpine habitat in Africa – a habitat that is under threat. Local people, forced by poverty, have been clearing trees for livestock and crops, or to make firewood and charcoal to sell.

Working with SOS Sahel, an Ethiopian NGO, our Bale Eco-Region Sustainable Management Programme (BERSMP), has developed an effective **partnership** with the Ethiopian government to encourage more sustainable enterprises such as coffee-growing, bee-keeping and tree nurseries.

These activities bring in an income for local communities without damaging the forest. Promotion of fuel-efficient stoves has also reduced the demand for firewood and has therefore brought down deforestation rates.

We are working especially closely with the Ethiopian government at national level to create a long-term development plan that the government will then take the lead in implementing, supported by BERSMP staff. The plan is shaped around achieving economic development, promoting environmental sustainability and addressing social issues.

Reducing Emissions from Deforestation and Forest Degradation (REDD), is an international scheme to financially compensate countries to reduce such carbon emissions by better managing forest resources.

FARM-Africa's Participatory Forest Management approach is now embedded in the national forest policy of Ethiopia and in Bale we have initiated one of the largest REDD projects in the world working in a project area of approximately 500,000 hectares of forest.

BUILDING SUSTAINABLE BUSINESS MODELS

Jamal Hasaan has been farming coffee for years. Before he got involved with FARM-Africa he was working extremely hard but making very little money.

He was harvesting low amounts of poor quality coffee and damaging the plants. Eventually his yields became so low that he couldn't afford to send his children to school or to buy fertiliser.

Through FARM-Africa's programme, Jamal became part of a cooperative and received training to improve the quality of his coffee. He was taught how to combine traditional knowledge with modern technology, and was given access

to the tools and equipment he needed to harvest and process his crop properly.

Now Jamal can sell his coffee at a higher price, meaning he has enough to buy fertiliser and an ox to plough his fields. He can also send all three of his children to school, and his wife is able to study too.

“Previously, we were selling wood and charcoal without caring for the forest. Now coffee and honey give us income and we protect the forest. The better we manage the forest the more coffee and honey we can produce. Also the price we get for coffee is improved.”

CASE STUDY



A crop of coffee sun drying on a rack

EMPOWERING RURAL WOMEN IN ETHIOPIA

Collaboration with other NGOs helps FARM-Africa to share learning as well as enabling us to impact the lives of a larger number of people than we could reach alone.

Women grow 80-90 per cent of the food in sub-Saharan Africa.* They do most of the work on smallholder farms, as well as managing domestic responsibilities. If women had equal access to land, improved seeds and fertiliser, research shows that agricultural productivity in sub-Saharan Africa could rise by 20 per cent.†

They are also more likely to spend most of their income on food, school costs and their children's needs. If women have control of the household budget, a child's chance of survival rises by 20 per cent.‡

For this reason all FARM-Africa projects prioritise the equal inclusion of women. Our Rural Women's Empowerment Project, targeting 15,160 poor rural women in the Oromiya and the SNNP regions of Ethiopia is working hard to ensure that women have equal access to skills, rights and resources.

We are working in **partnership** with Care Ethiopia who have expertise in developing financial literacy in rural communities, to empower poor rural women to become financial decision-makers and engage in a range of income-generating activities.

Our project works with over 15,000 women who we are targeting because, as beneficiaries of the government's Poverty Safety Net Programme, they are amongst the most vulnerable. The project as a whole will benefit a further 75,800 of their family members.

We are supporting women to build their assets, set up small enterprises, establish and manage community savings and credit systems and learn their legal rights.

The project builds on our very successful Women's Enterprise Development Project which raised participants two wealth categories from the poorest of the poor to middle income.

- **348** village savings and loans groups have been formed so far; and members have saved a total of Birr 494,924 (£21,385) in 2010 alone.
- **1,117** people participated in training to help them generate an income, applying their new skills to trading commodities like butter, grain, sheep and goats.



