



FARM TO MARKET ALLIANCE

Making markets work better for farmers

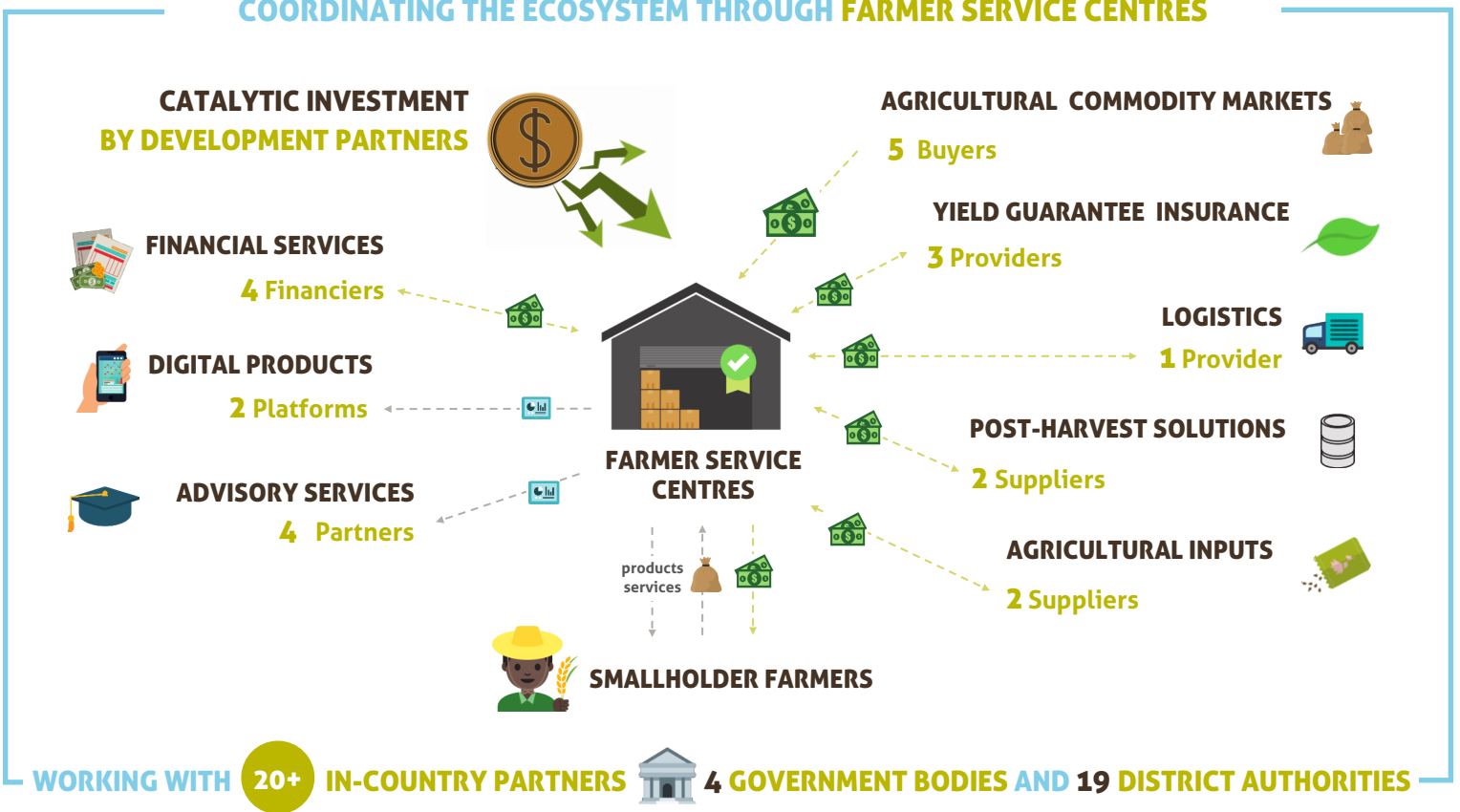
Rwanda 
COUNTRY BRIEF

November 2019




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.

COORDINATING THE ECOSYSTEM THROUGH FARMER SERVICE CENTRES



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 **USD 2.5 million+** including to 5 buyers linked by FtMA
-  28,300 farmers trained by partners on GAP* purchasing **USD 1.9 million** of inputs (including government subsidies) and 29,500 farmers trained by partners on PHHS generating **USD 167,000** in equipment sales

* Good Agricultural Practices

**Post-Harvest Handling Solutions



supported by



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

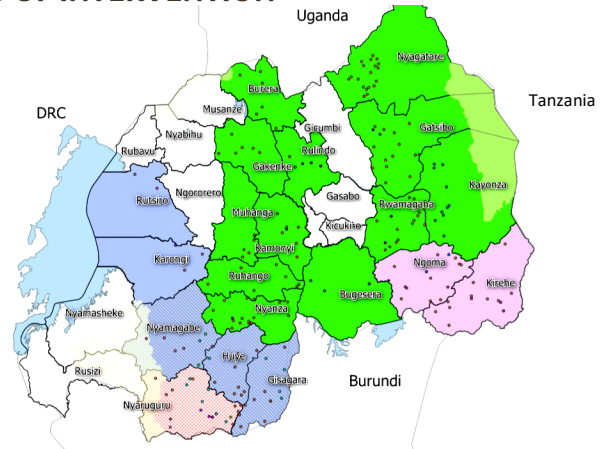
CROPS AND AREAS OF INTERVENTION



maize



beans



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

EXPANSION PLANS

Number of	2019	2020	2021	2022
Farmer Service Centres	207	300	450	600
Farmers	71,000	100,000	150,000	200,000
Value chains	2	2	3	4

FTMA RWANDA FUNDING STRUCTURE AND REQUIRED INVESTMENT

FtMA operations are co-funded through two major funding streams:

1 Donor funds and private sector investments into core FtMA operations



2 Complementary investments by FtMA partners into activities within the relevant value chains



FtMA interventions serve as a catalyst to spur a third type of investment:

3 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

