



# FARM TO MARKET ALLIANCE

Scaling up Agricultural  
Transformation in SAGCOT

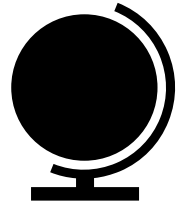
March 2024



# About Farm to Market Alliance (FtMA)



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FtMA is a global consortium of **six public and private organizations [AGRA Bayer, Rabobank, Syngenta, WFP and Yara]** each of which brings specific expertise, experience and assets. FtMA is currently active in the four countries of **Kenya, Tanzania, Rwanda and Zambia.**



FtMA works towards enabling sustainable **food systems** through **strengthened markets** to empower farmers to **increase their yields, incomes and resilience** and to improve global food security.



FtMA seeks to contribute towards Sustainable Development Goal (SDG) 2; “Zero Hunger”- specifically towards **SDG Target 2.4** on Ensuring Sustainable and **Resilient Food Systems** - and **SDG 17** “Partnerships to achieve the Goals.”



# Our Vision and Mission



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**Our Vision:** to enable sustainable food systems through strengthened markets that empower smallholders to increase their yields, incomes, and resilience; contributing towards improved global food security.

This will be achieved by creating an inclusive commercial environment throughout the food value chains, supported by appropriate policies and investments in hard and soft infrastructures.

**Our Mission:** to make markets work better for smallholder farmers (with surplus or surplus potential), by working through partnerships with off-takers, Farmer Service Centers (FSCs) or other agri-related businesses.

## Our 2 main Objectives:

**1** To sustainably improve smallholder farmer incomes and resilience

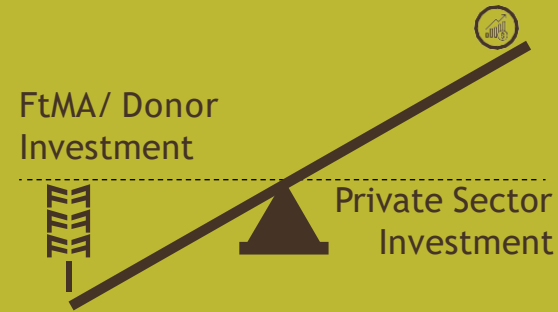
**2** To develop commercial viability for all stakeholders (farmers and partners)

# Our Sustainability Model



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## Program Startup



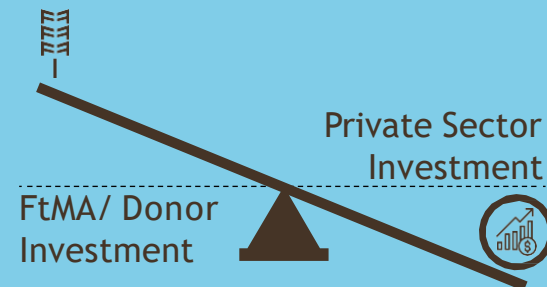
FtMA actively seeks partners aligned to mission and objectives for investment in our value chain ecosystems.

## Program Progression

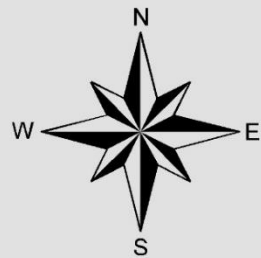


A balance is achieved as the program progresses and the private sector scales up their investments.