Women gather for a village savings and loans meeting in Alaba Woreda, Ethiopia



FARM-Africa's Rural Women's Empowerment Project in Alaba Woreda, Ethiopia

A local woman record keeping at the Masasi High Quality Farmers' Products Company nut processing factory in Mtwara, Tanzania



INVESTING IN INNOVATION

Small-scale farmers, or smallholders, face a range of barriers to growth including limited access to new technologies, difficulty accessing credit and a lack of investment in rural infrastructure.

FARM-Africa manages the Maendeleo Agricultural Technology Fund (MATF), which gives small-scale farmers in Kenya, Uganda and Tanzania better access to innovative and proven agricultural technologies. We work through funding partners who can take innovation to farmers' fields, helping to increase production levels, address weak linkages in the value chain and improve access to markets.

The impact of MATF's grants include:

- › **Increasing crop yields** by up to 400 per cent.
- › **Increasing farmers' incomes** by up to 500 per cent.
- › **Ensuring faster technology transfer** from institutions, such as the Kenya Agricultural Research Institute, to farmers.

MATF was set up in 2002 with joint funding from the Rockefeller Foundation, Gatsby Charitable Foundation and subsequently The Kilimo Trust.

Several projects have had such an impact on families and communities that they're being rolled out more widely:

- › **New cassava varieties** tested with 500 farmers in Uganda are now being made available to 3,800 farmers in Western Kenya with funding from the UK National Farmers Union.

› **A speciality coffee project** has attracted a multi-million dollar grant to extend its reach to Tanzania, Kenya and Rwanda.

› **An upland rice project** and a legume project in Uganda that between them reached nearly 5,000 farmers are now being replicated in eastern Uganda, aiming to reach a total of 18,000 farmers.

The lessons learnt through MATF have inspired a new phase with the establishment of the Maendeleo Agricultural Enterprise Fund (MAEF), which has been enabled by generous support from Small Foundation.

Cashew nuts provide an important source of income for smallholder farmers in southern Tanzania. MATF provided a grant of £80,000 to increase the profitability of cashew nut production for over 1,000 farmers in Masasi District, southern Tanzania. Through the project there was an increase in product value of nearly 300%. Though the cashew yields increased by around 5% the value gained through the certification and processing is where the greatest gain in value was achieved. The grant linked the farmers with financial and technical assistance with the private sector and other partners.

The grant also helped the farmers to obtain organic and fair trade labelling certifications which are helping them to access profitable niche markets.

The farmers worked with Dutch Connexion Ltd, a private company providing linkages in the cashew industry, to implement the project. Among other partners were AgroEco Tanzania, a consultancy company in organic certification; the National Microfinance Bank, a commercial bank developing financial products for smallholder farmers; Naliendele Agricultural Research Institute, a research institute with a focus on cashew; Olam factory, the main cashew processing plant and exporting company in Mtwara and Rural Urban Development Initiatives (RUDI) which helped with the formation and capacity building of farmer groups.

The farmers have set up the Masasi High Quality Farmers' Products Company which represents each of the villages involved in the project. The Company is the only one owned and run by local cashew farmers in the Mtwara region.

The Company's success has allowed them to find investors to build a factory to sort, shell and roast the nuts. The factory is owned by members of the farmer group and has processed 191.5 tonnes of cashew since it started processing. The factory now provides employment for 81 people from the local community.

LINKING RURAL AFRICANS TO MARKETS

Every 10 per cent increase in agricultural yields in Africa leads to an estimated 7 per cent reduction in poverty.* This is why farming is such a powerful way to lift Africans out of poverty.

FARM-Africa recognises the need to connect smallholders, livestock keepers and forest communities with commercial markets to build sustainable incomes.

We're drawing on investment, expertise and supply chains in the private sector that will support rural Africans to tap into regional, national and global markets.

A NEW APPROACH IN THE WORLD'S NEWEST COUNTRY

In July 2011, South Sudan will become the youngest country in the world. Years of civil war have damaged the land, and hindered the development of stable markets and a fruitful economy.

