



Fair Planet

Fair Planet. Every Farmer Matters.

זרעי איכות וידע ישראלי כמנוף
לשינוי דרמטי במדינות מתפתחות

ד"ר שושן הרן
הרצאה ביום עיון במסגרת יום פתוח בערבה
תחנת יאיר 15/2/2023



Fair Planet Vision



Our Vision

is to provide smallholder farmers in developing countries with means to exit the cycle of poverty and hunger.





Cross Sectorial Partnership & Local Needs Assessment

1

Fair Planet collaborates with local public entities and with the private sector and builds a sustainable ag-tech bridge that has a proven scalable and durable impact

3

2

We collect data on local market demand for specific crop types and variety requirements



3

We visit smallholder farmers to learn and understand their technical and economic farming capacity



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Fair Planet Unique Intervention

Technology adaptation trials and development of knowledge transfer materials



Performing professional and independent adaptation variety trials and selecting the best locally performing varieties

Private and Public Partners:



The project was supported in part by The Netherlands Enterprise Agency



Fair Planet Unique Intervention

Technology adaptation
trials and development
of knowledge transfer
materials



Developing crop production
guidelines using Good
Agricultural Practices (GAP),
suitable also for illiterate farmers

Example:
precise fertilization



Fair Planet Unique Intervention

Sustainable technology transfer methodology



Weekly training on farmers' own fields

- Fair Planet agronomical volunteer
- Lead farmer
- Local trainers - experts and development agents



Training local trainers

Building their capacity to independently train farmers in good agricultural practices and upscale the impact



Village seminars and open days

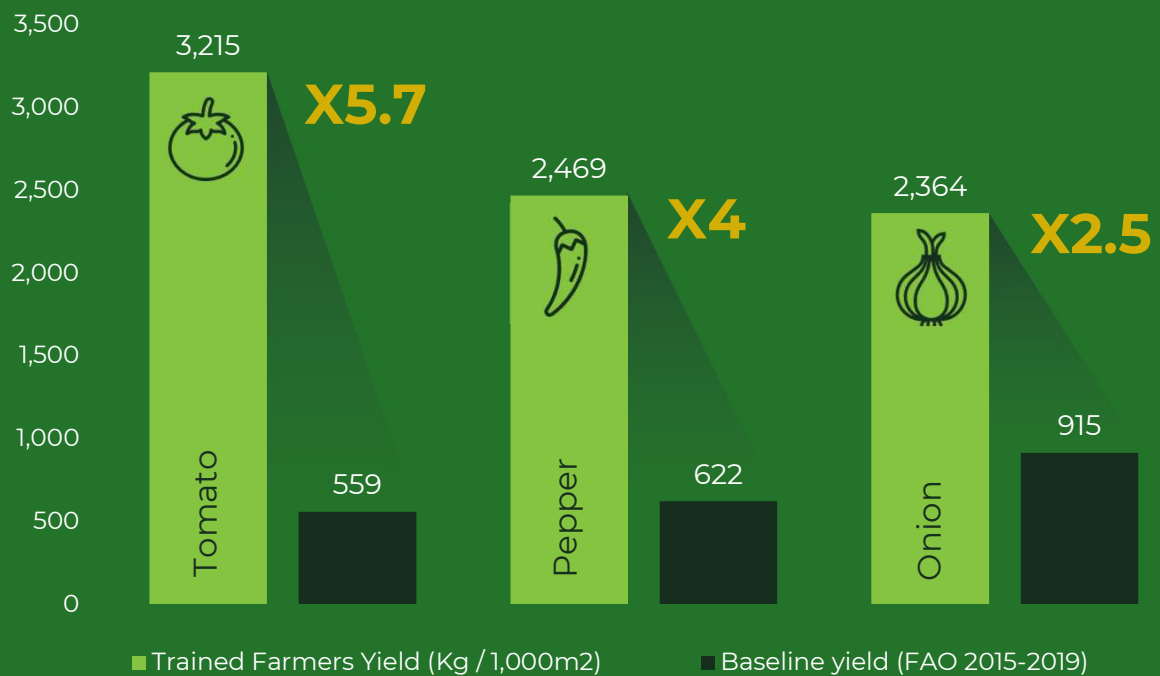
- Demonstrate best practices
- Share lead farmers' success with neighboring farmers





