



Going the extra mile

Helping smallholder farmers lose less and grow more

Asia-Pacific Regional Consultation, November 2015, Trevor Nicholls, CEO

KNOWLEDGE FOR LIFE



We work on behalf of 48 member countries



* UK Overseas Territories. **Associate Member

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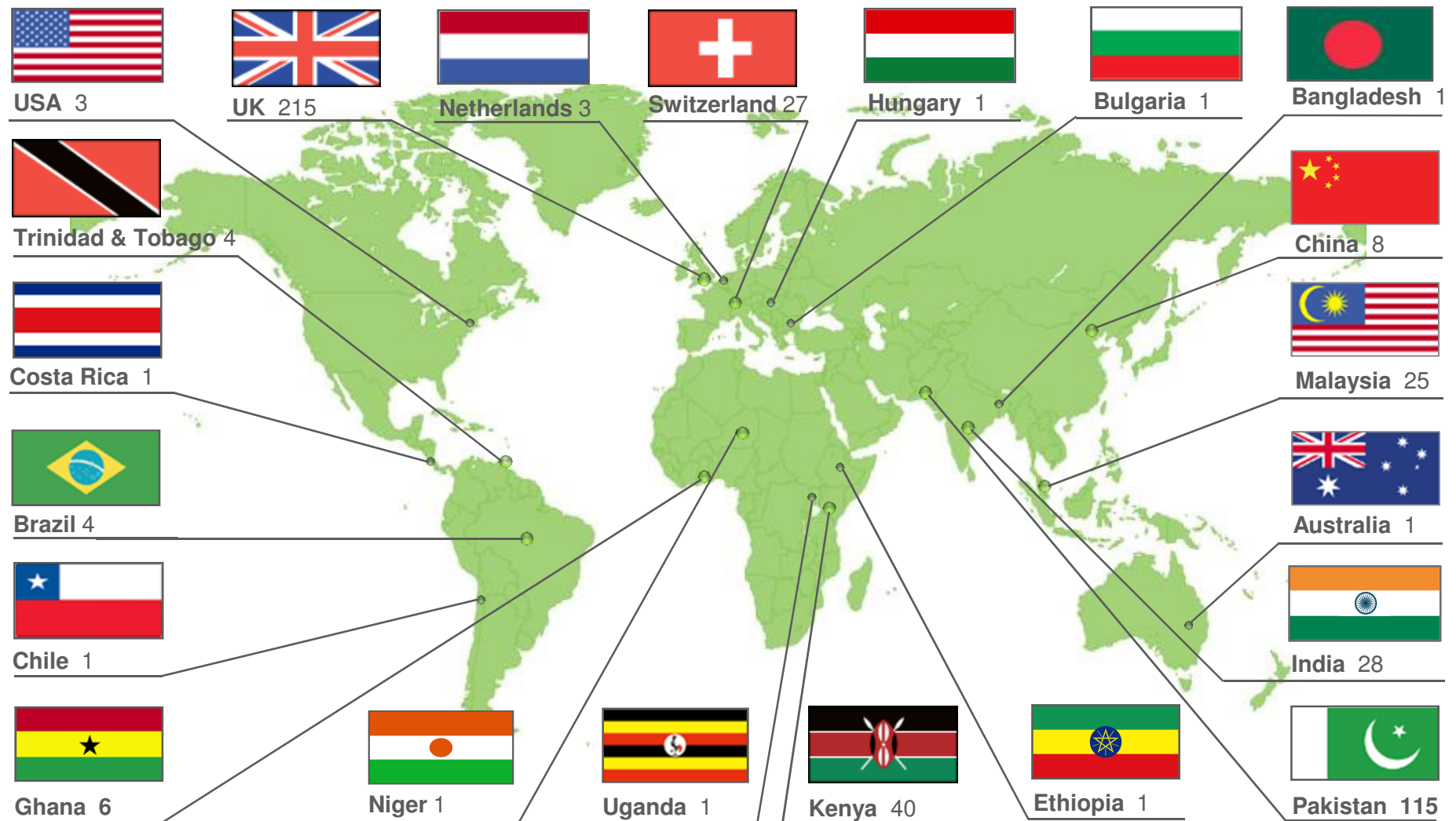
our mission

CABI is a not-for-profit international organization that improves people's lives by providing information and applying scientific expertise to solve problems in agriculture and the environment

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Global reach We have 480+ staff across 21 locations worldwide





what are CABI's operating principles?

