



One Acre Fund

Farmers First

www.oneacrefund.org

One Acre Fund

- **We serve one-acre farm families in East Africa**
 - These families are food insecure
 - They engage in rain-fed agriculture
- **Most of our clients are hard-working women farmers**
 - We help them double farm profit per acre
 - Non-profit revenue model: farmers pay for services
- **7 years old – starting initial scale up**
 - In 2013, we will serve 160,000+ farm families
 - By 2020, 1.5 million farm families

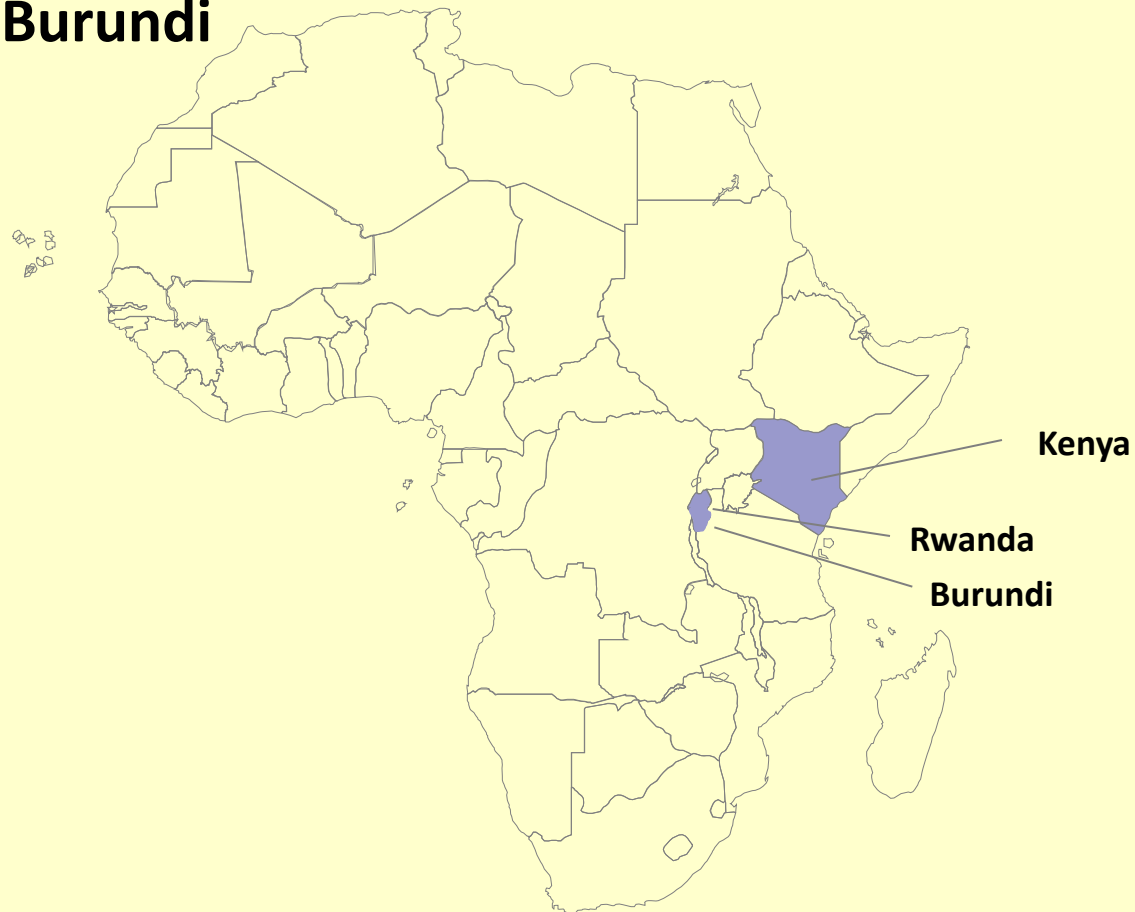


Our client



Where we work: East Africa

- One Acre Fund works in East Africa, in the countries of Kenya, Rwanda, and Burundi





**Most of the world's poor are farmers.
They have a remarkably uniform dilemma.**



**Feed a family of six with one acre of land,
a simple hand hoe, and no irrigation.**



**It is not working. Our families are not food secure.
One in seven of our kids dies before age 5.**

Farming is the world's most dominant profession and biggest opportunity

■ Most of the world's poor are farmers

□ Their profession is to grow food

■ They use outdated tools and techniques

□ Zero existing capital

■ Simple tools and education can double farm income

□ This is the goal of One Acre Fund



How: our program model



Innovation 1: Complete “market in a box” for one-acre farmers – high quality impact



