

Hanns R. Neumann Stiftung



Investing in Farmers' Livelihoods

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Deputy Country Manager
Arusha, 11.04.2019



Presentation overview

- Hanns R. Neumann Stiftung (HRNS)
- Relevance of Our Work
- The Tanzanian Coffee Smallholder
- Our Approach
- Investing in Farmers' Livelihoods



HRNS Worldwide



Since 2005 we have worked with
266,000 smallholder families in 22
countries

Our partners



Relevance of Our Work



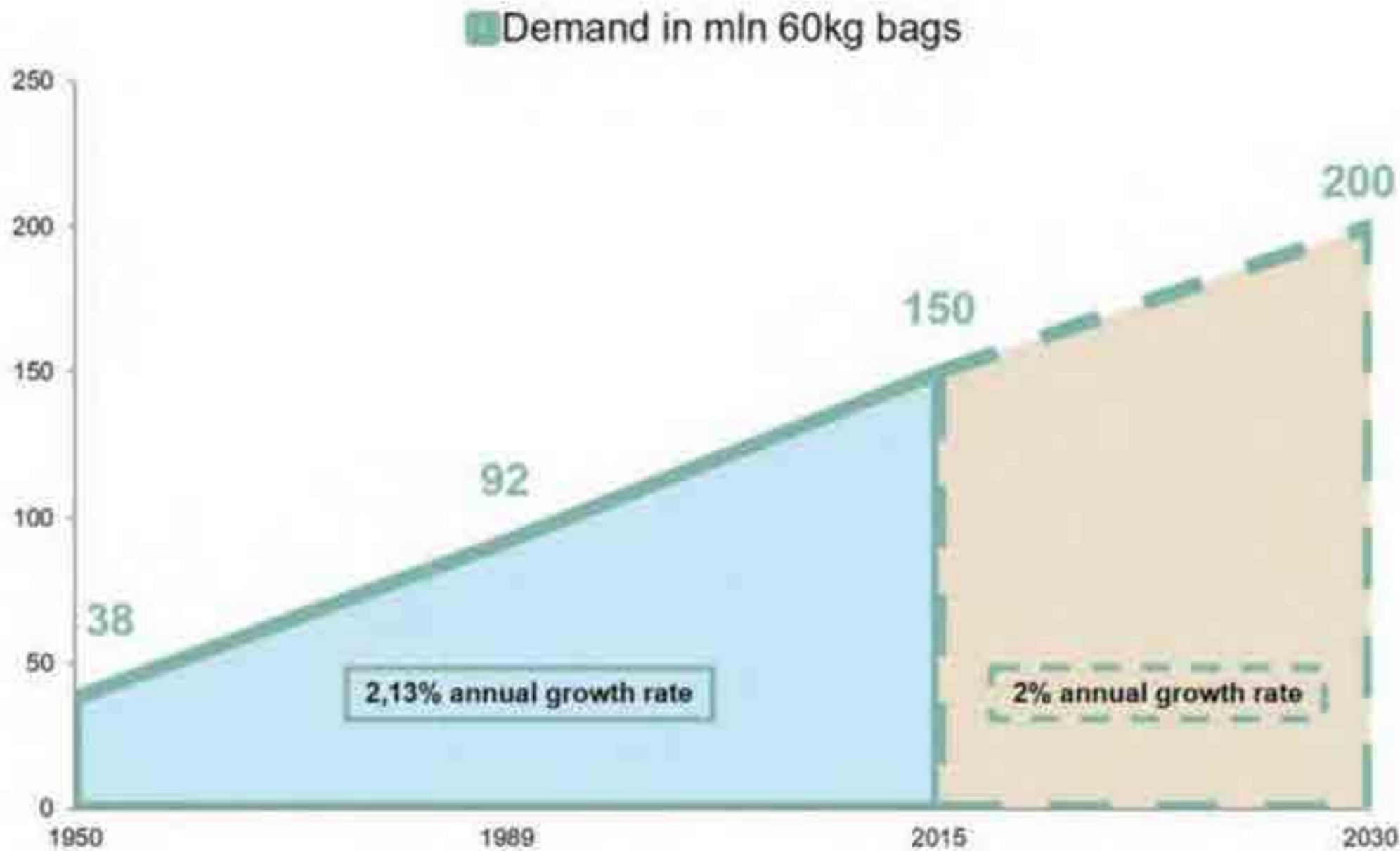
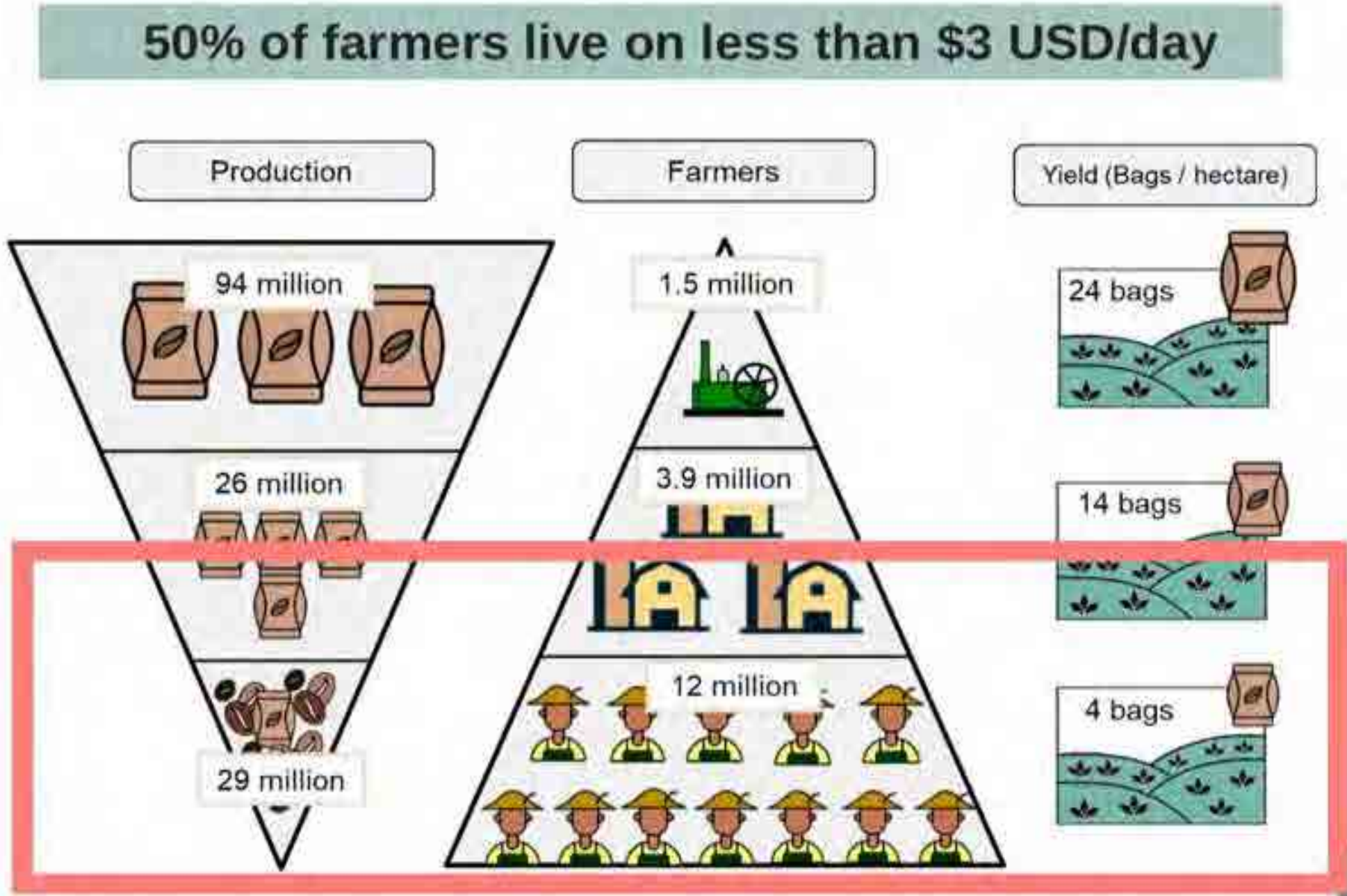
80% of the farmers produce
20% of the coffee