However with the right training and tools, South Sudan's farmers will play their part in helping to lift their country out of poverty.

We are working with livestock keepers in Eastern Equatoria to ensure they have access to clean water for their households and animals as well as the drugs and veterinary services they need to keep their animals healthy.

FARM-Africa is also dedicated to helping South Sudan's smallholders diversify their crops and widen their markets. FARM-Africa's partnership with SABMiller in the South Sudan Local Cassava Initiative is supporting farmers to convert cassava from a subsistence to a cash crop.

SABMiller currently imports 82 per cent of the raw materials that go into its products in South Sudan but its subsidiary, Southern Sudan Beverages Limited (SSBL), will soon be able to rely much more heavily on local produce. The South Sudan Local Cassava Initiative is supporting farmers to supply the SSBL brewery in Juba with cassava starch, which when substituted for sugar in the beer brewing process will reduce the requirement for imported sugar by 50%. SSBL also intends to develop a new brand of beer for the local market, in which cassava starch will provide 70% of the total ingredients, reducing the barley malt requirement by 50% and completely replacing sugar in the brewing process.

"We believe that, in order to make a tangible difference on the ground, effective partnerships are key. FARM-Africa has a wide range of expertise in working with smallholder farmers and their ability to mobilise people and bring about effective collaboration is key to the success of our programme."

Andy Wales, Group Head of Sustainable Development, SABMiller

The project provides training and inputs such as planting materials (cassava cuttings) and basic farming implements, as well as establishing collection hubs.

It brings smallholders together, providing ways for them to connect with each other and strengthening their position in the market.

By 2013 around 2,000 smallholders directly involved in the project will see:

- ▶ **A combined net increase** in income of up to £614,000 per year.
- ▶ **Improvements** in the quality of cassava planting materials.

Taking into account actors along the supply chain, farmers' families and the effect on suppliers, distribution, retail and other agricultural labour, the project plans to benefit up to 15,600 people.

FARM-Africa's Project Coordinator for South Sudan Local Cassava Initiative at the SSBL brewery in Juba where the locally sourced cassava will be processed.



A cattle farmer in Uganda watches his herd
Photograph: Guardian/Dan Chung

HEALTHY LIVESTOCK LEADS TO HEALTHY LIVELIHOODS

FARM-Africa has been working with livestock keepers in East Africa for more than two decades and we are now building upon this experience to launch a new social enterprise, Sidai Africa Ltd which is part of FARM-Africa. This business has been supported with a US\$5 million grant from the Bill & Melinda Gates Foundation, as the first livestock franchise business in Kenya.

Livestock account for 50 per cent of the agricultural capital stock in sub-Saharan Africa* and 70 per cent of people living on less than US\$1 a day are dependent on animals for their income and food security.† For most smallholder farmers, as well as providing meat, manure, dairy products, traction and transport, livestock are the primary household asset.

Urban consumers in Kenya are creating a growing demand for livestock products, presenting an opportunity for livestock farmers to trade their way out of poverty. But in remote rural areas, farmers often lack access to high quality, affordable veterinary care and supplies.

Sidai Africa Ltd will support 150 qualified veterinarians to gain business skills, access capital and undergo training to offer quality livestock products and services to farmers. Over the next four years, it will improve livestock health and reduce the incidence of disease in livestock through providing access to quality, affordable veterinary products for 300,000 households.

Providing an incentive for veterinary services to supply remote and rural areas, Sidai will improve animal health and production, open up access to new markets and increase potential incomes of livestock-keepers.

The project also aims to:

- › **Create 540 jobs** in four years, improving business management, record-keeping and customer service skills.
- › **Increase the proportion of women** involved in businesses, with at least 30 per cent of franchises owned by women.

LINKING LIVESTOCK KEEPERS TO INNOVATION

Poor information systems and difficulty in accessing information about new technologies and developments in livestock health are other major barriers facing pastoralists and smallholder farmers in Africa.