Producer Groups



Seed and Fertilizer on Loan

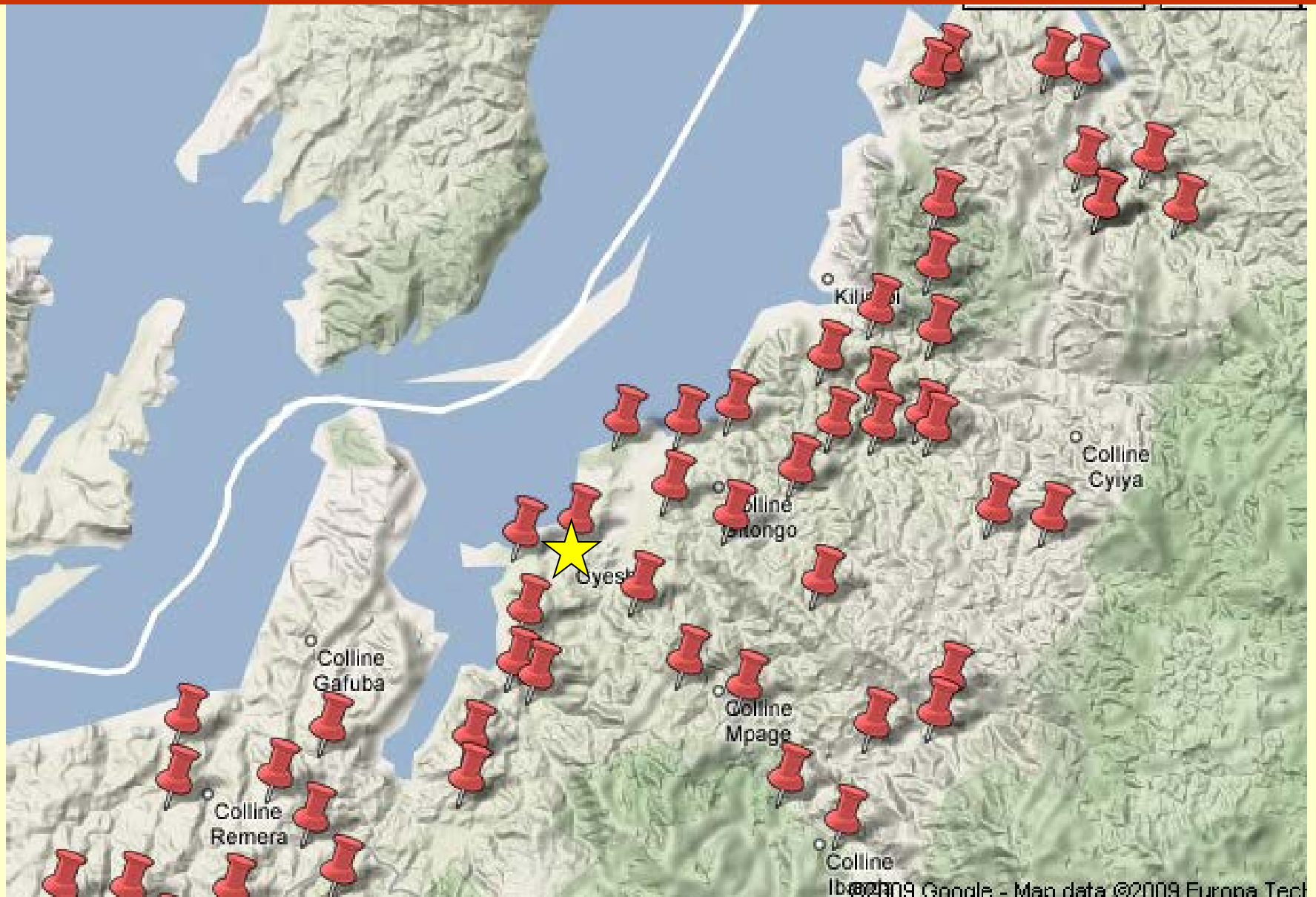


Training



Storage and Market Access

Innovation 2: Distribution



Scalable impact

One Acre Fund Field Unit:

