

OUR MISSION IS TO CREATE A THRIVING AND SUSTAINABLE AGRICULTURAL SECTOR THAT EMPOWERS FARMERS, FORGES STRONG MARKETS AND IMPROVES GLOBAL FOOD SECURITY.

We build resilient value chains by bringing together the public and private sectors. We do this in ways that leverage the knowledge, experience and infrastructure of the world's leading experts in agriculture.



FARM TO MARKET ALLIANCE

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GROWAFRICA



syngenta



Rabobank



Knowledge grows



FARM TO MARKET ALLIANCE

Making markets work better for farmers





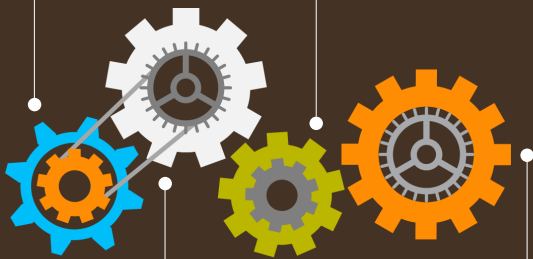
For too long, farmers in Africa have been subject to a range of barriers preventing them from transitioning to commercial farming. Removal of these barriers has been piecemeal, focusing on solving a particular problem rather than improving the entire value chain.

Farm to Market Alliance (FtMA) takes a demand-led approach in servicing smallholder farmers and the surrounding ecosystem. We want farmers to become agents of change; in their own lives, in their local and national markets, and in the world at large.

Our holistic value chain solution - **PATH** - supports African farming families to transition to commercial agriculture through **four integrated strategic pathways**:

Access to **P**redictable Markets

Access to **A**ffordable Finance



Access to **T**echnologies and Quality Inputs

Access to **H**andling and Storage Solutions

Through PATH, we structure market engagement, training, expertise, products and services. This model ensures farmers can confidently plan, grow, store and sell their crops. This way farmers maximize their productivity, profitability and resilience over the long term.

FARM TO MARKET ALLIANCE IN NUMBERS

2.5 years

142,000 farmers

54 private sector partners

4 countries

6 crops

beans | green grams
groundnuts | maize
sorghum | soya



Results:

69% increase in farmers' income¹

49% yield increase²

92% of farmers reducing post-harvest losses³

And also:

 **US\$23 million**
in crop purchases by commercial buyers

 **US\$8 million**
of input and output finance

 **91,000 mt**
of crops aggregated for fair sale

¹ Gross income per household from maize sales;

² Yield change reported in 2018 against 2017;

³ Post-harvest loss reduction reported in 2018 against 2017.

Source: Mobile survey among FtMA farmers and comparison farmers in Rwanda, April 2018.

WE MAKE MARKETS WORK BETTER FOR FARMERS

We are FtMA, a unique alliance of eight agri-focused organizations. We form local private sector partnerships to deliver a wide range of comprehensive products and services, tailored to the needs of farmers.

We aren't just physically connecting our farmers with markets; we are creating a robust digital platform for the African agricultural sector. Our digital platform operationalizes the PATH solution. This enables farmers to reach beyond their communities and produces data that drives continuous market improvement.

WHY WORK WITH US?

WE SEEK COLLECTIVE ACTION.

Addressing current agricultural barriers to success through a collaborative demand-led approach across entire value chains.

WE MAKE USE OF GLOBAL BEST PRACTICE.

Applying best global agricultural practices through local private and public players, to dramatically improve agricultural performance.

WE ARE CO-DEVELOPING PRODUCTS AND SERVICES FOR AFRICAN FARMERS.

Using digital technology to capture millions of data points to build evidence and to customize to the needs of farmers.

WE ARE BUILDING RESILIENCE.

Empowering farmers to confidently plan, grow, store and sell their crops to maximize productivity, profitability and resilience.

WE KNOW IT'S WORKING WHEN WE'RE NOT WORKING.

Enabling all agricultural stakeholders to thrive and advance after external support is withdrawn.