FARM-Africa's Community Animal Health Network (CAHNET) reaches thousands of people in Kenya, Uganda, Ethiopia and Tanzania, linking farmers to the latest developments and practices in animal healthcare. CAHNET received significant investment in 2008 from the Global Alliance for Livestock Veterinary Medicines to expand its network.

Working alongside 30 local livestock keepers' associations, we help them to share information among pastoralists and smallholders, as well as create a forum for exchange with researchers.

Through its web portal, SMS service and stakeholder forums, CAHNET puts the latest research, technologies and practices into the hands of livestock keepers. We are also reaching thousands of listeners through mobile podcasts and radio training programmes.

EXPANDING KENYA'S FISH FARMING INDUSTRY

Pollution and overfishing have drastically depleted Kenya's wild fish population, meaning the price of one of the nation's most important staple foods has rocketed.

However the Kenyan Fisheries Ministry estimates that there are around 1.4 million hectares of potential fish farming land in the country.*

Small-scale fish farming not only helps to increase supply in line with demand, but also provides farmers with another way to feed their families and increase their incomes.

In Kenya's Western Province, 60 per cent of households are dependent on fish as a source of food or income, and the climate is ideal for the industry. Poor management, disconnection from markets and problems with access to land, water and good quality fish feed mean that Kenya's fish farmers are unable to meet soaring demands. They are losing out on an opportunity that could significantly improve their lives.

FARM-Africa is piloting an aqua shop project funded by the Department for International Development's (DFID) Research into Use Programme. This project is developing a network of six shops in Western Kenya, which will provide fish feed, technical advice

and market linkages to up to 1,000 smallholder farmers interested in using ponds to set up their own fish farming businesses.

This project is being run in **partnership** with the University of Stirling Institute of Aquaculture, Imani Development, a market research consultancy and the University of Edinburgh.

Based on a DFID model that changed the fortunes of 20,000 farmers in eastern India, the aqua shops project aims to directly reach 1,000 farmers through six aqua shop franchises.

The shops provide technical advice and training, and sell all the necessary inputs and materials to set up and maintain healthy and productive fishponds as a business. Shops are needed to overcome the barriers farmers have in accessing markets and they are run as for-profit franchises.



One of the new aqua shops set up through the pilot aqua shop project

OPPORTUNITIES IN AQUA SHOPS

Until last year Saul Odenyo was a taxi driver but he wanted to grow his income and become an entrepreneur so he joined FARM-Africa's aqua shop project and with the training he received he set up Funyula Fish Feeds, an aqua shop franchise with his wife Janet.

Since opening their shop in June 2010, Saul and Janet have gone on to purchase five acres of land. They now have the means to produce fish for themselves and for sale, as well as using their ponds as a learning centre for the farmers that come to their aqua shop.

Saul and Janet worked with FARM-Africa and were trained in fish farming and business management, have taken part in consultations and have travelled to Uganda to visit and learn from other fish farming projects to gain further expertise.

Now Saul and Janet plan to expand their business so that it becomes a fully-fledged commercial farm and learning centre, to help extend their knowledge and experience into their community.

CASE STUDY



A fingerling pond where young fish are bred

"The project has been of benefit to me and my family, since we now have a good source of income. I have also been able to get a new lease of life by getting involved in a business that I enjoy doing and I make a living."

A local man weaves using sustainably sourced raffia in Bale forest, Ethiopia

PROVING THE POTENTIAL OF FARMING TO POLICYMAKERS

For Africa to develop sustainably, it is not only the individuals and communities who we work with who must make the change. If we want to see long-lasting and wide-reaching change, we must engage with governments and policymakers at local, national and international levels.

Governments in Africa spend, on average, only 4.5 per cent of their budgets on agriculture despite the fact that it accounts for 65 per cent of full-time employment and over half of export earnings.*

We are committed to finding ways to ensure that government policy and resources are used to alleviate poverty and to support the innovation and technology that will improve life for Africa's rural poor.