## Final Stage (Exit Strategy)



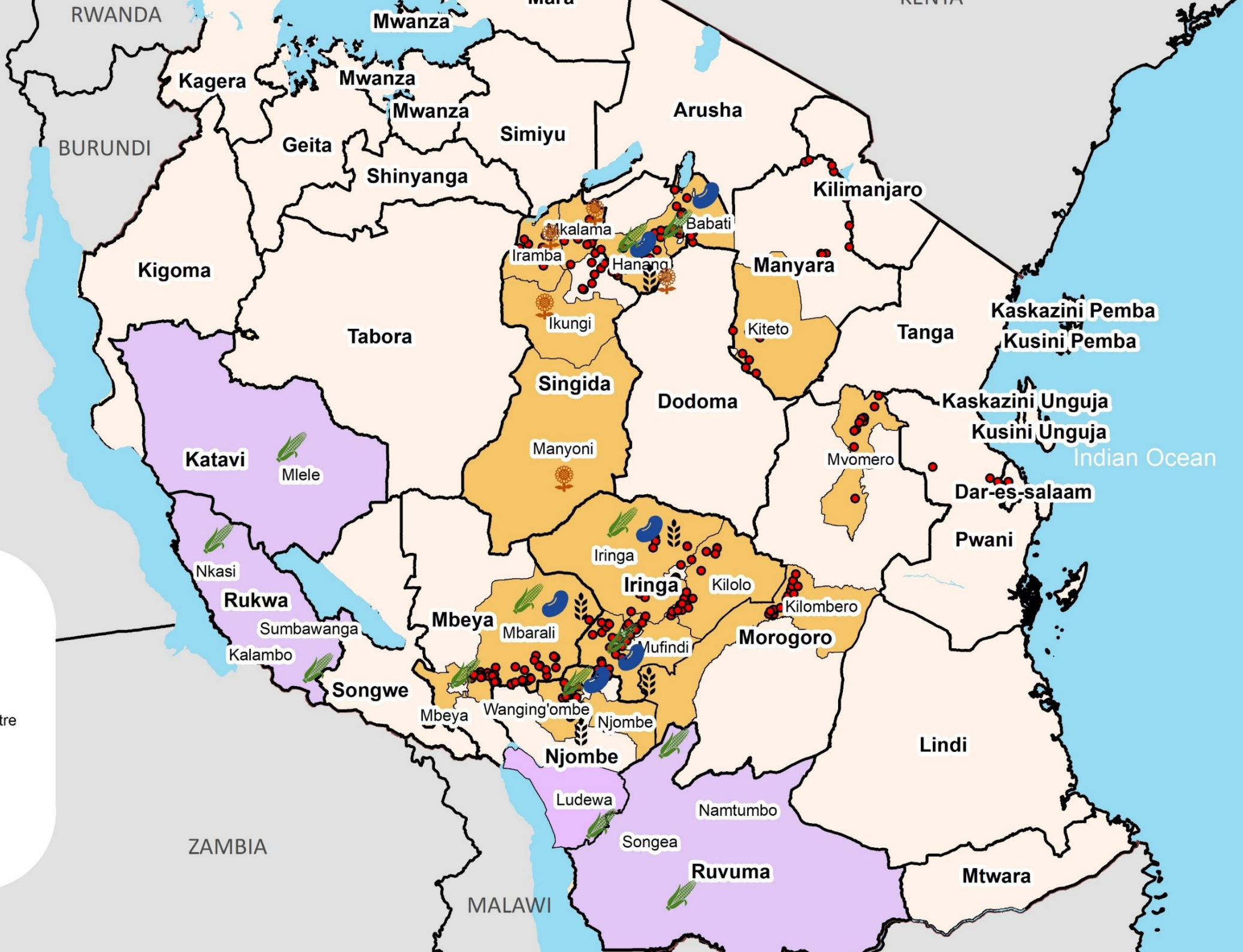
As the value chain becomes commercially viable, private sector investments crowds in allowing for FtMA to plan its exit.



DEMOCRATIC REPUBLIC OF CONGO

**KEY:**

- Legacy Areas
- FtMA Districts
- Regions
- Farmer Service Centre
- Maize
- Rice
- Beans
- Sunflower