Low productivity and limited
access to markets make coffee
less attractive for smallholders



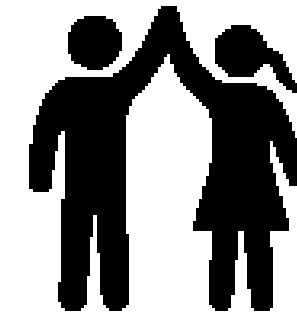
Coffee Demand is rising at 2% p.a.



Why we are active in East Africa



Poverty in a world of plenty



Youth deserve a fair chance



It's time for women



No peace without stability



The threat of climate change



Advocating for those without a voice



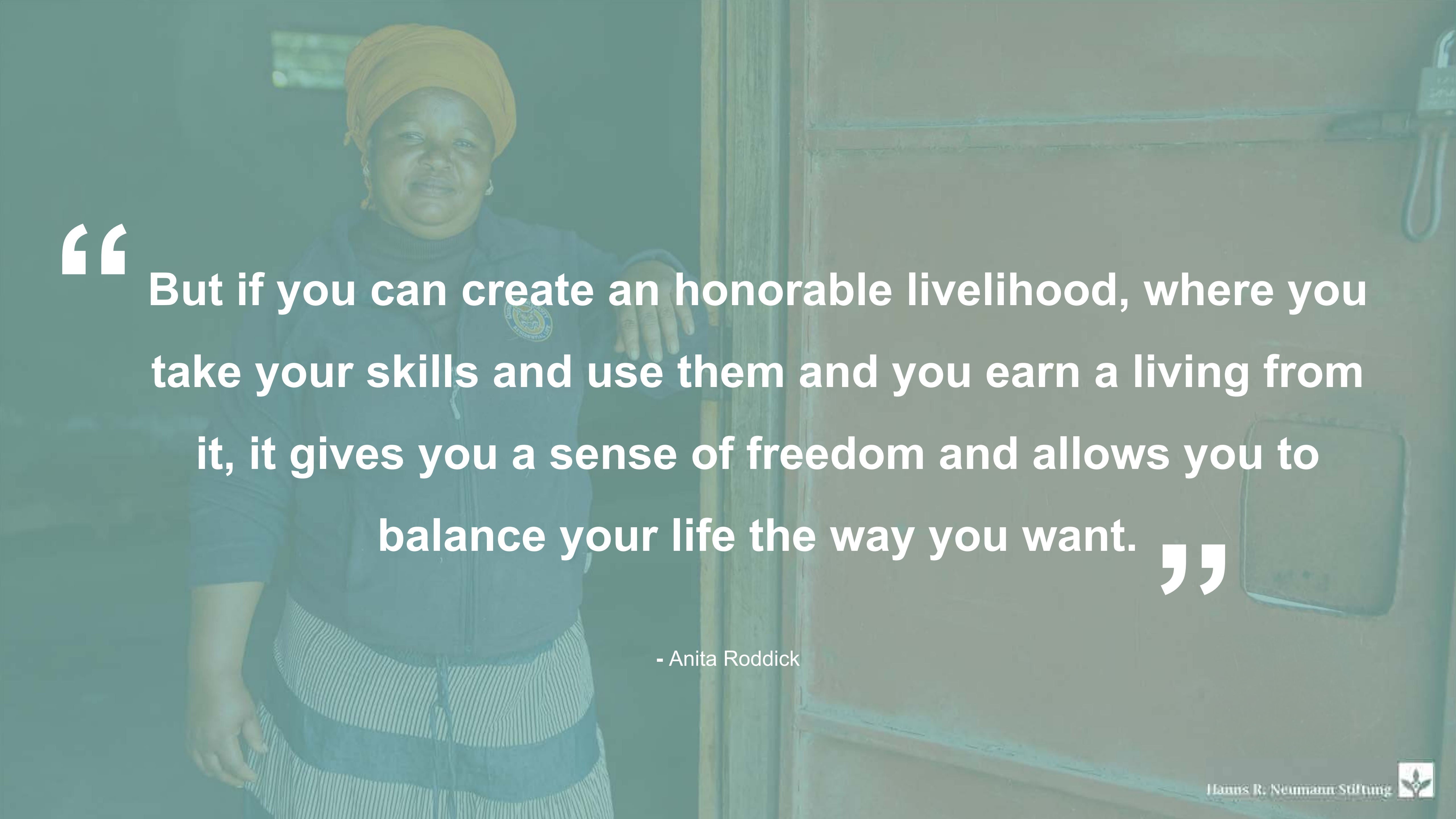
The Tanzanian Coffee Smallholder

- Is a 56 years old male
- Grows a variety of food and cash crops on less than 2 ha
- Relies mainly on family labour
- Experiences seasonal cash-flow shortages
- Is vulnerable to climate change impacts and price shocks

Our Approach

- Putting **farmers and their families** in the center of our work
- Promoting **balanced and diversified production systems**
- Contributing to supply chain improvement by **creating options**
- Establishing **sustainable structures** that can drive positive development in rural communities



A woman with a yellow headwrap and a blue jacket stands in front of a wooden door. The image is overlaid with a semi-transparent teal filter. The quote is written in white text across the center.