ALL PARTY PARLIAMENTARY GROUP VISIT

Four UK MPs and Lord Cameron of Dillington visited one of our Kenya Dryland Farming Project sites as part of their investigation into what the British Government should be doing to address agricultural development in Kenya.

The group visited Mwingi, where they were given demonstrations of drip irrigation, compost making and soil conservation, improved goat breeding and milk production.

FARM-Africa is a founding member of the UK Parliament's All Party Parliamentary Group on Agriculture and Food for Development and plays an active role in its steering group in order to keep agricultural issues in Africa at the forefront of political debate in the UK.

Forest resource mapping

COMMUNITY FOREST MANAGEMENT

The United Nation's Reduced Emissions from Deforestation and Forest Degradation (REDD) programme in developing countries is increasingly recognising the real value of resource conservation work.

FARM-Africa's staff are members of a Technical Steering Group which has drawn up Ethiopia's national REDD readiness plan preparation which has been approved by the World Bank and spearheaded by the Ethiopian Environmental Protection Authority.

The work that FARM-Africa has undertaken on REDD in Bale is a pilot for the national REDD strategy and plan. The experiences and early lessons of our project have been shared with the National Technical Committee.

GOING THE EXTRA MILE

Thank you to everyone who has gone the extra mile for Africa's farmers, herders and forest communities in 2010-11, helping to move FARM-Africa towards our vision of a prosperous rural Africa.

NO SWEAT

Taking to the sweltering streets, our team of ten runners in the Virgin London Marathon are aiming to raise more than £25,000 over the full lung-busting 26 miles and 385 yards. We'd like to thank them for all their hard work training and fundraising in aid of African farmers and herders.



A member of FARM-Africa's London Marathon team shows off her medal

GIVING POVERTY THE BOOT

Schools and churches up and down the country pulled on their wellies last year to help FARM-Africa 'Give Poverty the Boot'. This extremely rewarding campaign saw more than £100,000 raised. The creative events and activities ranged from harvest service collections in wellies to baking welly-shaped biscuits and wear your wellies to school day. A huge thank you to everyone who took part and made this such a success.



A welly tasteful fundraising display for Give Poverty the Boot

CORPORATE SUPPORT

In early 2011, two employees of Mako Group, a London based derivatives trading house, visited FARM-Africa's Fresh Fruit Processing Project in Western Kenya. They saw how FARM-Africa, in partnership with a local NGO, has opened up access to new markets that enable farmers' groups to sell their pineapples for a higher price. The project has also introduced solar drying technology which has increased the value of the fruit by as much as 15 times. The dried pineapple can now be transported as far as Nairobi where it retails for significantly more than the fresh produce.

Mako Group are long-term supporters of FARM-Africa through their annual Dealing for Donations Day and we are very grateful to them for their outstanding commitment to our work.



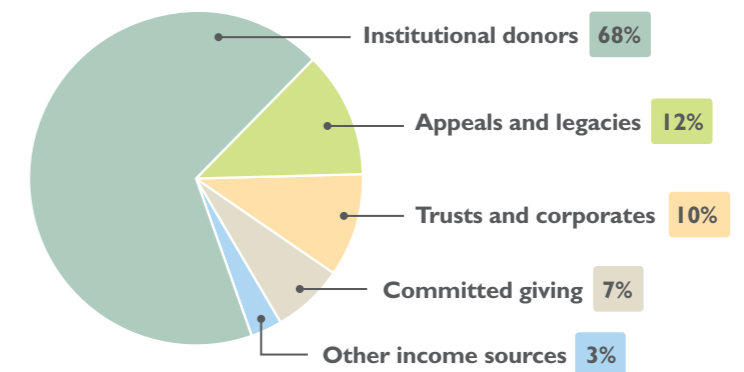
MAKO Global staff with pineapple farmers in Western Kenya

