



# MAKING MARKETS WORK BETTER FOR FARMERS

Farm to Market Alliance is a consortium of **six organizations** - **AGRA, Bayer, Rabobank, Syngenta, WFP, Yara** - with a joint vision to enable sustainable food systems through strengthened markets to empower farmers to increase their yields, incomes and resilience and to improve African food security.

## The objective of FtMA is two-fold:

1. To sustainably improve smallholder incomes and resilience
2. To develop commercial viability for all stakeholders

SINCE  
**2016**  
FtMA  
HAS

- successfully engaged over **490,000 farmers** in Kenya, Rwanda, Tanzania and Zambia (benefitting over 2.3 million households)
- has developed a network of over **1,800 Farmer Service Centers (FSCs)** that act as trusted links to farming communities
- to date, FtMA has generated over **US\$ 100 Million in crop purchases** by commercial buyers, with a market aggregation of nearly 300,000 MT and brought together over **2,000 local private sector players**, significantly increasing the transactions between them
- FtMA is currently supporting smallholder farmers across 9 value chains in the 4 countries

## The Farmer Service Center Model

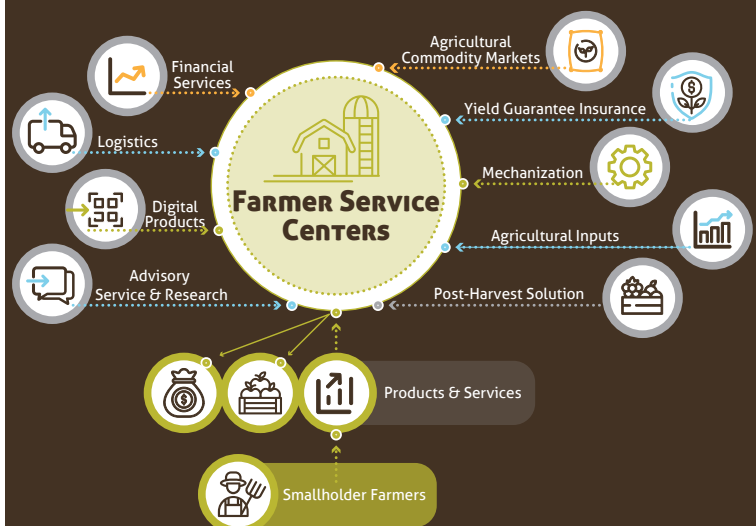
Linking the private sector and multilateral agencies to smallholder farmers, can make a significant contribution to strengthening markets and changing smallholders' lives. The linkages between farmers and the public/private sector are done through FtMA's unique **Farmer Service Center Model**:

FtMA invests in a network of **FSCs** – which act as trusted links to farming communities - to improve access to information, quality inputs, affordable financing, a range of important services, handling and storage solutions and market connections.

**FSCs** differ in character and can be rural entrepreneurs, aggregators, farmer groups, lead farmers, or farmer cooperatives.

Some conduct business out of physical shops and others acts more as mobile agents reaching farmers within their rural areas. **No matter how they are set up, they all act as key service hubs connecting private and public partners to smallholder farmers and serve on average 100-400 farmers per hub**, depending on the country context. The FSCs benefit by gaining income through direct sales and/or commissions from the linkages they create.

**FSCs** can mobilise farmers and enable smallholder farmers to receive last and first-mile delivery of interventions in a timely and affordable manner due to their location in relation to their farmer network and organising bulk purchases/scheduling with private sector partners.






## FTMA's role is to support the functioning and sustainability of FSCs'. FTMA provides FSCs' with:

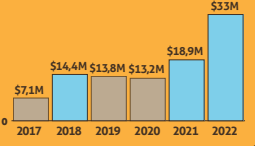
- I. **Advisory and training:** FTMA supports FSCs' by building their capacities to be able to provide or link farmers to all services they are in demand of and in turn, earn commissions for either providing services directly, or aggregating demand/produce for farmers and offtakers.
- II. **Establishing FSCs' as commercial actors:** FtMA's offers advisory/training to FSCs' including business development/mentorship, financial literacy, governance, post-harvest management and more.
- III. **Provides access to markets:** FTMA identifies and brings buyers/offtakers to FSCs' and farmers. Aggregating SHF produce is the most lucrative service provided by FSCs' to smallholder farmers and market actors.
- IV. **Ensures FSCs' adhere to FtMA standards**, which in turn establishes them as a trusted last/first mile linkage for smallholder farmers, governments, and other value chain actors.
- V. **Provides linkages to financial service providers.**





SINCE 2016

 **490,689** farmers actively engaged  47% women


 **\$100,447,089** crop sales to commercial buyers




 **MT: 287,503** of crops aggregated and marketed




 **\$16,353,339** worth inputs and services accessed through FSCs' 


 **\$2,600,000** total commissions/revenues for FSC **\$149** average commission per FSC/Month

 **154,005** farmers trained on PHHS/Conservation Agriculture **874,235** number of trees planted so far


 **4070** hectares (ha) prepared using mechanization **24%** adopting CSA practices

 **1898** farmer service centers  
On average serving 200 SHF farmers per FSC

 **902** market aggregators  
**548** offtakers/buyers

 **229** input distributors  
**64** input partners  
**702** agro-dealer networks

 **308** mechanization providers  
**10** PHL providers

 **40** financial service providers  
**10** crop insurance providers  
**7** digital service providers

 **21** advisory services & research partners  
**12** business development partners  
**59** Country Government partnerships

TO 2022