One field officer ... provides our service bundle ... to 250 farm families



Producer Groups



Seed and Fertilizer on Loan



Training



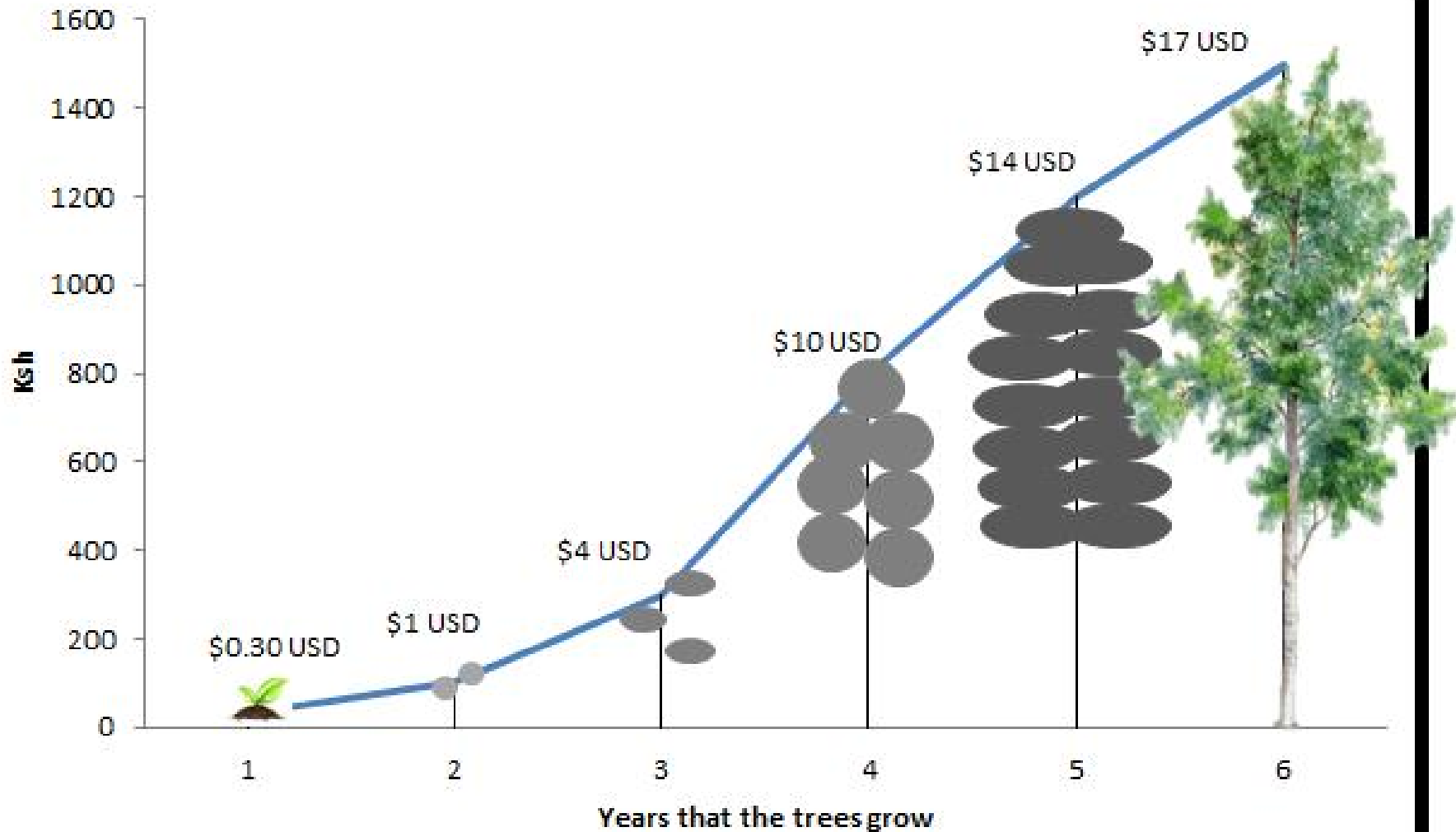
Harvest Market Access

With 1,000+ children in those families

Trees to Help the Environment

- All of our clients in Kenya and Rwanda have access to tree seeds
 - Local varieties such as grevillea
 - We pair seeds with training on seed beds
- We've now planted millions of trees
 - 2011: OAF farmers planted 437,500 trees
 - 2012: OAF farmers planted over 4 million trees

