

Project format

Friday 9 April iMPACT direct starts a new campaign at its website. If your NGO will be selected, you can showcase one project on our website that you want to ask donations for. Please fill in the following questions around this project. Deadline is: **Sunday 14 March 23.59** (your time).

Why so many questions? Part of the questions relate to our criteria. Others are also about being able to show iMPACT direct donors (both individuals and organisations) that their donations are making an impact on people's lives. Tip: Try to answer in a concrete and concise way. If selected, iMPACT direct will use this information to edit a text for your project-page (and we'll ask your consent before publishing!)

Project details

1. What is the project title?

Farming Families Productivity and Market Access Improvement Project

2. The project contributes to

- SDG1 (poverty reduction/economic development)
- SDG2 (food security)
- SDG4 (higher education)
- Other, ...

3. What is the project you want to showcase at our website? Please summarise:

Farming families around the Ashanti Region are very hardworking, but they need skills to improve their productivity, they need to have access directly with middle income consumers, they require skills to engage and practice farming as a business also in a sustainable way, they requires skills to add value to the staple foods like cassava and plantain that goes bad during the main harvest seasons. They need access to institutional markets, acquire marketing skills, value addition and processing skills and when they have gained experience in a special enterprise, they need equipment or material support to be able to increase their productivity from one stage to another. This project provides all these.

4. What is the problem? And how is it addressed in this project?

There is very little opportunity for practical education in agriculture for farming families. Farming is not looked upon as a business. There are limited market opportunities for the produce due to inaccessible road, poor marketing strategies and poor storage facilities. Foods that are produced at the farms do not get to the market and got rotten which renders the farmers poor and discourage them to farm.

The challenge of the project is training farmers in agricultural and entrepreneurial skills, combined with set up of agric as a business by building the capacity of farmers to be able to add value to simple staple food crops like plantain and cassava in the main harvest season. The project will teach the farmers how to process cassava and plantain into (Fufu) Flour, plantain chips, Fortified Gari mixed with sugar, soya beans and ground nuts, plantain cakes and production of starch and also produce banana seedlings in large quantities and practice environmentally safe agriculture.

The project will tackle packaging and marketing strategy to improve market and sales of their product. The project will link the farmers to the national buffer stock company for bulk purchase of their product for the feeding of the Governments' Free Senior High School Programme and the School Feeding Programme.

The opportunity is the Government Free Senior High school programme and the school feeding programme. The project will link farmers to the National Buffer Stock Company which will also be bulk purchase of the produce to feed the youth in education. The project will take advantage of the competency based curriculum at Kumasi Institute Of Tropical Agriculture (KITA). 100 farming families will benefit directly from capacity building to increase their output.

5. Explain why this solution works best:

Integrated Productivity Improvement covering farming as a business, climate action & family nutrition. Farming Families Capacity Building and Agribusiness Extension Support
The goal is to increase the farming families output through best practices. The training will focus on four different areas.

1. Best agronomic and best practices by building the capacity of farmers to be able to add value to simple staple food crops like plantain and cassava and also produce banana seedlings in large quantities and practice environmentally safe agriculture.
2. Farming as a business – using the farmer business school model
3. Climate Smart Agriculture – using the farmer field school approach
4. Understanding on line marketing and preparation towards farming families agro fair

The capacity building for farming families within this project will help increase their food production using best practices. This will increase the food produced by the farmers. The KITA experts will also sensitize and train the farmers on nutritious consumption. The nutritious consumption will lead to better health and well being for the farming families

Farming Families Food/Produce Fair – Linking to the National Buffer stock school feeding programme.