“ But if you can create an honorable livelihood, where you take your skills and use them and you earn a living from it, it gives you a sense of freedom and allows you to balance your life the way you want. ”

- Anita Roddick

Investing in Farmers' Livelihoods



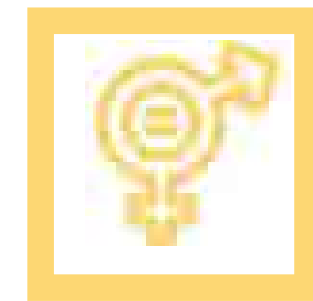
1.
Organizational
Development



2.
Marketing and
Service Linkages



3.
Climate-Smart Agriculture



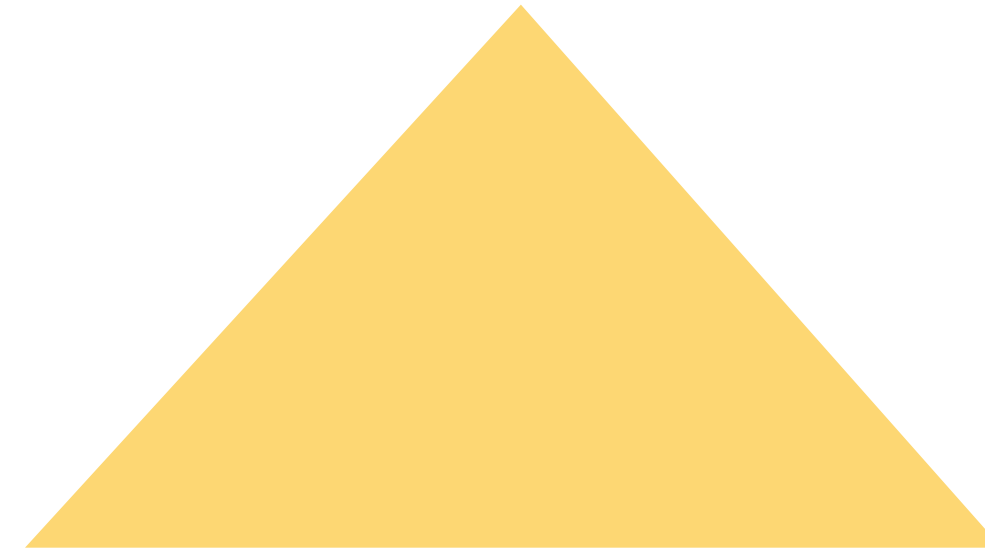
4.
Household and Community
Development

A group of people, including men and women, are clapping in a room with a blue wall and a doorway in the background. The scene is overlaid with a semi-transparent blue filter. A white square box with the number '01' is centered over the image.

01

Organizational Development

Farmer-Owned Apex



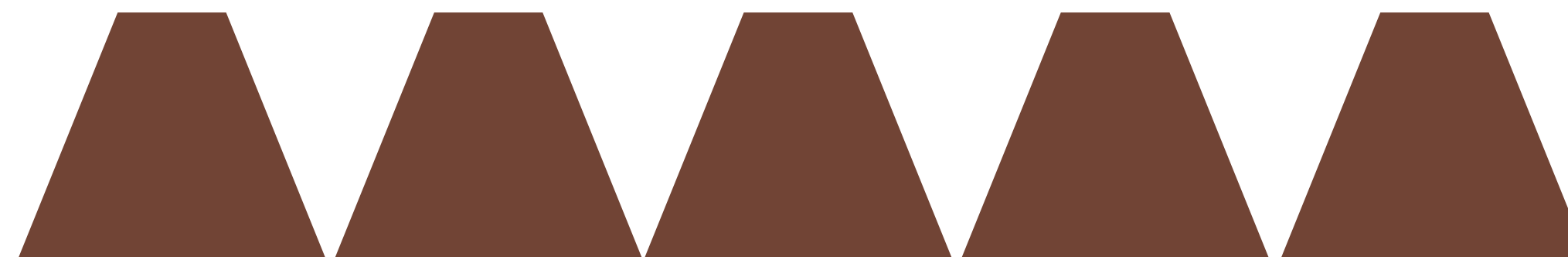
- Market Linkages
- Crop pre-financing
- • Quality Management
- Value Addition
- Advocacy