Lead Farmers' Yield Increase

Crop Yield - Kg / 1,000 m²



N = 1600 Farmers' data



Ag-tech Transfer Flow In Ethiopia

Within 5 Years of Training:



150
Trainers trained



2,360
Lead farmers trained
in 65 villages



75,000
Neighbor farmers
reached due to diffusion



485,000
People improved
their livelihood

Technology Diffusion and Exit Strategy



Lead farmers' success creates a
x30 Ripple effect
neighbors learn & adopt
the technology

Fair Planet Exit Strategy Indicators for exit:



Results & Impact

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



Local Partners

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

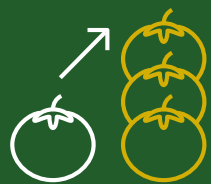


Accessibility

suitable ag-tech inputs are available and affordable for local farmers

Output & Social ROI – External Project Evaluation

Results of surveys among 75,000 neighbor farmers:



X3.1

More yield
kg vegetables/0.1Ha



91%

Sold most of
their produce



+26%

Increase in
households'
annual income



X20

Increase in sales
of seedlings by
local plant raisers



110.3M

Kg vegetables
produced



7.7M

People with
vegetables
supply

13.4 \$ Social Return On Investment

+7.9 M\$ annual value of imported seeds



Data based on farmers' productivity in one production season. Average net-income generated from 0.1 Ha of vegetables was 470\$.
Social ROI = Cumulative net-income of farmers divided by the cost of the project.
Impact measurement and evaluation done by the Hebrew University.
Increase in value of imported seeds into Ethiopia is based on a Dutch Market Research (Sep. 2021)





Social Impact

Farmers' Use of Additional Income

1 NO POVERTY



485,000

People freed from poverty

2 ZERO HUNGER



96%

better Nutrition

4 QUALITY EDUCATION



45%

better Education

8 DECENT WORK AND ECONOMIC GROWTH



96%

saving Money



Social impact measurement and evaluation done by the Hebrew University
Farmers median age ~ 32 years old.
Farmers' families with school-age kids ~ 50%



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Current status

Diversification in Ethiopia:

Short Term



Food crops:

Potatoes the 4th most important food crop globally



More Vegetables:

Cauliflower, Butternut, Beetroot, Carrot, Broccoli, watermelon

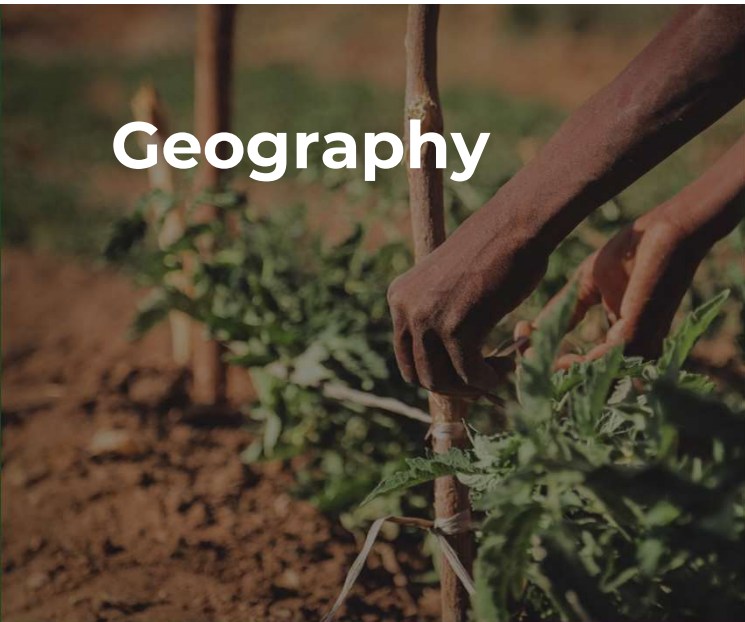


Water saving technologies:

Drip systems



Geography



2

Tanzania

- Variety trials in 2 locations (midland and highland)
- Starting training (baseline & partnership with MoA)