CABI operates as an efficient organization so as to be financially self-sustaining whilst delivering benefits to its members through not-for-profit development projects

By 2050....

- There will be nearly 10 billion people on the planet
- We will need to produce 60% more food
- Over 60% of the population will be living in cities
- Nearly 40% of the population will be under 18%

But....

- 40% of the population will still be working in agriculture
- Smallholders and family farms will produce over 70% of world food
- Over 1 billion people will still be at risk of malnutrition and hunger

*“Increasing smallholder farmers’ productivity and access to markets can have a profound impact on the livelihoods and general prosperity of literally millions of the world’s poor” – **World Bank***

The perfect storm.....



Growing world population



Climate change

*Dwindling mineral
resources*



Water shortage



.... in the face of greater competition for land use



Man cannot live by cereals alone.....



Information and Knowledge are key

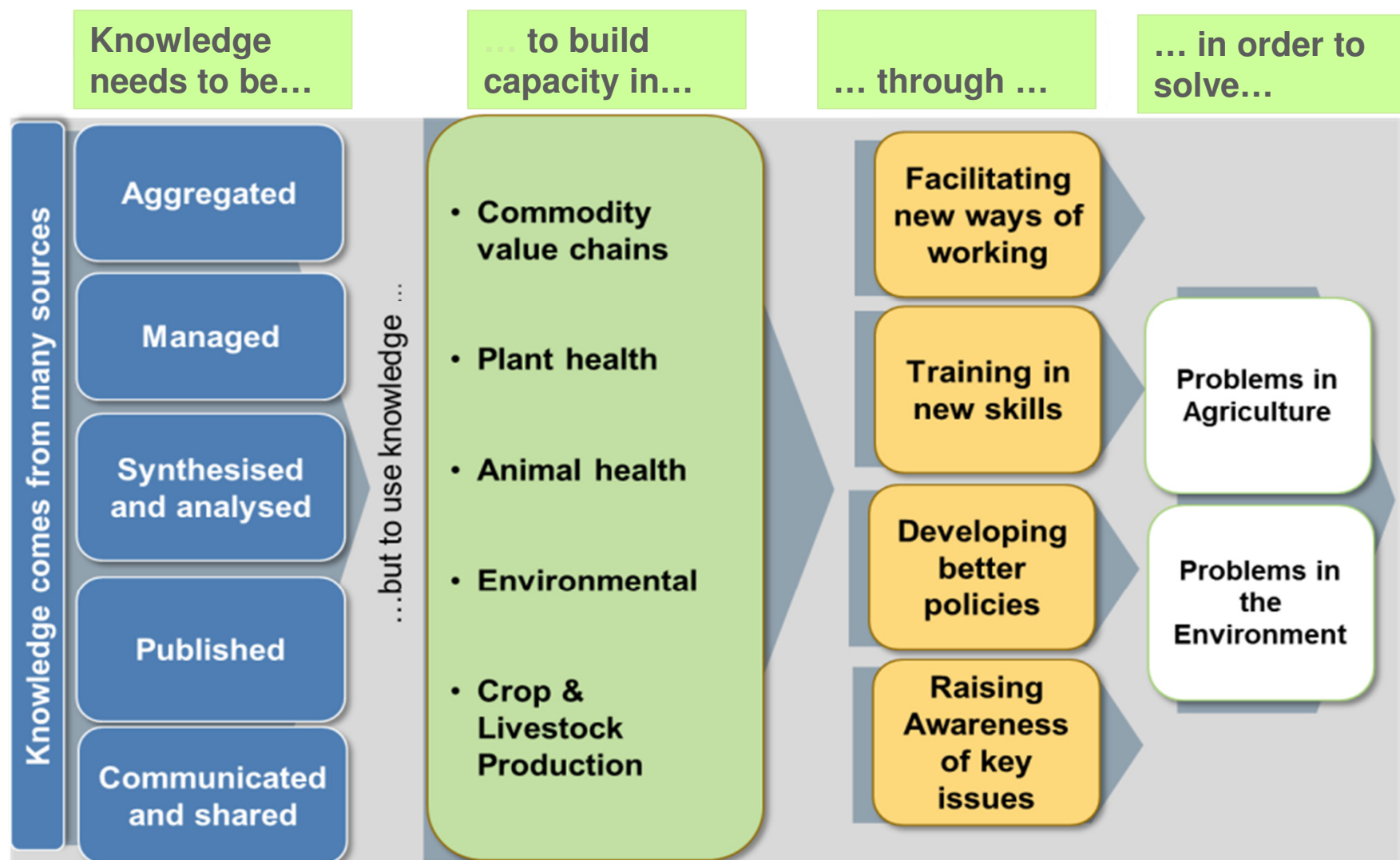
- Investment in breeding programmes for rice, maize and wheat will not address the problem.
- We can make major improvements in food and nutritional security by losing less of what we already produce – without any more land, water or inputs.
- Much of the information farmers need is already available but not accessible.