Registered Cooperatives

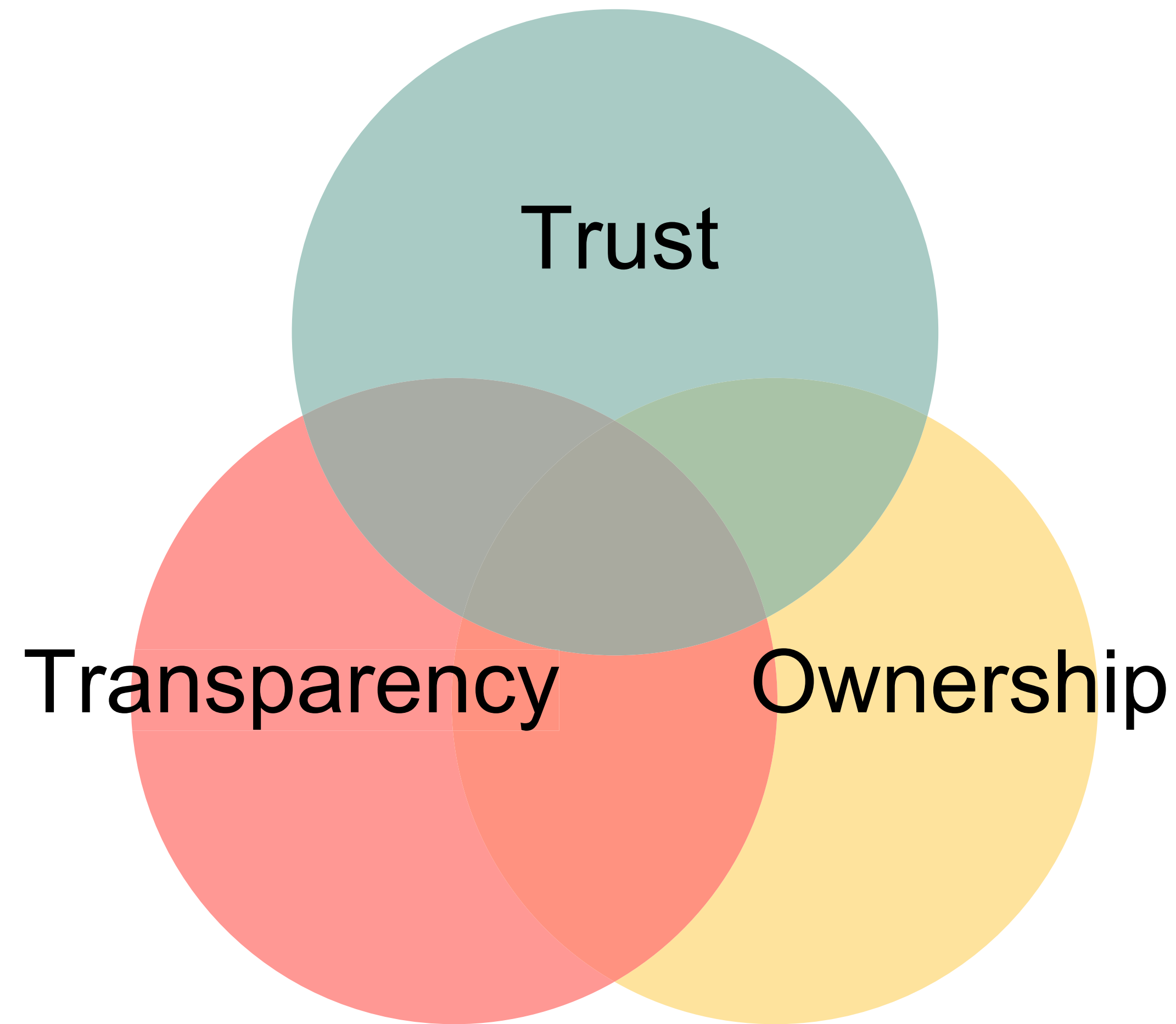


- Crop aggregation
- Logistics and Marketing
- • Quality Separation
- Input and Financial Linkages
- Governance Structures

Producer Organizations



- • Farmer-to-Farmer Extension
- Knowledge and Information Transfer
- Saving and Loan Schemes



Organizational Development Key Sustainability Factors

- Member-driven and democratic structures
- Provision of relevant services
- Value addition
- Capitalization
- Structured communication

A close-up, slightly blurred photograph of a person's hands writing on a form. The person has dark skin. The form is white with blue lines and contains some handwritten text in a non-Latin script. The background is a warm, brownish-orange color.

