



FARM TO MARKET ALLIANCE

Making markets work better for farmers

Rwanda 
COUNTRY BRIEF

July 2020

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 2019/2020 RESULTS

 248 farmer service centres with an avg. of 4 income streams of which 40% enrolled in governance training

 84,788 (49% women) maize farmers sold to formal markets  at a value of USD 3.7 million including to 6 buyers

 24,000 farmers trained by partners on GAP* purchasing  USD 1.64 million of inputs (including government subsidy) and 29,000 farmers trained by partners on PHHS

* 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

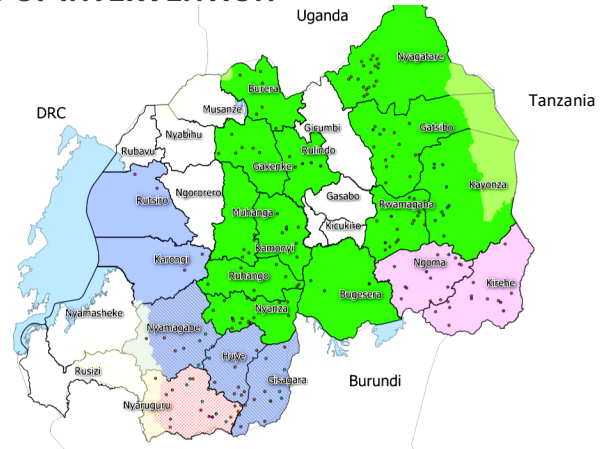
CROPS AND AREAS OF INTERVENTION



maize



beans



2020 FARMER SERVICE CENTRES BUSINESS PERFORMANCE



USD 58,000

mobilized by **10,700** farmers (49% women) across **1,200** saving groups in **25** cooperatives



91% contract delivery despite COVID-19 related movement restrictions



67% increase in cooperative sales over last year



USD 54,000

accessed in input and output finance by **5** cooperatives



FtMA-supported cooperatives were able to command a premium of **27%** over non-FtMA sales

EXPANSION PLANS

Number of	2021	2022	2023
Farmer Service Centres	300	450	600
Farmers	100,000	150,000	200,000
Value chains	2	3	4

FtMA-linked farmers are earning higher premiums

27% price premium

FtMA-linked farmers were able to command a 27% price premium from FtMA off-takers in 2020

USD 3.7 million

In maize and beans sale in 2020; a 67% increase over 2019

USD 6 million +

Projected investments into value chains spurred by FtMA Rwanda in