Young girls in Katine Uganda
Photograph: Guardian/Dan Chung



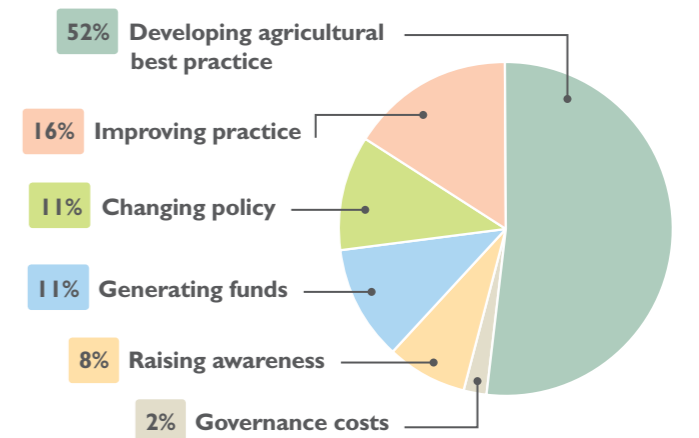
WHERE DOES THE MONEY COME FROM?

FARM-Africa has the generous support of a range of individuals, trusts, corporate supporters and institutions. A 30 per cent increase in grants funding in 2010 allowed us to significantly expand our programmes. With your support FARM-Africa is enabling smallholder farmers, herders and forest communities to improve their livelihoods sustainably.



WHERE DOES THE MONEY GO?

More than £6.6 million was spent on direct charitable activities in 2010 and the costs of raising that money are just 11 per cent of our total expenditure. Despite a difficult financial climate we finished 2010 in an encouraging financial position to achieve our aims for 2011.



To go the extra mile for FARM-Africa please call 020 7430 0440 or email: sst@farm africa.org.uk

LOOKING AHEAD

2011 will be an exciting year for FARM-Africa with new ventures such as Sidai Africa Ltd and new projects such as the Maendeleo Agricultural Enterprise Fund.

The increasing prominence of food security and agriculture as global concerns signals an important role for us in the year ahead.

We will continue to empower farmers to innovate to find ways out of poverty, to raise their productivity and connect their produce to markets.

Developing, testing and refining agricultural practices will remain core to our activities and we will be looking for further ways to increase the uptake of good practice more widely.

Partnership will continue to be a strong theme in all our work and we will be working with key partners to scale up our programmes, embed change through policy and find new ways for rural Africans to grow their way out of poverty.

Only through continuing partnerships with FARM-Africa's donors and supporters are we able to transform farmers' lives in eastern Africa.

It's thanks to you that in 2010 FARM-Africa continued to work side by side with smallholder farmers, livestock keepers and forest communities to improve their livelihoods.

In the current global climate where food price hikes, drought and shocks hit the poorest hardest, FARM-Africa's work is needed more than ever. Your contribution will empower farmers and their families, transforming subsistence farmers into entrepreneurs. Our sustainable models put farmers in control of their own futures, for the long-term.

HELP AFRICA'S FARMERS CHANGE THEIR LIVES

➤ **£30**
could help provide drought or disease-tolerant seeds for one farmer to plant and harvest crops that thrive in harsh conditions, providing nutritious food for their family and surplus to sell at market.

➤ **£100**
could pay for 28 families to be equipped with essential farming tools.

➤ **£300**
could train and equip a farmer to provide basic animal healthcare in their community.

➤ **£1,000**
could help set up a tree nursery, providing jobs for the poorest people and protecting the forest for future generations.

➤ **£5,000**
could allow us to set up training and demonstration plots in Kenya, showing farmers how to grow better, more nutritious food.

Your regular or one-off donation will help ensure that FARM-Africa can put the right tools and resources into the hands of farmers so they can work their way out of poverty.

Whether you're an individual, a grant-making trust, group or a company, there are many ways to get involved.

