



Fair Planet

Every Farmer Matters.



FAIR PLANET

Fair Planet is an international non-profit development organization that works with smallholder farmers in Africa to free them from the cycle of extreme poverty and food insecurity.

Aligned with the UN's 2030 Sustainable Development Goals, our innovative, proven operational model has been designed to scale outreach and maximize impact, leading to sustainable economic growth, climate-change resilience, and greater regional food independence. In just seven years working in Ethiopia, half a million people have been positively impacted by our programs.



VISION

A world where all farmers have equal opportunities to achieve sustainable economic growth and prosperous lives for their families.



MISSION

To improve the capacity of smallholder farmers in developing countries to transform subsistence agriculture into a profitable source of income through access to technological solutions, supported by agricultural knowledge and skills.

www.fairplanet.ngo



CHALLENGES



Smallholder farmers in developing countries lack access to advanced technologies, the basic knowledge and best practices of modern agribusiness



As a result, these farmers are trapped in the vicious cycle of poverty and hunger



Current farming practices are not productive enough to be a reliable and decent source of income



It is difficult to engage farmers, especially the younger generation, to invest the time and resources needed to transform their traditional farming practices

SOLUTION:

Transforming subsistence agriculture in developing countries into a sustainable source of good income for smallholder farmers.

Fair Planet's Unique Solution:



A cross-sectoral partnership model makes modern agtech solutions widely accessible to smallholder farmers. It has proved itself to be scalable in outreach and sustainable in impact.



Tailor-made curriculum and knowledge transfer methodologies, suitable for smallholder farmers' capacities, developed and led by agricultural professionals, to train best practices in agriculture.



On-Farm mentoring program for lead farmers in their own fields ensures the effective adoption of technologies and implementation of the knowledge and skills.



ORGANIZATIONAL GOALS

1. Increase Income

Enable smallholder farmers to increase income and achieve sustainable economic growth.

3. Improve Knowledge

Improve farmers' knowledge of basic agriculture and motivate them to implement best practices.

5. Train The Trainers

Build a critical mass of informed and knowledgeable local professionals who can create long-term regional economic stability that drives additional development in the area.

2. Provide Access

Provide access to high-quality, advanced agtech solutions suitable to farmers' economic and technical capacities, and local conditions.

4. Establish Fair Partnership

Establish fair and healthy partnerships between private sector agricultural input providers and smallholder farmers.

6. Transfer Ownership

Transfer full ownership of the training process to local professionals in order to enhance their independent capacity to train additional farmers in best agricultural practices.

PROJECT IMPACT

Fair Planet's projects are based on the understanding that if farmers are able to turn agriculture into a profitable source of income, this will create a ripple effect that not only impacts them and their families directly, but can also generate positive change and development in their communities. And training local trainers impact the entire region as a whole.

The following presents Fair Planet's impact based on findings of an independent M&E process.

FAIR PLANET'S OUTREACH - WITHIN 5 YEARS

Fair Planet, together with the local experts, ensures the technology adaptation in the region by providing on-farm training to lead farmers. The lead farmers demonstrate the benefits to their neighbor farmers who learn and implement the agtech solutions in their own fields – multiplying the project impact by more than 30 fold, within only 5 years.



150

Local experts certified



2,360

Lead farmers trained



75,000

Neighbor farmers implementing



485,000

People freed from poverty

RESULTS & LONG-TERM IMPACT



Lead Farmers who participated in the project

- Adopted agtech solutions, learned and taught knowledge
- Significantly increased yields – tomatoes x5.7, peppers x4, onions x2.5
- More than doubled their households annual incomes
- Diversified crops, opened savings accounts & more



Household Members

- Women's empowerment – significantly increased engagement in farm activities & household financial decisions
- Children's education – significantly increased rates of children at school
- Improved nutrition – significant improvement and variation in diet (much more vegetables and animal protein)



Regional and Sectoral Development

- 6 global seed companies have introduced new agtech solutions to Ethiopia
- 40 new quality vegetable varieties have been approved by the government
- 75,000 smallholder farmers benefit from better access, quality and prices of more varieties

MAIN BENEFITS REPORTED



Improved knowledge of farm management



Doubled household annual income



Improved nutrition



Rise in children's education



OPERATIONAL MODEL

YEAR 1



PHASE 1: REGIONAL NEEDS ASSESSMENT

- Assess and identify local needs & farmers' capabilities.
- Analyze the local market, preferences and potential.



PHASE 2: DEVELOPING PARTNERSHIPS



Local Authorities

Partnering with government's agricultural agencies who allocate experts, expand the project's outreach, and help guarantee sustainable success.



Knowledge Institutions

Partnering with local universities who provide professional staff the infrastructure for testing technologies in local conditions.



International & local Private Sector

Identifying and partnering with suitable companies who hold the potential to provide the best available agtech solutions for the local farmers.

YEAR 2



PHASE 3: AG-TECH SOLUTIONS RESEARCH AND ADAPTATION

- Two season adaptation and validation trials test technology suitability for local needs and conditions
- One season field trials conducted together with local experts at selected lead farmers confirm adaptation



PHASE 4: CUSTOMIZED TRAINING CURRICULUM DEVELOPMENT

- Integrating suitable agtech solutions and knowledge with existing local farming practices
- Development of crop production guidelines suited to smallholder farmers' technical and economic capacities. Topics include: agricultural best practices, agtech innovations, financial planning, produce distribution to market etc.
- Training experts from local authorities to work with the customized curriculum

YEARS 3-5



PHASE 5: ON-FARM IMPLEMENTATION

Transforming theoretical knowledge into hands-on experience through:

- Daily hands-on training with local experts (Train the Trainers)
- Farmers implementation of solutions in their own fields
- Weekly on-farm visits to lead farmers' fields during one production season.