Family farming food fair will be organized to expand the market base of the farmer to increase sales. The opportunity is the Government Free Senior High school programme and the school feeding programme. The project will link farmers to the National Buffer Stock Company which will also be bulk purchase of the produce to feed the youth in education . Outstanding Farming families increase their market base by showcasing their produce, meeting buyers, establishing consumer linkages through Farming families food/ produce fair

Two times in a year an on-campus farming families food fare shall be organized to allow lead farmers to show case their produce and meet buyers and establish direct customer contacts

Farming Families Online Market/Store to link them to middle income consumers eliminates middlemen

PINASOL FOUNDATION WILL SETUP Set-up of online farmers store at PINASOL website and train farmers to enter their produce at the online Farming families store/market. The Website will be marketed through social media. Farming families will be supported to use the site to sell their produce.

Position Paper developed and shared through the media

The project connects education to private partners that supply opportunity for practical development of skills through internship in several farming businesses (e.g. poultry, palm oil,

crops, piglery, fish). PINASOL will connect partners, KITA will follow up and try to link foreign companies with agric business in Ghana.

2. The school asks agric partners to give feedback on the agri business programme and on student skills; link to markets and value chain are core of programme

3. PINASOL will supply business set up and evaluate the business success whiles KITA try to link with export opportunities.

4. The project will adopt advocacy, packaging and also construct solar drying systems to process the food produced.

6. Who are the recipients of the project? And how many?

The Farming Families Productivity and Market Access Improvement Project is targeting 100+ farming families from the Tetekaaso, Bouya, New Apaso Communities in the Sekyere East District of the Ashanti Region. This Community is a low income rural community whose major occupation is farming. The community is a traditional farming community who are well known for their hardwork and their commitment to the improvement of their own lives and that of their children. The major crops they produce include maize, plantain, yams, cassava, cocoyam, cocoa, rice, and other local nutritious and indigenous vegetables.

The Farming Families Food Fair and farming families online food/produce store are targeted at the University Campuses where students, staff and faculty constituting over 10,000 people will have knowledge about the available farm produce (green market) of the farming families and be able to place order. They will have access to organic foods and vegetables at farm gate prices, and family farms will eliminate middle men.

7. How will their lives be improved in a short-term?

Farming in our rural communities are predominantly women and over 500 women farmers will be reached. The challenge is that their farms are subsistence farming because they have little or no support to expand their farms. The project will support farming families mostly women groups with farm inputs, improved seeds and technology and support with labour work. By this we expect that 50 percent of our support will be dedicated to support women in farming. With the family farming online store, their products will have access to market thereby encourage them to produce more as they get income to improve their lives which will reduce poverty among women.

8. How will their lives be improved a long-term?

The project addresses Sustainable development goals, 1, 2,3,8, 11

No Poverty – The project will help reduce poverty by increasing the incomes of farming families. It is no doubt the contribution of farming families to the general food security of the world. This project will increase the productivity of the farmers and help them to run their project as a business, thereby increasing their incomes.

Zero Hunger – The capacity building for farming families within this project will help increase their food production using best practices. This will increase the food produced by the farmers. The KITA experts will also sensitize and train the farmers on nutritious consumption. The nutritious consumption will lead to better health and well being for the farming families in Goal 3.

Economic Growth – Training and supporting farming families to increase their productivity and linking them to institutional buyers and medium income consumers will directly increase the incomes of farmers by more than 50% at the least.

Climate Action: An integral part of the capacity building is to train the farmers to be aware of climate change issues and prepare their enterprises and themselves to take action to increase their resilience. The farming families will be trained to manage their water, utilize their waste, plant and protect trees among others. This will increase climate resilience for the farming families.

9. Are recipients engaged in the project?

Yes | no -

If yes, how?

Yes- The proposal is prepared with the inputs and the needs of the farmers we work with in the communities. More than 991 farmers who are beneficial to our savings and loans association programme were involved. The needs of the communities in a score card meeting showed that the climate change, inadequate farm input and post harvest storage were a major challenge

10. What is the best testimonial from a beneficiary of your NGO (best related to this project):

‘This year during the farming season, I applied for a loan in my group to buy farm inputs to expand my farm and now I have a great harvest this year. The VSLA program has come to help me and my finances’

I used the loan I received to top up my little money I had to buy a building plot.

