Linking family farms to markets

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PRESENTATION

Innovative business models to connect farmers to markets

By

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Research question

- What are suitable innovative business models to connect smallholder farmers to markets?
- How can these efforts be classified, and who can initiate action?
- Grassroots level
Methodology

Unilever Sustainable Living Young Entrepreneur Awards
- Unilever
- University of Cambridge Institute for Sustainability Leadership
- Ashoka

Sample
- Over 2200 entries from 3 years
- Business model, impact and scale – emerging innovations
- Selected on farming, top 20% scores
- Analysis of 236 entries
Framework

Reshaping markets

Reshaping farming

Production

Market

Technology

Services

Doing

Enabling
## Production

### Diversifying farm income

<table>
<thead>
<tr>
<th>UNFIRE</th>
<th>PEAS</th>
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<tbody>
<tr>
<td><strong>Hybrid (2012)</strong></td>
<td><strong>Non-profit (2012)</strong></td>
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<tr>
<td><strong>$10,000 - $50,000 (2013)</strong></td>
<td><strong>$100,000 - $250,000 (2013)</strong></td>
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<tr>
<td>Nigeria</td>
<td>Guatemala</td>
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- Novel low cost poultry/livestock feeds from readily-available but unexploited environmental resources & agricultural waste
- Building community-based value chains with youths and women
- Introduction of pigeonpea as additional leguminous crop after successes in Africa
- Grows without fertilisers in dry season without irrigation, and allows seed saving
- Used as staple and for growing international market, doubling income
Technology

**Increasing yields**

**MyRain**
- For profit (2012)
- $100,000 - $250,000 (2013)
- India

- Retail and distribution network for drip irrigation technology
- Enables local entrepreneurs to quickly design and sell drip irrigation systems

**Safi Organics**
- For profit (2014)
- $50,000 - $100,000 (2015)
- Kenya

- Low cost carbon-negative soil conditioner blend from organic waste
- Can improve long-term crop yields by 30% and increase farm income by 50% by reversing soil acidification
Markets

Changing trade arrangements

Uncommon Cacao
• For profit (2010)
• $1 million - $5 million (2015)
• Belize, Guatemala
• Vertically integrated specialty cacao supply chain
• Through training and logistical support to access high-value market, farmer income almost double

Science for Society Techno Services
• For profit (2011)
• $50,000 - $100,000 (2014)
• India
• The solar conduction dryer is a food dehydrator for rural farmers
• Reduces food spoilage and generates additional income through markets for preserved food
Empowering smallholders

**Farmerline**
- For profit (2012)
- $250,000 - $500,000 (2014)
- Ghana
- Automated voice alerts to help illiterate smallholders to receive the latest agricultural and market information
- Enables 10% increase in crop yields and 20% higher farm incomes

**Ensibuuko**
- For profit (2012)
- $100,000 - $250,000 (2014)
- Uganda
- Mobile microfinance scheme for farmers in Saving and Cooperative Societies
- Includes a network of extension workers who are local model farmers to provide mentoring and increase access to markets
## Context-specific action

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<thead>
<tr>
<th></th>
<th>Farmers</th>
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<th>NGOs</th>
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