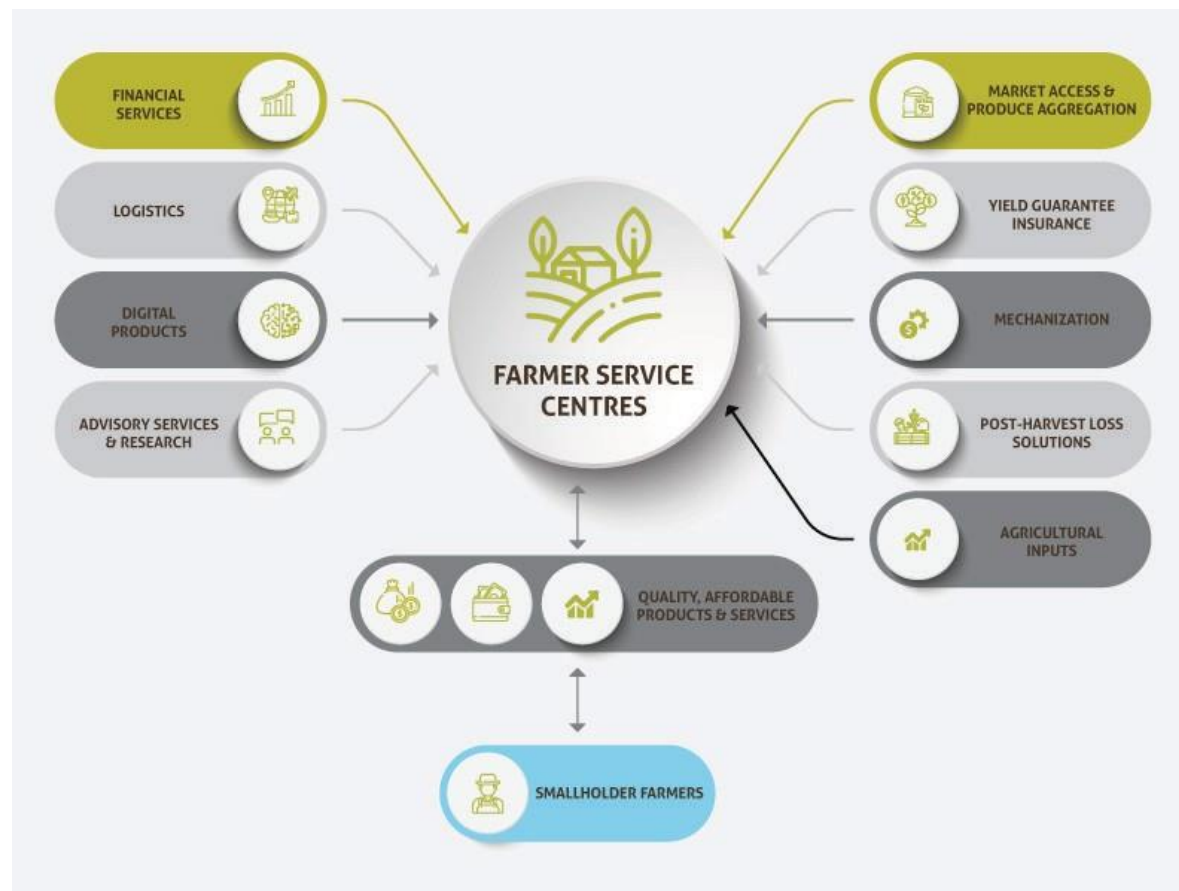


# Farmer Service Center Model



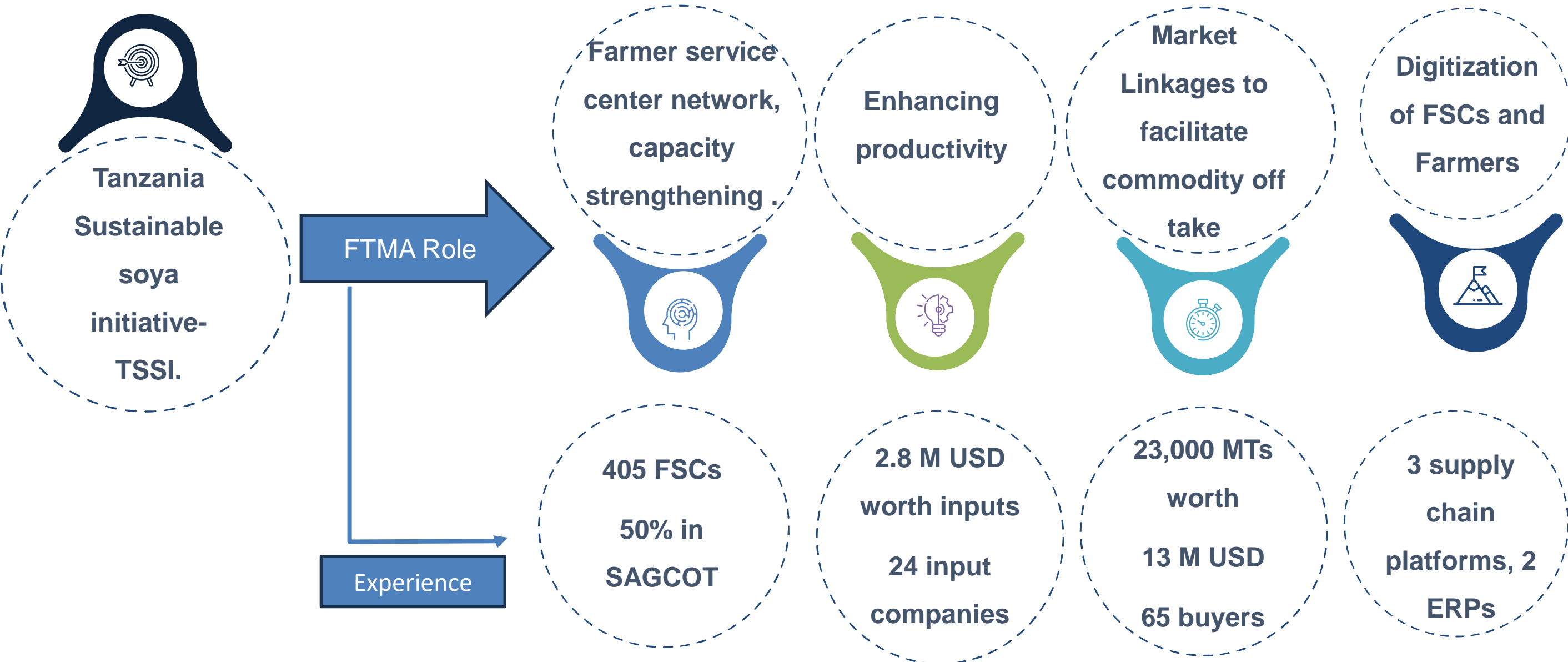
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Farmer Service Centers have become a critical coordination platform.



- An FSC can be a rural entrepreneur, agrodealer, farmer group, aggregator or similar.
- FSCs are the **key link connecting** private and public sector partners with smallholders
- **FSCs gain commissions** on the sales they generate for partners or **gain revenue** through direct sales
- FSCs help identify value chain **bottlenecks & co-create solutions**

# Collaboration within SAGCOT and Role



# Agricultural Transformation in SAGCOT



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Private sector  
engagement and  
investment,  
partnerships



Framework: Agricultural  
transformation master  
plan, priority  
commodities



Increased production  
and productivity at  
scale ( Volume and  
Value)



Market driven  
opportunities,  
predictable  
markets



Industrial Utilization,  
processing/ value  
addition



Appropriate technology,  
R&D



# Our Partners



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## Alliance Members

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## Donors in Tanzania

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## Implementing Partners

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# Farm to Market Alliance

Making markets work better for farmers

***Contact us:***

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