I could assess loan from our group to pay the medical bills of my child. I also received interest on my savings at the end of the cycle. - Nana Brenya, Obaa Panin Krom

I am a farmer at Senchi. I applied for loans to hired labours to assist me with my farm I paid back with as little as 10% interest on the loan which was more affordable than applying from a financial institution.- Peter Wiredu, Senchi

11. What could be (unexpected) challenges the project could run into?

1. COVID -19 restrictions on gathering for training
2. Inadequate funding support

12. What is the expertise your team brings? Summarize the strengths of your team:

The PINASOL team has over 7years' experience working in youth entrepreneurship in the informal sector projects in vocational education and training. The team has also worked to improve the lives of over 971 farming families constituting 40 women's groups in Village Savings and Loans Association (VSLA) project in collaboration with World Vision Ghana. PINASOL has a unique experience of helping youth acquire employable skills and also helping women to accumulate wealth and practice better savings and banking culture. PINASOL will bring this experience to bare in this project to make it successful. The team have the following expertise and will bring to bear in this project.

1. Project Planning, analysis and design
2. Project and risk management
3. Effective Facilitating Strategies
4. Project management
5. Schedule management,
6. Budgeting
7. Resource management

Through Memorandum of understanding with Kumasi Institute of Tropical Agriculture in the provision of training for our farmers groups, Pinasol foundation will leverage on the skilled staff of KITA for capacity building in agribusiness and climate smart agriculture.

Teamwork is critical to us as we leverage on the professional skills and knowledge of specialised skills and volunteers.

13. What is the budget needed for this project? (in your own currency)

A total budget of GHS 103,305.79 is needed for this project. Pinasol foundation will contribute GHS 34,435.26 and request for GHS 68,870.53 (€10,060)

Note: Please consider the size of the project. In 2021, we plan for an income of €10,000 per NGO for the entire year.

Explain where you will use the donations for in few sentences.

The donation will be used in the training and capacity building of the farming families in climate smart agriculture, food processing skills, and support in farm inputs. Sensitize and train the farmers on nutritious consumption. The nutritious consumption will lead to better health and well-being for the farming families children in the first below 1000 days after birth. Teach farmers online marketing and preparation towards farming families agro fair to increase their market base for improved revenue.

14. What difference will the donations through iMPACT direct make for this project?

The donation will be very relevant in the area of skills acquisition. It will support 100+ farming families increase their farm output by over 50%, practice climate smart agriculture as a business, and preserve their produce. 100 farming families increase their productive capacity by receiving a revolving loan of 100Euros equivalent towards equipment and farm inputs – payable over 6 months

Farming families have access to over 20,000 low-to middle income consumers :

Farming families sell to Institutional Markets : National Buffer Stock project that feeds the Free SHS Program ; and the School Feeding Program

Outstanding Farming families increase their market base by showcasing their produce, meeting buyers, establishing consumer linkages through FF food/ produce fair
Market Access to middle income consumers (middle men eliminated) increased for Farming families

Ghanaian Leaders will know about the success stories of iMPACT support

**15. Are there other sources of income used for this project?
yes | no**

If yes, please elaborate:

Yes -Pinasol foundation will leverage on the in-kind support of farm inputs through planting for food and jobs by the ministry of food and agriculture programme. This will provide improved seedlings for the farming families

I completed the application questions fully and true

Date / Location:21/04/2021 Effiduase Ghana



Signature:

Name: Solomon Okyere Asiamah

Role in organisation: Executive Director

Please, send your project format to info@impactdirect.eu by indicating in the subject line: 'application + name of your organisations'.

And don't forget to send some pictures for the website and socials:

- 3-5 pictures that represents the project
- Links to videos you already have and can be relevant.
- If there will be someone else then you doing the updates at the website, please let us know his/her name and contact details:

Pictures should be around preferably around 1MB.
Please send it through WeTransfer to info@impactdirect.eu

Thank you very much for your efforts!

What's next? We may call you to get some more information. And we will inform you around 25 March if you are selected!