1

East Ethiopia

- Testing new crops (vegetables and potatoes)
- New technologies (drip, digital, etc.)
- Supporting local trainers



3

Rwanda

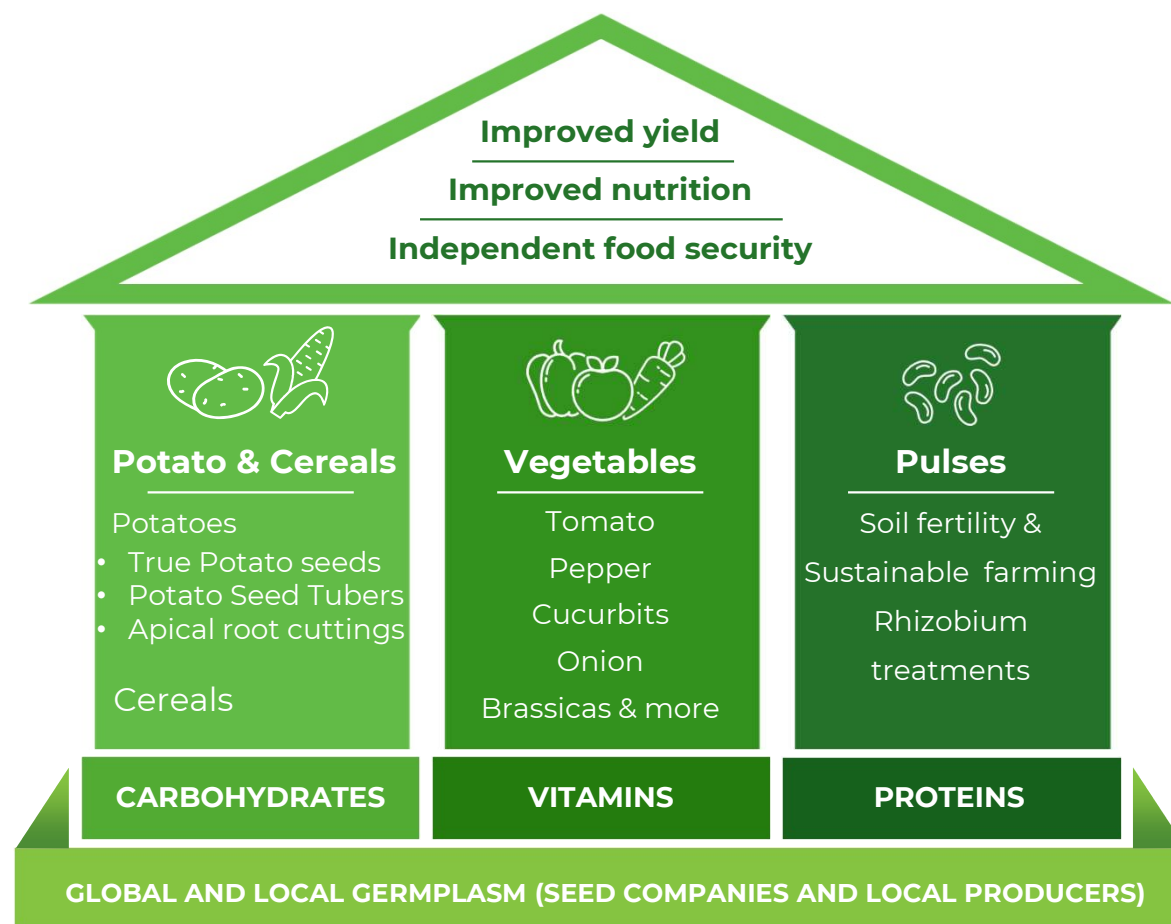
- Exploration mission supported by Mashav
- A model Seed Resilient project launched with ISF

The Way Forward

Holistic approach for food & nutrition security

A model Seed Resilience project
launched with ISF in Rwanda:

- 1 Carbohydrate crops**
Potatoes and cereals
- 2 Vitamins and fibre crops**
High quality vegetables
- 3 Protein crops**
Pulses





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Join Us Fair Planet.

Leading change,
together.

Contact us at: info@fairplanet.ngo

Visit our website: www.fairplanet.ngo