Consolidated priority areas and issues 2012-13



Priority Areas	Priority Issues
Trade and market access and development	SPS compliance; Value-chain focus and postharvest value-addition; GAP and best practices promulgation, and capacity building; Commercialization and contract farming.
Knowledge management, communication and use	Technology transfer (particularly amongst member countries, and south-south); Sharing knowledge amongst stakeholder groups including youth and grassroots (Facebook Agriculture); Mobile advisory services; Improving communications to farmers; Evidence-based policies. Archiving and managing institutional research information.
Plant health	Managing a range of stressors including pests (IPM), water, and soil nutrients; IPM in high value crops; reduction in pesticide inputs; early warning systems for newly emerged/key pests & diseases.
Biodiversity and invasive species management	Invasive management; Capacity building of IS identification and diagnostics; habitat manipulation/agro-biodiversity enrichment; Microbial resource collection, characterization and utilization; Development and production of biopesticides, and implications of biopesticides use.
Cross-cutting: <ul style="list-style-type: none"> • Climate smart agriculture • Institutional capacity building • Publication of, and access to, authoritative information resources 	

CABI Theory of Change



Strategic Goals - Focus on SDG's 2,12 &15

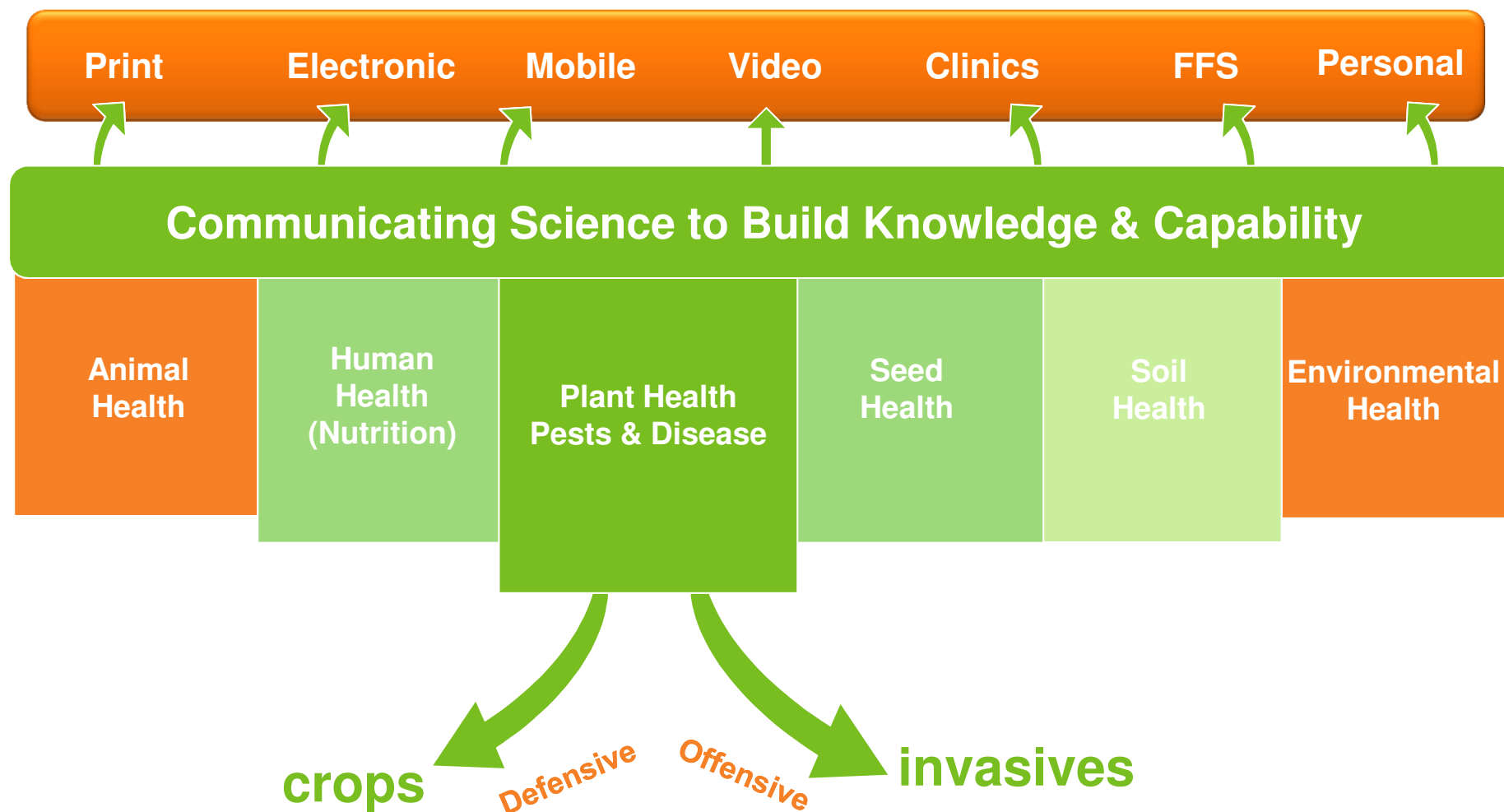
**Greater food and
nutrition security**

**Increased farmer
incomes**

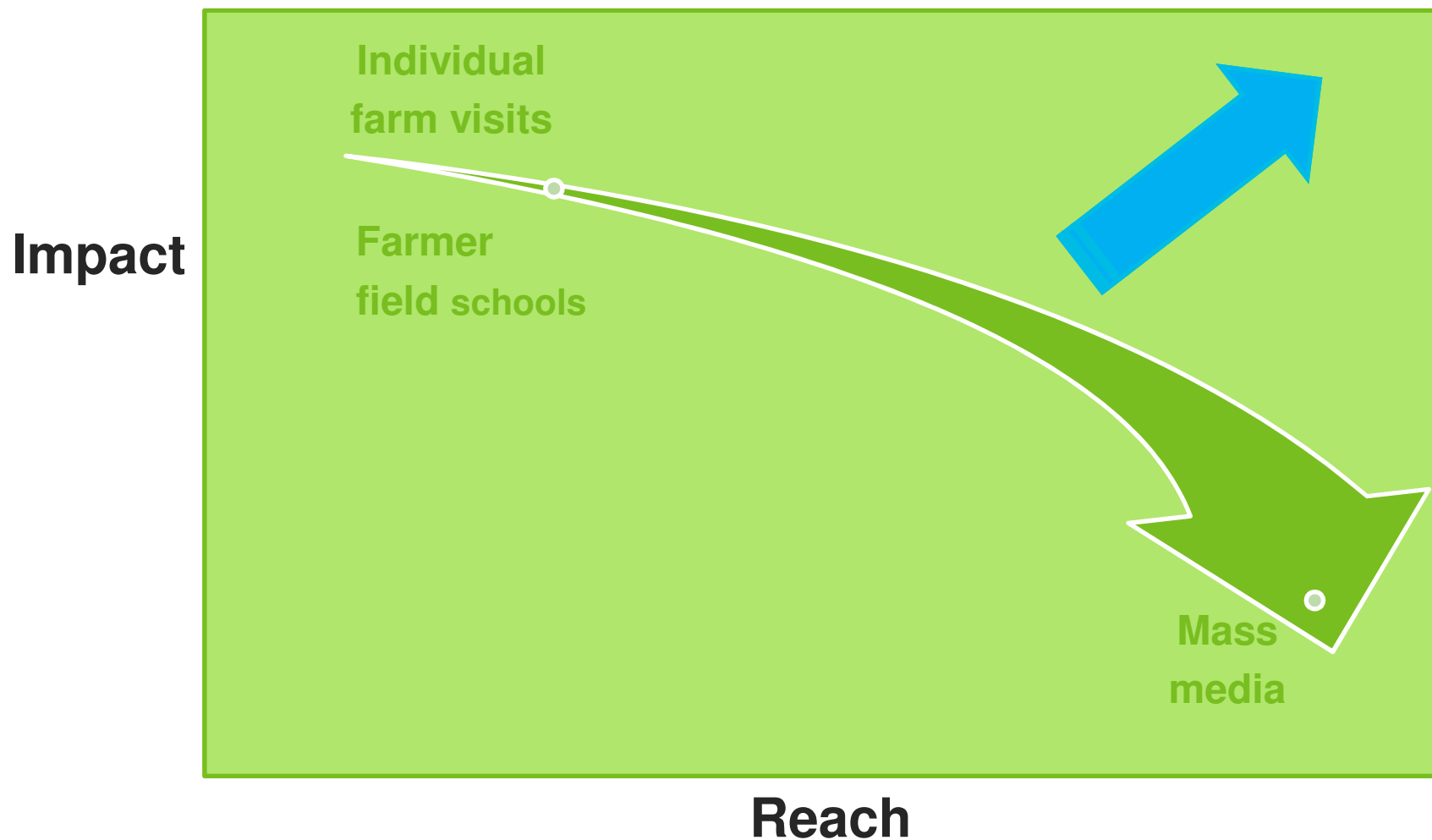
**More sustainable
farming
practices**

**Protection of
environment and
biodiversity**

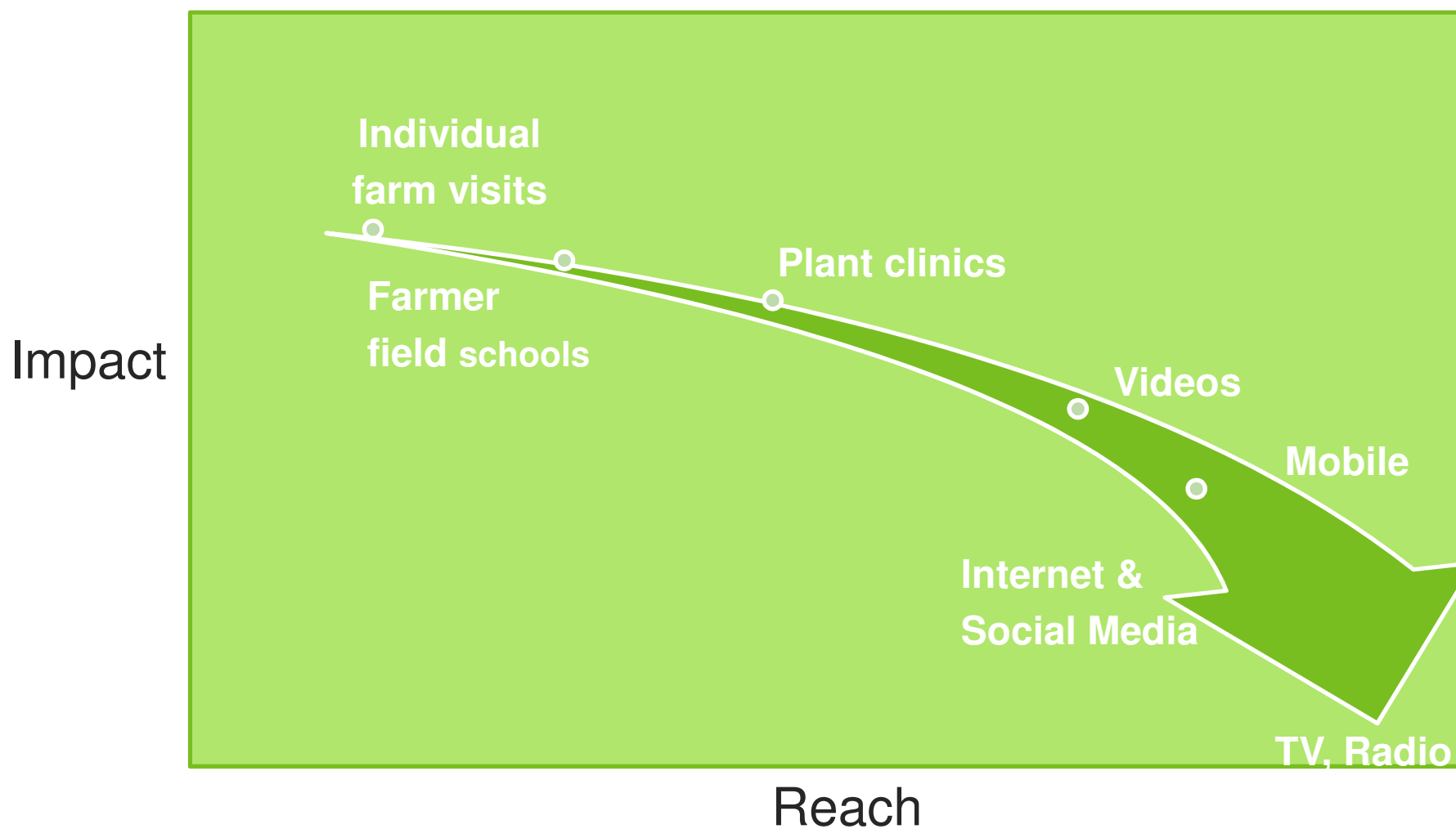
Competencies, Content and Channels



Communicating with farmers – greater reach, frequency and impact



