



FARM TO MARKET ALLIANCE

Making markets work better for farmers

We enable **SUSTAINABLE FOOD SYSTEMS** through **STRENGTHENED MARKETS** to increase farmers yields, incomes and resilience and **IMPROVE GLOBAL FOOD SECURITY**.

Farm to Market Alliance (FtMA) is a consortium of six agri-focused organizations, with the mission of making markets work better for smallholder farmers since 2016. Through a demand-led approach, FtMA:

- Works with local agricultural ecosystem players to sustainably improve farmer livelihoods whilst fostering commercial viability of value chain stakeholders.
- Promotes the growth of viable smallholders facing business models through strategic and hands-on partnerships.
- **Coordinates** the ecosystem, **Co-innovates** products and services, and **Provides Information Management** covering market access, access to finance, access to inputs and technology, and post-harvest handling and storage to overcome critical value chain bottlenecks in smallholder crop markets.
- Currently active in five crop value chains across Kenya, Rwanda, Tanzania and Zambia, with planned geographic and crop expansion in 2021.

This holistic chain solution is guided by 4 main integrated strategic pathways

**MAKING MARKETS
WORK BETTER FOR
FARMERS with PATH**

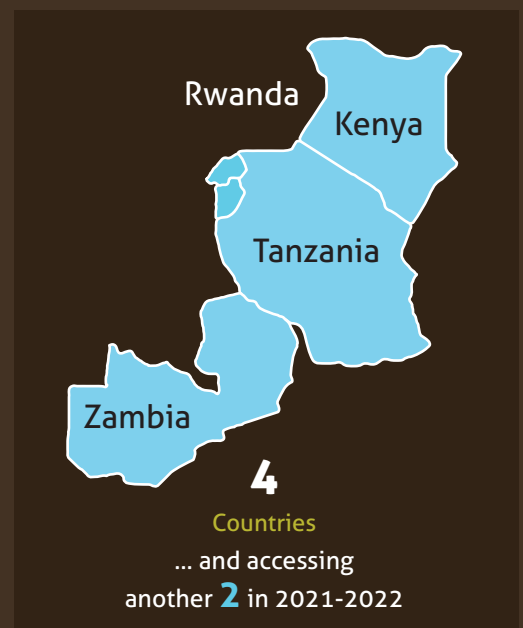


Forging Ahead in 2021: FtMA is Creating Sustainable Linkages and Empowering Farmers

In **Kenya**, we have scaled its operations and is already actively engaging 430 Farmer Service Centres (FSCs) this year, reaching 75,724 smallholder farmers across 13 counties. These activities have amounted to over 16,000 MT of crops aggregated. FtMA continues to engage with partners to digitalize our work. Kuza Biashara being a main partner that is currently working to provide a comprehensive digital solution up to 180 farmer service centres that will act as a platform to bring together core industry actors digitally.

In **Rwanda** our team has made great progress in creating sustainable market solutions for farmers. In this season, 98% of all sales by FtMA-supported farmers have gone to contracted buyers, the majority of which to a local producer of fortified blended foods targeted to improve nutrition of the population in the region. These products require a high quality of the raw materials, especially very low levels of aflatoxins. Despite the weather challenges and lack of post-harvest infrastructure faced by most farmers in Rwanda, rejection rates are at record lows due to the higher quality of raw materials FtMA-supported farmers can produce. We are currently reaching more than 85,000 farmers and will continue to scale up in anticipation of the next season.

In **Tanzania and Zambia**, FtMA staff have been deployed to undertake activities that will ensure our planned activities will begin in the upcoming seasons.





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Kenya in Numbers: 2021

75,724 farmers actively engaged* 53% women

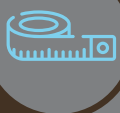



USD 21,134,002 of crop sales to commercial buyers



Year	2017	2018	2019	2020	2021
Sales	\$61K	\$2.8M	\$5.3M	\$9.4M	\$4.5M

MT: 68,590 Market Aggregation




Year	2017	2018	2019	2020	2021
Aggregation	191MT	8,850MT	17,188MT	32,029MT	16,048MT

USD 414,539,968 Input purchased by small holder farmers

- 51% Fertilizer
- 35% Seeds
- 12% Crop Protection
- 2% Other Sales



USD 1,741,921 of input finance disbursed



5 Crops

- Maize
- Rice
- Potatoes
- Sorghum
- Soy beans



9 Finance



4 Digital Partners



4 Agricultural Insurance



224 Mechanical Service Providers



2 PHHS




9 Input Partners



170 Agricultural Commodity Buyers



134 Agro Dealers






FARM TO MARKET ALLIANCE


Rwanda in Numbers: 2021

 **84,000** farmers actively engaged*  49% women

 **USD 39,100,000** of crop sales to commercial buyers

Year	2016	2017	2018	2019	2020	2021
Sales (M USD)	\$6.5M	\$7M	\$11.6M	\$8.5M	\$3.8M	\$1.7M

 **USD 107,798** of input finance disbursed **USD 52,500** of output finance disbursed *(2019/2020 Season)

 30% of FOs are enrolled in NAIS ensuring a total of **1842 Ha** Ha of maize

 **+ 1,562 MT** new storage capacity of post-harvest equipment purchased by farmers

 **2** Crops  Beans  Maize

 **264** farmer service centres

 **3** financial service providers

 **3** crop loss insurance providers

 **3** input suppliers

 **27** Agrodealer Shops

 **2** equipment suppliers

 **1** logistics & mechanization provider

 **2** digital service providers