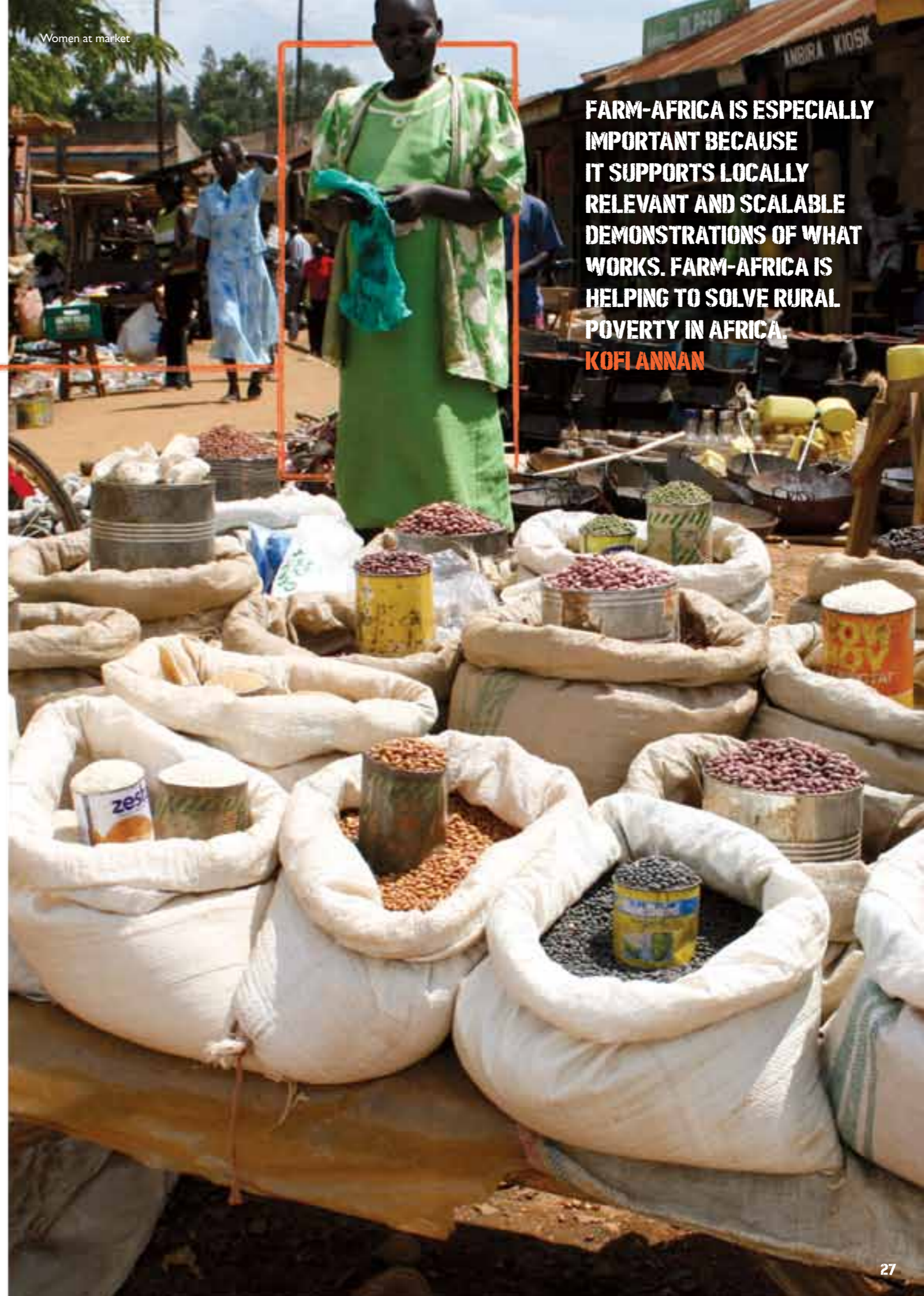
To find out more phone the fundraising team on:
020 7430 0440

or email us at
sst@farmafrica.org.uk

or visit our website at:
www.farmafrica.org.uk



Women at market



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.
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