02

Market and Service Linkages

Linking Farmer Organizations With:

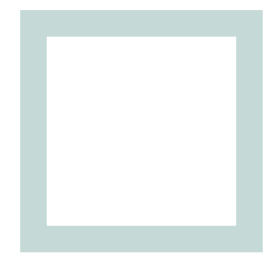
- International buyers and roasters
- Suppliers of genuine inputs and protective equipment
- Banks and financial institutions
- Coffee nurseries for improved planting material
- Dry and Wet mills for coffee processing
- National and international stakeholder platforms
- Local and national government



03

Climate-Smart Agriculture





Farming as Business- An Integrated Farm Management Approach

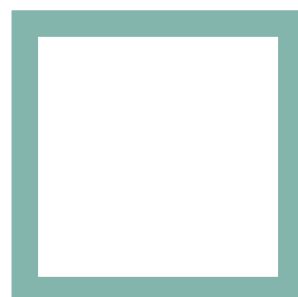
- Food-cash crop approach
- Farm Budgeting
- Quality Enhancement Program





Extension Tools

- Farmer Field School (FFS)
- Demonstration Plots
- Farmer Field Days
- Exchange Visits



coffee & climate

enabling effective response



- enable coffee farmers worldwide to **effectively respond to climate change**
- **generate and disseminate knowledge** about climate change adaptation practices
- **facilitate knowledge exchange** about climate change and foster innovations for climate smart agriculture
- **encourage local ownership** and develop local adaptive capacity



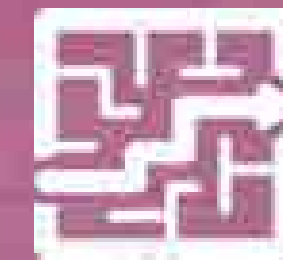
we are making the
coffee industry ready for
the future and are
hands-on



working together makes
efforts more affordable
and more efficient



climate change is a
complex topic



solutions are only
possible if we
collectively work on
them

04

Household and Community Development



The background of the entire slide is a photograph of several people standing in a lush green field with purple flowers under a clear blue sky. The image is slightly blurred and serves as a backdrop for the three main content panels.

1

Household Approach

- Joint planning and decision making
- Sharing roles and responsibilities
- Working towards a common goal
- Transparent communication

2

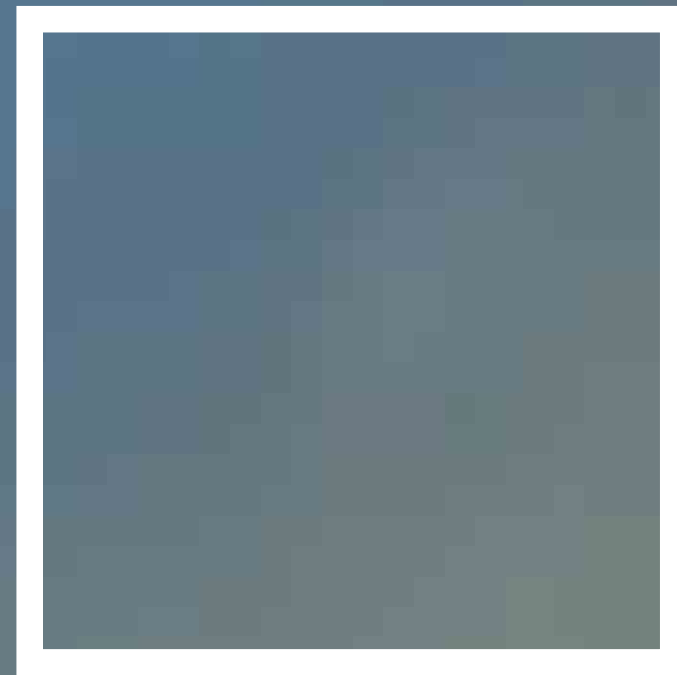
Gender Mainstreaming

- Female participation in leadership of Farmer Organizations
- Female participation in extension services
- Female entrepreneurship

3

Youth empowerment

- Livelihood opportunities for youth in rural communities
- Youth involvement in value chains and value chain services
- Transforming communities through youth innovation



Impact of the Gender Household Approach

Based on an external Randomized Control Trial (RCT) by Dr. Els Lecoutere from the University of Antwerp



Increased cooperation between husbands and wives leads to increased household income



Households adopt more Good Agricultural Practices (GAPs)



Women are more involved in decisions about coffee production and better informed about coffee income



Improved food security and household well-being



1.
Organizational
Development



2.
Marketing and
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3.
Climate-Smart
Agriculture



4.
Household and
Community
Development





THANK YOU

www.HRNStiftung.org