Trees Have Economic Benefits Too



Crop Insurance

- All of our loans in Kenya are bundled with mandatory crop insurance
 - Premium is 10%
 - Pays out w/ either too much or too little rain
- We partner with Kilimo Salama
 - Weather-indexed insurance
 - Developed by Syngenta Foundation
 - Re-insured by Swiss Re
- Started in Kenya in 2010, expanded to Rwanda in 2012





**Carolyn Lunani is a hard-working woman
She had a fantastic harvest last year**






With the proceeds, she bought this cow



She also built these rental houses, which each rent out at KSh \$4 USD per month

A close-up, high-angle shot of a large pile of harvested corn cobs. The cobs are light yellow and appear to be freshly harvested, with some husks still attached. They are piled together in a way that creates a dense, textured surface. The lighting is bright, highlighting the individual kernels and the natural color of the corn.

**She harvested way more food than her family can eat,
and her top expenditure is school fees**



Queen is in Form 2



Regan is in Form 4

A close-up portrait of a young boy with dark skin and short, dark hair. He is looking directly at the camera with a calm expression. He is wearing a light brown or tan polo shirt. The background is a soft-focus view of green foliage and tree trunks, suggesting an outdoor setting. A dark semi-transparent banner is at the bottom of the image containing white text.

Her smallest son Renton is getting a great start to his education in a nursery school



