

# 2023 Fair Planet Highlights

## A leap forward: Joining Forces with ISF



Fair Planet

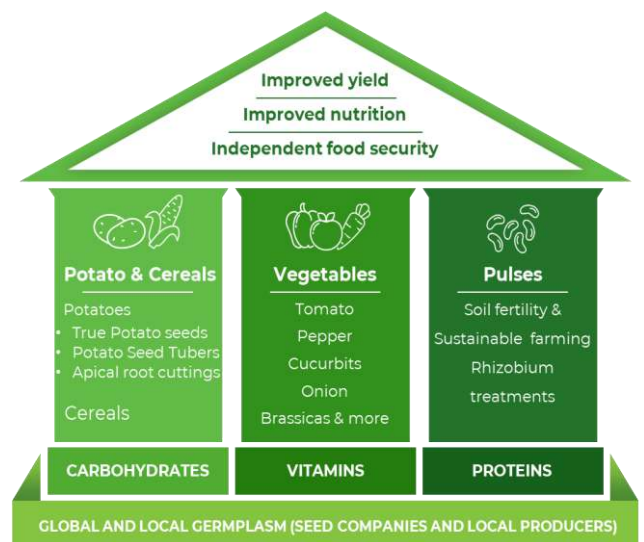


## Overview

We are excited to report a leap forward: Fair Planet and the International Seed Federation (ISF), representing the global seed industry, decided to launch together a flagship project in **Rwanda**. This project aims at helping Rwanda build a sustainable seed system to enable its farmers to choose from a wide selection of seed options, like any farmer in developed countries. In **Ethiopia**, the 5-year training project reached 75,000 farmers who achieved outstanding agronomic and economic results, which radically improved their families' lives. We recently entered the potato world and started testing True Potato Seed, a disruptive technology with a potential to revolutionize potato production in Africa; we also test diverse 'new crops'; introduce drip systems to address the rising shortage of water and introduce digital tools to scale knowledge spread. In **Tanzania**, we continue introducing new varieties and entered the capacity building phase together with Sokoine University of Agriculture and the Tanzanian Ministry of Agriculture. We also test technologies to improve soil fertility and started a collaboration with local entrepreneurs to develop vegetable-based nutritious snacks. To manage all these growing activities we are expanding our team by recruiting an Operation Manager for East Africa and have integrated Monday.com, a cloud-based work management platform, for organizing and optimizing internal and external workflows.

## Rwanda: Fair Planet Joins Forces with ISF

From day one, Fair Planet understood that the most effective way to provide smallholder farmers in developing countries with opportunities for sustainable economic growth and prosperous life is through access to high quality seeds, knowledge and improved farming skills. We started in 2012 by partnering with individual seed companies and working on the ground to bridge the seed gap. Meanwhile, ISF, the federation of the global seed industry, whose motto is 'Seed is life', decided to get their boots on the ground and partnered with Fair Planet to launch a flagship project in Rwanda. This project will address the three pillars of food and nutrition security: 1) Vegetables for vitamins and fibers, 2) Pulses for proteins and soil fertility improvement, and 3) Cereals and potatoes for carbohydrates. During a meeting in February 2023, Gerardine Mukeshimana, Rwanda's Minister of Agriculture at the time, expressed the importance of collaboration on the seed system and extension services, to help smallholder farmers succeed in their farming activities. Shortly after, we signed an MOU with the Ministry of Agriculture, streamlining the collaboration between the Ministry, Fair Planet and ISF. The five-year project started on August 2<sup>nd</sup> this year by sowing the first vegetable seeds, in the Rwanda-Israel Horticulture Center of Excellence near Kigali, and will include testing crops in the main agro-climate conditions in Rwanda, both in open fields and under protected conditions. The capacity building phase of the project is aimed at providing 84,000 farmers access to high-quality seeds and improved farming practices, which should lead to a sustainable increase in yields, crop quality and income. It will advance the capacity of the local extension service by sharing knowledge and training methodologies with 600 local trainers and is projected to improve the livelihood of over 360,000 people.




