A simple innovation to eradicate extreme poverty (it’s working!)

One Acre Fund at Global Innovation Week - Marketplace
September 29th, 2017
We are at a pivotal moment: using our proven model to eliminate a country’s aid dependence and reach the SDGs

We serve 70% of Africa’s poor dependent on one-acre farms

We are a non-profit, but operate like a business

We are scaling rapidly to affect whole market systems
We must think big to achieve SDGs like ending hunger

Our Systems Change team reached 730,000 families in 2016 through three platforms

- Input distribution and retail
- Training and extension
- Market stimulation

Our goal is a total push so every farmer adopts seed, fertilizer, proper planting practices, and more to maximize their productivity and improve livelihoods
Our innovation relies on a complete “core” service bundle

**FINANCING**
- Credit, with flexible repayment
- Insurance

**DISTRIBUTION**
- On-time delivery
- Within walking distance

**TRAINING**
- Simple, participatory
- Delivered by farmers

**MARKET FACILITATION**
- Safe storage
- Fair market prices

For best results, these services **must be provided together.**
The impact of our innovative model continues to deepen

Farmer profits increase 50%+, measured against a control group*

FARMER PROFIT (2014-2016 3-YR AVG)
farmer's live on <$0.75 per person per day

control farmer: $210
One Acre Fund farmer: $328
$118 / 56% increase

Extra income invested productively, in children and families

WHERE EXTRA INCOME GOES*

- School fees: 33%
- New business & farm activities: 24%
- Medical expenses, improved housing, etc.: 31%
- Additional nutritious food: 12%

*SOURCE: 2011-2012 External Study of Kenya Program
Looking to 2020 we continue to scale aggressively

By 2020, we will directly serve 10% of East Africa’s addressable rural population – and 35% of rural farmers will be within walking distance of our distribution points.