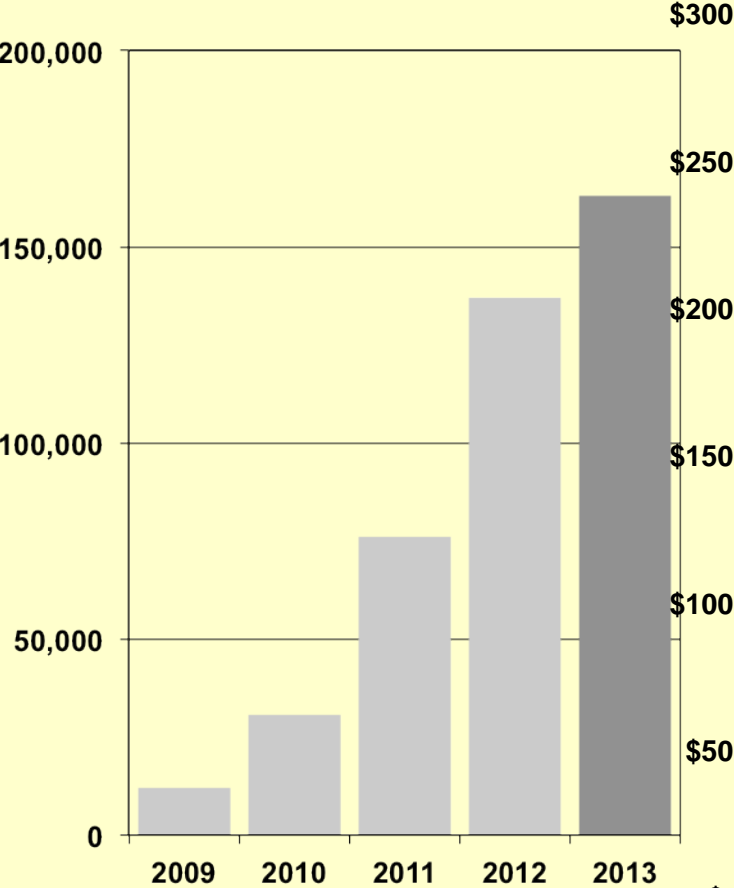


Current Status and Vision

Current status

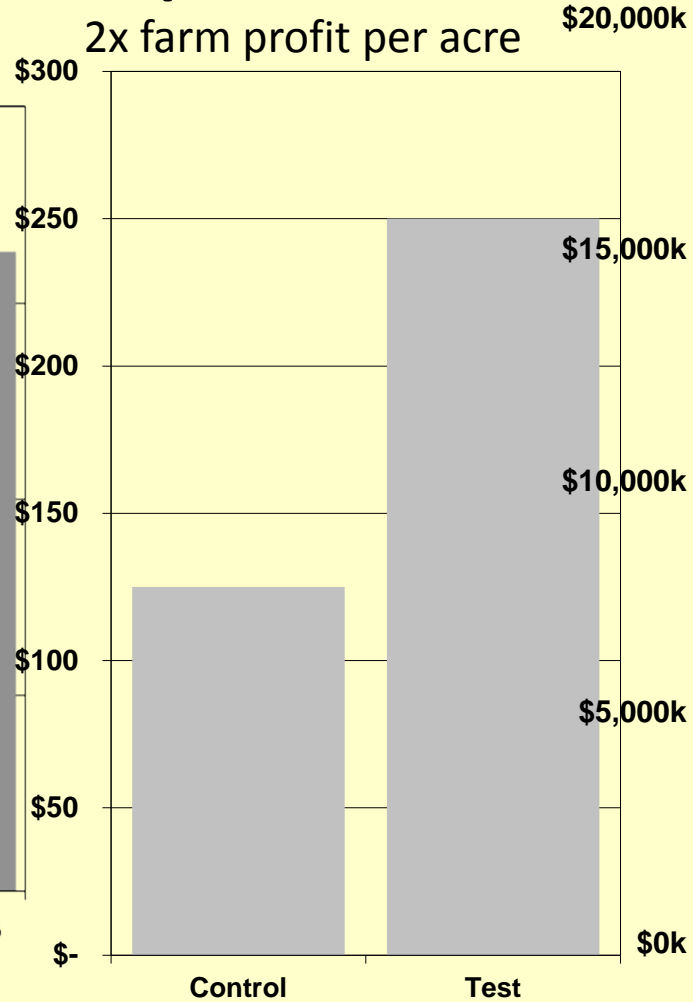
Scale:

Families served



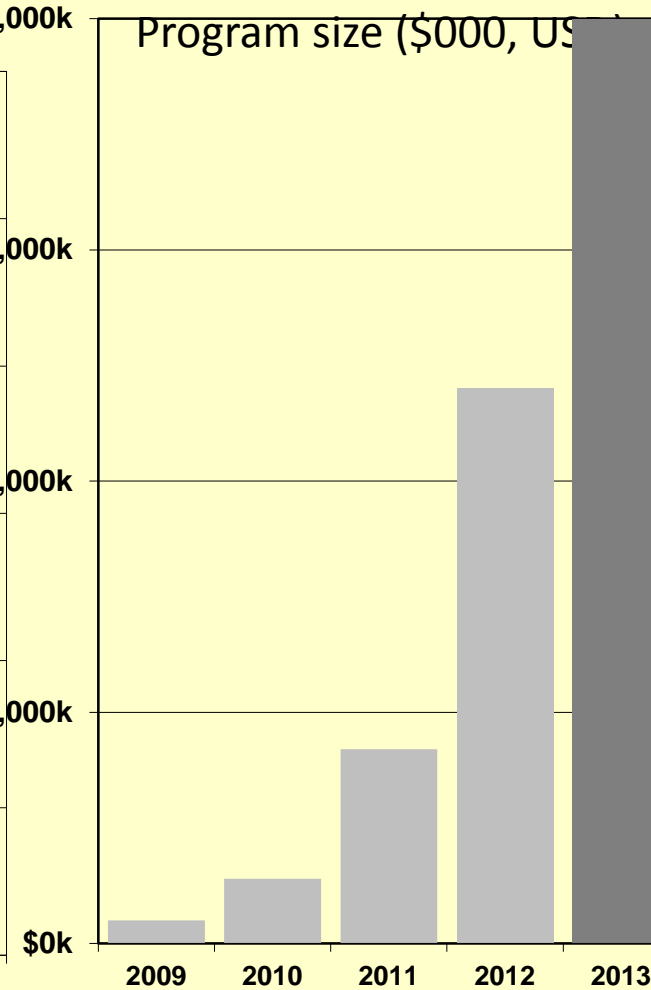
Impact:

2x farm profit per acre



Sustainability:

Program size (\$000, US)



Vision by 2020

Direct service

- Build the largest network of smallholding farmers in Africa
- We will directly serve 1.5+ million families per year (5+ million children)
- We will have 7,000 field staff spread evenly over rural areas
- We will be working in 5-8 countries



Partnership with government

- We will represent a significant constituency – for example, 20% of Rwanda's entire population
- We will use this as a platform to work together with African governments

Help build a broader movement

- We will work together with targeted, large microfinance institutions to help them expand into rural agriculture lending

▶ **There are about 32 million extremely smallholding farm families in Sub-Saharan Africa – growing by 1 million per year. We need to think ambitiously, at scale.**



Thank You!