

FINANCING SMALLHOLDER FARMERS

The One Acre Fund Experience

Who we are and our approach

Who We Are



We serve 70% of Africa's poor dependent on farming



We are a non-profit, agricultural service provider



We are scaling rapidly, serving over 360,000+ farmers in Kenya

Our Approach



FINANCING

- Asset based loans , with flexible repayment



DISTRIBUTION

- On-time delivery
- Within walking distance



TRAINING

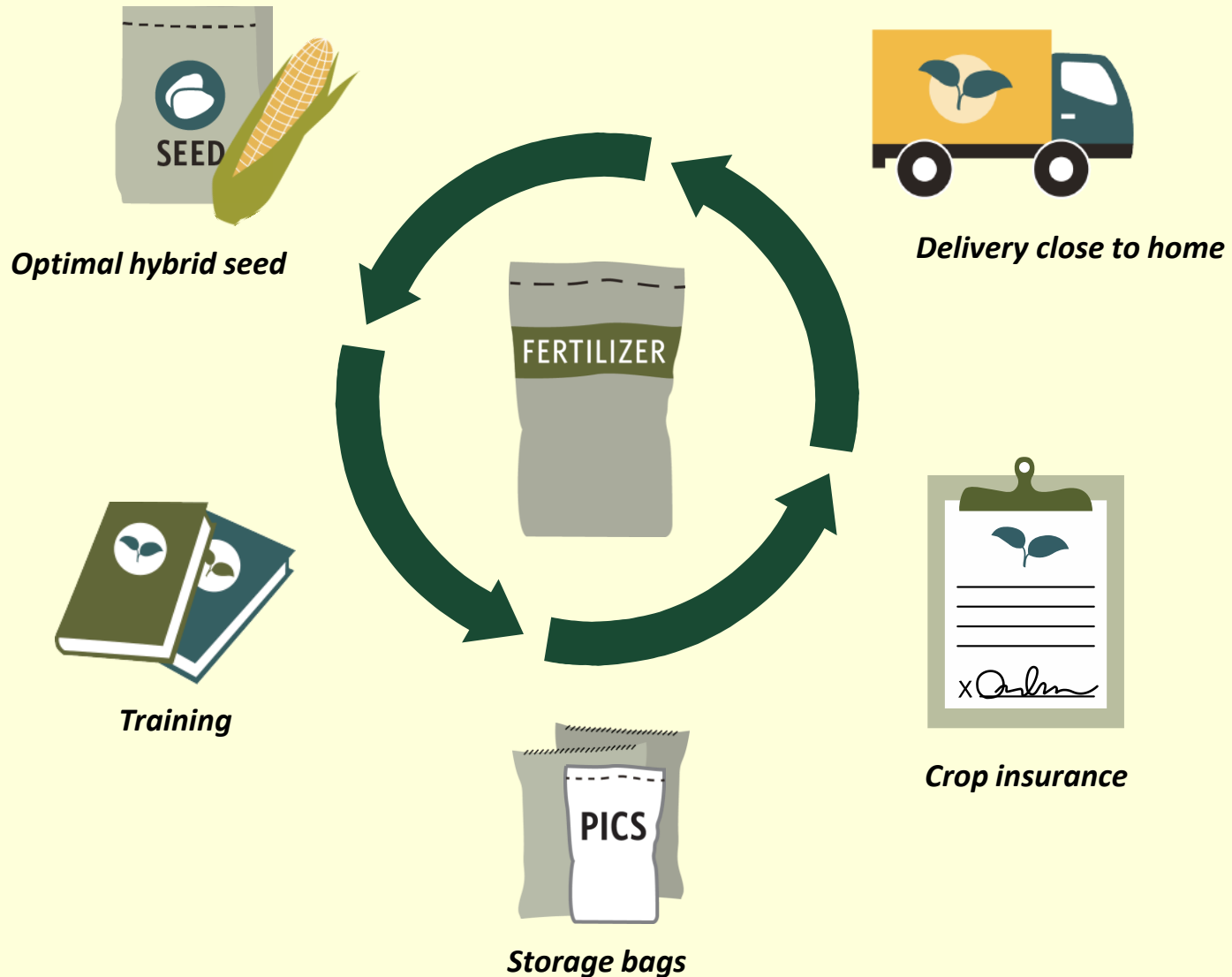
- Simple, participatory
- Delivered by farmers



MARKET FACILITATION

- Safe storage training
- Fair market prices

Our bundled product offering makes it easy for farmers to purchase



Our acre packages offering makes it easy for farmers to purchase



One Acre Fund is one of the few providers that offer both basal and top dress fertilizer repackaged for smallholder farmer land sizes.

Our training promotes healthy soils

Micro-dosing Fertilizer



Inter-cropping



Agricultural Lime



▶ In addition to providing quality fertilizer on time, One Acre Fund trains farmers in soil health improvement which can increase yields by up to 40%.



before

after

IMPACT

Financing is a critical component of our fertilizer sales

May - December

January - March

August - September

One Acre Fund
purchases inputs



Inputs delivered
to farmers



Farmers complete
repayment



▶ Debt helps us manage the timing gap between when we need to buy fertilizer and when farmers repay their loans.

Minimizing risk is a critical component for farmers and One Acre Fund

Farmer Risk	Joint Group Liability
	Crop Insurance
	Agronomic Training

One Acre Fund Risk	Global Insurance Cover
	Fertilizer Testing
	Finance Blending

Innovations: Could we use customized farmer outreach to stimulate demand?

Lime SMS trial

What did we do?

- Evaluated the response of farmers to lime adoption by sending generic and precise adoption nudging messages

What did we find?

- In both cases demand for lime increased; 4.9% from generic messages and 6.7% from precise messages

Could we replicate this model for fertilizer?

- We currently don't have the capabilities to apply this level of customization
- But we are building these abilities through our innovations teams – soil labs, geospatial tech, etc.
- In the near future, we could customize our fertilizer recommendations to farmers based on their soil test results.

The key drivers to One Acre Fund's success in increasing fertilizer adoptions are:



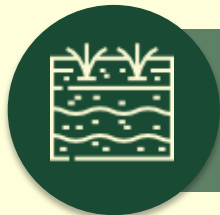
Ensure quality for inputs



Ensure affordability and financing



Ensure correct practice



Complementary interventions (i.e lime)

ONE ACRE FUND

oneacrefund.org

@oneacrefund

