



Fair Planet

Improving Life Through Quality Seeds

Higher Yield - More than 5 times the Ethiopian national average



About Fair Planet Bridging the Seed Gap



Fair Planet is a non-profit organization whose mission is to increase food security and provide new economic opportunities for smallholder farmers in developing countries. We achieve this by providing them with access to high quality vegetable varieties suitable for their needs and training them how to improve their productivity with gradual changes to their farming practices.

The challenge

More than 70% of the people in Sub Saharan Africa are living on less than \$2.00 per day. Most of them are smallholder farmers who are trapped in the vicious cycle of subsistence farming and poverty.

The solution

Fair Planet is bridging the gap between high quality seed sources and the smallholder farmer's needs.

The program is implemented in 2 phases:

Phase I - We evaluate existing high-yielding vegetable varieties from leading global seed companies and select the best varieties for local farmers' needs.

Phase II - We provide training for local smallholder farmers and offer them seeds for the first production season. We train local trainers, experts and extension officers, and transfer technology for capacity building to ensure long-term implementation of the program, and scaling up of its impact.

Join Us. Together we can make a difference

Our model works: Farmers increase their crop yields significantly. Many of them **doubled their annual income** from their small plots in only one production season and reach sustainable economic growth.

With your help we will be able to expand our reach to the millions of smallholder farmers in need.



Farmers testimonials From extreme poverty to economic independence



Nuri from Butajira – married with 8 children

In the first training season, Nuri harvested 6 tons of tomatoes from his small plot, 8 times the local average. His profit was \$730, which doubled his family's annual income.

Two years later, Nuri became a farmer entrepreneur: he grew tomatoes and made a profit of \$2080, planted 500 grafted avocado trees and built a fishpond.



Nuri: "Due to the Fair Planet program that trained me how to increase my income from improved tomatoes, I have sent my elder son to University, I fixed my house and I was able to invest in my farm, increase and diversify my income sources".

Tajie from Butajira – married with 3 children

In the first training season, her yield was 7 times the local average and her small plot generated a profit of 1000\$, which almost doubled her annual household income. **Tajie:** "I learnt a lot from the program, especially about different seeds and proper application of fertilizers. These practices were unknown to me before. Now I can make a decent income and provide my family with a better future"



Fair Planet Projects Ethiopia and Tanzania

Project Goals:

- Identify suitable vegetable varieties for the various agro-climatic regions of Ethiopia.
- Technology transfer for capacity building, economic growth and empowerment of smallholder farmers.

Results:

Tested sources:

Vegetable varieties developed by leading global seed companies and local institutes

Production methods:

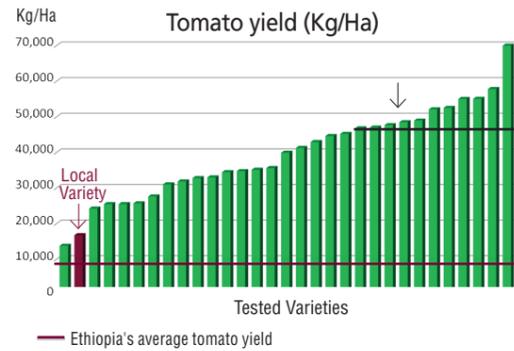
Local farming practices

Results:

Our results show that with minimal changes to local farming practices, local farmers' yields increase **more than 5 times** the local average

Many farmers **double their annual income** from their small plots in only one production season. They reach sustainable economic growth and can provide their families with a better future.

Higher Yield - More than 5 times the yield of Ethiopia's average



Seedling preparation



Planting day



Collecting crop data



Monitoring crop performance - 280 trial plots

Our volunteers The heart of the program

More than 160 people volunteered in our training centers.

We trained more than 1,600 Lead Farmers in the 3 climatic regions of Ethiopia. Lead Farmers demonstrate the enormous economic benefit of working with better seeds to their fellow farmers and the program benefited more than 75,000 smallholder farmers' households, improving the livelihood of more than 480,000 people.

The program built the capacity of more than 150 local trainers who continue the training at scale.



Volunteering with Fair Planet is an amazing opportunity to meet the warm-hearted people in Ethiopia. In every visit to the farmers' homes, our volunteers are welcomed as if they are part of the family.



Dr. Shoshan Haran, Fair Planet Founder, with the late **Shimon Peres**, former president of Israel.

"Solving the world's hunger problem", said Peres, "is the first step in solving the world's violence problem. I wish Fair Planet good luck in achieving its goals".



Project Partners and Donors:

- Fair Planet, Haramaya University, Mashav, Ethiopian Ministry of Agriculture, KKL-JNF, Sokoine University, Netherlands Enterprise Agency.
- Seed Companies: Limagrains-Hazera, Syngenta, Enza Zaden, East-West Seed, Bayer CropScience, BASF-Nunhems.
- Joytech, Alterra, Netafim.



Contact information

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