Farm to Market Alliance (FtMA) works through a demand-led approach to sustainably improve farmer livelihoods and develop commercial viability of value chain stakeholders. FtMA promotes the growth of viable smallholder facing business models through strategic partnerships and catalyses farmer-friendly investments into crop value chains. FtMA coordinates the agricultural ecosystem, co-innovates products and services and provides digitally enabled informational management to overcome critical value chain bottlenecks in smallholder crop markets.

In Rwanda, FtMA has been active since 2015, delivering a full set of services through a network of Farmer Service Centres (FSCs). FtMA provides these centres - farmer cooperatives - with access to essential value chain services that are currently not offered by other players in the country.

**SEASON 2018/2019 RESULTS**

- **207** farmer service centres with an avg. of **4** income streams of which **42%** enrolled in governance training
- **54,000** maize farmers sold to formal markets at a value of **$2.5 million** including to **5** buyers linked by FtMA
- **28,300** farmers trained by partners on GAP<sup>*</sup> purchasing **$1.9 million** of inputs (including government subsidies) and **29,500** farmers trained by partners on PHHS generating **$167,000** in equipment sales

<sup>*</sup> Good Agricultural Practices  
<sup>**</sup>Post-Harvest Handling Solutions

**WORKING WITH 20+ IN-COUNTRY PARTNERS 4 GOVERNMENT BODIES AND 19 DISTRICT AUTHORITIIES**
**FTMA VALUE PROPOSITION TO ECOSYSTEM PLAYERS**

**FARMERS**
- Increased yields and incomes
- Improved knowledge
- Savings enhancements
- Access to post-harvest equipment
- More diverse market opportunities

**FARMER SERVICE CENTRES**
- Increased farmers membership
- Increased business capacity
- Diversification of income streams
- Access to aggregation finance
- Economies of scale

**BUYERS**
- Stable supply
- Increased volumes and quality
- Improved traceability and monitoring
- Increased sourcing efficiency
- Reduced transaction costs

**PRODUCTS AND SERVICE PROVIDERS**
- Close follow up with farmers
- Lower transaction costs
- Wide customer pool
- Introduction of new products

**GOVERNMENT**
- Full alignment with the Strategic Plan for Agricultural Transformation
- Private sector growth support
- Complementary knowledge transfer system

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**CROPS AND AREAS OF INTERVENTION**

- Maize
- Beans

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**2019 FARMER SERVICE CENTRES BUSINESS PERFORMANCE**

- **USD 53,000** mobilized by 10,700 farmers (49% women) across 1,200 saving groups in 25 cooperatives
- **93%** contract delivery despite significant weather related challenges
- **76%** increase in cooperative sales to formal buyers over 3 years
- **USD 290,000** accessed in input and output finance by 25 cooperatives
- **FtMA-supported cooperatives were able to command a premium of 13% over non-FtMA sales**

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**EXPANSION PLANS**

<table>
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<th>2019</th>
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**FTMA RWANDA FUNDING STRUCTURE AND REQUIRED INVESTMENT**

- **Donor funds and private sector investments into core FtMA operations**
- Complementary investments by FtMA partners into activities within the relevant value chains
- Value chain investments by all actors in the targeted smallholder value chains

**USD 5 million**
- The total requirement for FtMA Rwanda operations in 2020-2022

**USD 3 million**
- Expected complementary investment by partners in 2020-2022

**USD 6 million +**
- Projected investments into value chains spurred by FtMA Rwanda in the same time period