SUSTAINABLE EXIT STRATEGY

The decision to exit is based on the following indicators:



Accessibility

suitable agtech solutions are available and affordable for local farmers



Local Partners

a critical mass of trained and knowledgeable local professionals is reached and takes full ownership of the training process



Results & Impact

farmers are successfully implementing the agtech solutions, with farming as a sustainable and reliable income source

MONITORING AND EVALUATION

Fair Planet's projects are evaluated through a rigorous weekly process of Monitoring and Output Measurement conducted by Fair Planet's staff. An independent Impact Evaluation process is designed and executed by Glocal - the International Development Program of the Hebrew University of Jerusalem.



INTERNAL / FAIR PLANET

Weekly program output measurement – yield & price at market

EXTERNAL / HEBREW UNIVERSITY

Annual outreach assessment and financial, nutritional, educational and social evaluation

METHODOLOGIES - QUANTITATIVE AND QUALITATIVE METHODS

Who is interviewed:



Direct beneficiaries - lead farmers & their wives

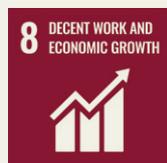


Indirect beneficiaries - neighbor farmers & their wives



Partners - local experts, institutions, government agencies, local & international companies

ALIGNED WITH THE UN 2030 SUSTAINABLE DEVELOPMENT GOALS



HOW DOES FAIR PLANET ADDRESS CORE CHALLENGES OF THE INTERNATIONAL DEVELOPMENT FIELD?

1. How do you incorporate sustainable agricultural practices in your work?

- The agtech solutions which Fair Planet introduces to the farmers increase both the quantity and quality of their yields. Producing more food on less land is a cornerstone of future sustainable agriculture, and a measure against land degradation. This is why smallholder farmers have such a prominent place in the UN's Sustainable Development Goals, Agenda 2030.
- High quality vegetable varieties are resistant to a wide range of pests and diseases. Growing them reduces the amount of pesticides farmers need to use, thus further protecting both land and water resources.
- Core elements of our training are: safe plant protection, water management and cropping cycles. These practices minimize the damage to the environment that often result from poor execution of modern agricultural methods.
- Smallholder farmers in developing countries are often the first to be adversely affected by climate change. Our work ensures that these vulnerable communities are better prepared to deal with the inevitable consequences.
- To create long lasting effects, our sustainable agricultural practices take into account the technical and economic capacity of its beneficiaries and local markets. We are often asked why we don't promote organic farming. The answer is two-fold: i) smallholder farmers cannot afford the high price of organic production, and ii) there is a lack of local market demand for organic produce. Organic farming may be an option for later stages in the development process, but not as a first and basic step of intervention.

2. How does Fair Planet develop healthy and sustainable partnerships between agtech companies and smallholder farmers?

- Making agtech solutions accessible to smallholder farmers is at the heart of Fair Planet's work. Encouraging the private sector to develop solutions that address this vulnerable population is a means to create a world of more equal opportunities.
- Due to their market-driven nature, the private sector often owns the most advanced knowledge and technologies. Having easy and affordable access to these advantages promises smallholder farmers a greater chance to make agriculture an economic growth engine and thereby escape poverty.
- From a sustainable business perspective, creating market demand for high quality vegetable varieties and other technological solutions ensures that these companies will keep providing solutions to farmers long after Fair Planet has left the region.
- Core elements in our partnership model which ensure a healthy and sustainable relationship between the agtech companies and the farmers are:
- We conduct objective, scientific trials of all new agtech solutions to ensure they are compatible with local needs and conditions. We also always test the locally used vegetable varieties during trials, so farmers can decide which varieties to use based on objective results. We provide neutral professional information so farmers are able to make data-based decisions.
 - We ensure market competition to avoid monopoly by always introducing solutions from a variety of leading global companies.
 - While introducing advanced knowledge we adjust it to align with the local traditional agricultural practices.
 - To ensure there is no loss of local biodiversity, we bring different crops from those originating locally.

3. How does incorporating volunteers into your work model increase your impact?

- Fair Planet is led by a team of experienced professionals who develop and continuously update our On-Farm Training programs and curricula.
- A core element of Fair Planet's model is this On-Farm Training where we mentor farmers in their own fields. Considering the challenge in motivating farmers to create substantive changes to the way they practice agriculture, we have learned that the best facilitators for this work are long term volunteers.
- Our volunteers receive professional training as well as ongoing support and guidance from our experts. Together with the local trainers they meet farmers on a weekly basis in their fields to implement our programs, serving as mediators between the farmers and our experts.
- Our volunteers respect the local community and are able to handle complexity in the field. Their presence increases farmers' motivation to successfully participate in the training and, as they are only there for a limited period of time, they do not threaten the local training systems' personnel.
- Having volunteers as an integral part of Fair Planet's operational model enables us to radically reduce program costs, making them more accessible to more farmers across a wider outreach.



Fair Planet

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Visit our website: www.fairplanet.ngo