



**FOOD for GOOD**



From farm to fork, Food for Good unites global food and farming businesses behind the power of food to change lives.



Farm Africa builds sustainable livelihoods for rural communities in eastern Africa. We help smallholder farmers, pastoralists and small businesses to take advantage of commercial opportunities, while transforming land use in a way that reduces emissions, halts the rapid degradation of nature and increases food security.

DR CONGO

ETHIOPIA

UGANDA

KENYA

TANZANIA



#### AGRICULTURE

We deliver nature-positive projects that increase farmers' agricultural expertise, productivity and incomes.



#### MARKET ENGAGEMENT

We strengthen the role of small enterprises in supplying quality and timely agricultural inputs and in connecting producers to local and international markets.



#### ENVIRONMENT

We promote the sustainable management of fields, forests, grazing lands and water resources. We help rural communities adapt to and mitigate climate change.

## FOOD FOR GOOD

Food for Good is a business network that invests in Farm Africa's vital work, offering:

- Technical insight into our agricultural programmes and engagement with expert project staff
- Access to a range of Farm Africa events focused on food and farming
- Branding opportunities across Farm Africa's platforms, as well as with our media supporters

This year marks the 10th anniversary of Food for Good. The campaign started with a group of food industry leaders climbing Kilimanjaro in support of our work, and has evolved to become a strong network of like-minded organisations united in support of Farm Africa and the core values we represent.

**Food for Good has raised over £2,000,000.**

Food for Good annual membership is £10,000 (+VAT). Membership fees directly support Farm Africa's programmes across eastern Africa, helping smallholder farmers build thriving businesses.

Rachel Njorgoge is a 34-year-old force of nature from western Kenya who, with support from Farm Africa, has transformed from a struggling maize farmer to a formidable businesswoman running a French bean farm employing 40 women.

“ My income has now increased as I farm beans and cabbage and I have learnt agri-business from Farm Africa and it has changed my life. ”

Farm Africa's Growing Futures project is funded by Aldi UK.

Photo: Farm Africa / Esther Mbabazi



Support the NGO of choice for the food and farming industry, become a Food for Good member today.

To find out more contact us: [foodforgood@farmafrica.org](mailto:foodforgood@farmafrica.org)

Photo: Farm Africa / Jjumba Martin



**Judith Batchelar,**  
Director of CR&S  
and Public Affairs,  
Sainsbury's, and  
Farm Africa trustee

“ Food for Good is the perfect platform to network with the food and farming sector, whilst also enabling Sainsbury's to support sustainable agricultural practices in eastern Africa, and positively impact farmers' lives. ”

**William Barnett,**  
Chief Executive  
Officer, W&R Barnett

“ We are proud to be part of a network that helps unleash the potential of farmers to increase harvests and grow their businesses, which is closely aligned with our commitment to supporting community projects across the Group. ”

**Toby Brinsmead,**  
Chief Executive  
Officer, Vitacress

“ Vitacress believes in sustainable food production and as a member of Farm Africa's Food for Good network, we are able to invest into the vital work of Farm Africa as they help to transform the lives of African farming communities. ”

[www.farmafrica.org/foodforgood](http://www.farmafrica.org/foodforgood)  
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Front cover: Farm Africa/ Kevin Ouma



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