## Ethiopia: Impact, New Technologies and scaling with Digital Tools

Impact: an external impact evaluation done by the Hebrew University found that within 5 years of training local extension experts and coaching lead farmers in 65 villages, more than 75,000 neighboring farmers adopted better farming practices, tripled their food production, sold most of their produce and supplied fresh vegetables to their local communities. Their families, together more than 485,000 people, benefitted from improved nutrition; better schooling for their children and were able to save money and re-invest in generating sustainable income from farming.

*Agronomic and economic output among 75,000 neighbor farmers:*

	<p><b>X3.1</b> More vegetable yield per 0.1 Ha</p>	<p><b>88%</b> Use high-quality vegetable seeds</p>	<p><b>91%</b> Sold most of their produce</p>	<p><b>+\$470</b> Average increase in households' annual income</p>
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*Impact on farmers' families, together more than 485,000 people:*

	<p><b>96%</b> Families with better nutrition</p>	<p><b>45%</b> Use their added income to send kids to school</p>	<p><b>96%</b> Opened saving accounts and can re-invest</p>	<p><b>7.7 Million</b> People with worlds' average vegetable supply</p>
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New technologies: we entered the potato world, the 4<sup>th</sup> most Important food crop globally, and started testing True Potato Seeds (TPS), an innovative and exciting technology with numerous advantages for farmers and others in the potato value chain. TPS ensure a disease-free start of cultivation, they are easy to transport and store and available for year-round planting. Growing potatoes from hybrid TPS has a potential to revolutionize potato production in Africa. We are initiating a training program to address the severe water shortages in East Ethiopia by using low-pressure drip irrigation systems.

Scaling with digital tools: in parallel, we are testing digital training tools aimed at scaling the training and knowledge spread and will evaluate the effectiveness of digital knowledge transfer.

More crops: we continue testing varieties of diverse vegetable crops, such as beetroot, carrot, watermelon and cauliflower to provide farmers opportunities to react to local market demands and to sustain the fertility of their small plots using smart crop rotation cycles.



## Tanzania: Capacity building and soil fertility

In Tanzania, we continue testing vegetable varieties and certified potato varieties in two locations, in collaboration with Sokoine University of Agriculture (SUA): midland in Morogoro and highland in Mgeta. We are starting the capacity building phase together with the extension service of the Ministry of Agriculture and a baseline survey that is directed by Glocal from the Hebrew University.

Due to the sky-rocketing prices of fertilizers in Tanzania and in Africa as a whole, farmers are dramatically reducing the use of fertilizers, leading to lower yields and poorer crop quality. To address this strategic challenge, we are testing soil fertility improvement technologies such as treatments of legume seeds with Rhizobium (a technology developed by Incotec).

Last but not least, we started a collaboration with SUGECO, who support SUA's graduate entrepreneurs, to develop vegetable-based nutritious snacks as health products. The first product will be based on butternut squash.



## Recruiting East Africa Operations Manager

The flagship project with ISF in Rwanda and the growing activities in both Ethiopia and Tanzania require higher management capacity and attention. We are happy to report that we are expanding our team and are recruiting an Operations Manager for East Africa. We are looking for someone with strong international managerial skills, preferably with links to the agricultural community. We plan to have her/him join the Fair Planet team before the end of the third quarter this year.



## Improving our work flow and efficiency

In the past year Fair Planet has adopted Monday.com, a cloud-based work management platform, as its main project management platform. Monday.com is now our go-to platform for organizing and optimizing internal and external workflows. With Monday.com, communication among our team members across different countries has become direct and immediate, facilitating seamless and effective workflow. This successful integration has transformed various aspects of our operations, including operational planning, on-line management of our variety trials fields, farmers' training programs, recruitment of volunteers, knowledge flow and preservation, as well as resource management. The impact has been significant, leading to increased productivity and a more structured and orderly approach that paves the way for Fair Planet's continuous growth in the years to come.