Communicating with farmers complementary channels for impact

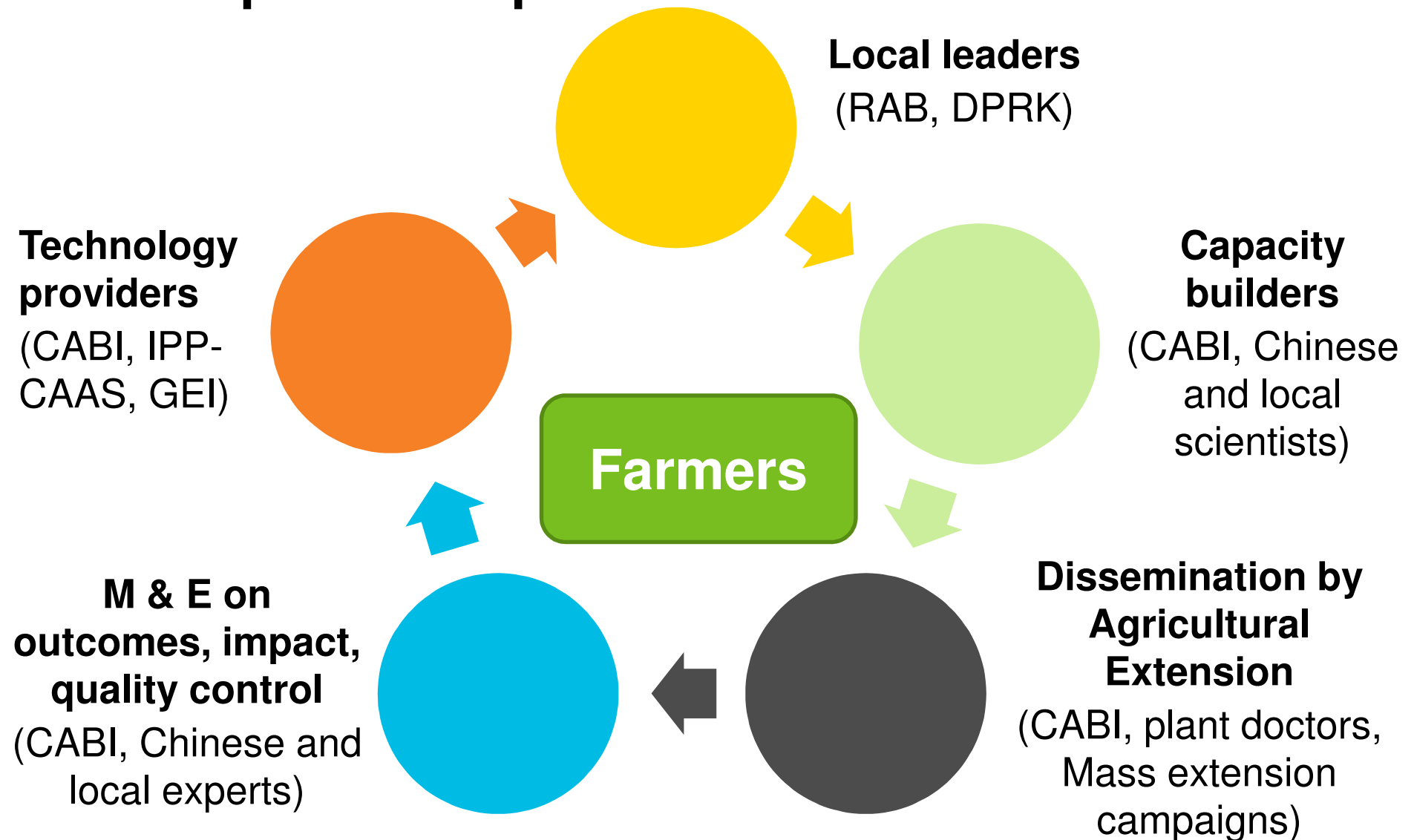




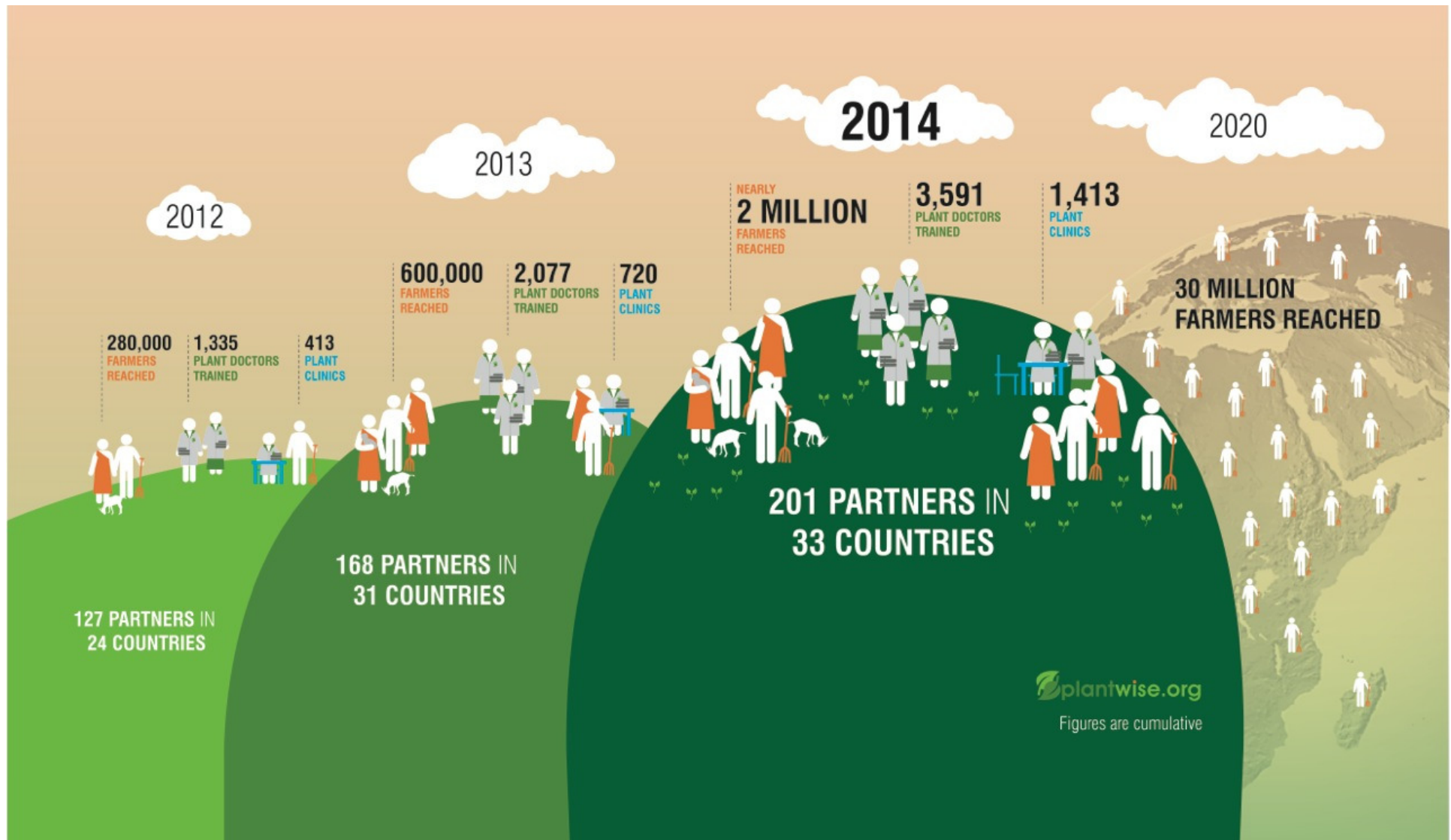
Effective delivery

- Information and knowledge needs to be delivered to farmers in ways that are:
- Appropriate, relevant and affordable
- Timely and understandable
- User-centric
- Holistic – cover all farm activities, not just one or two crops
- Market related – enable farmers to realise the value they create

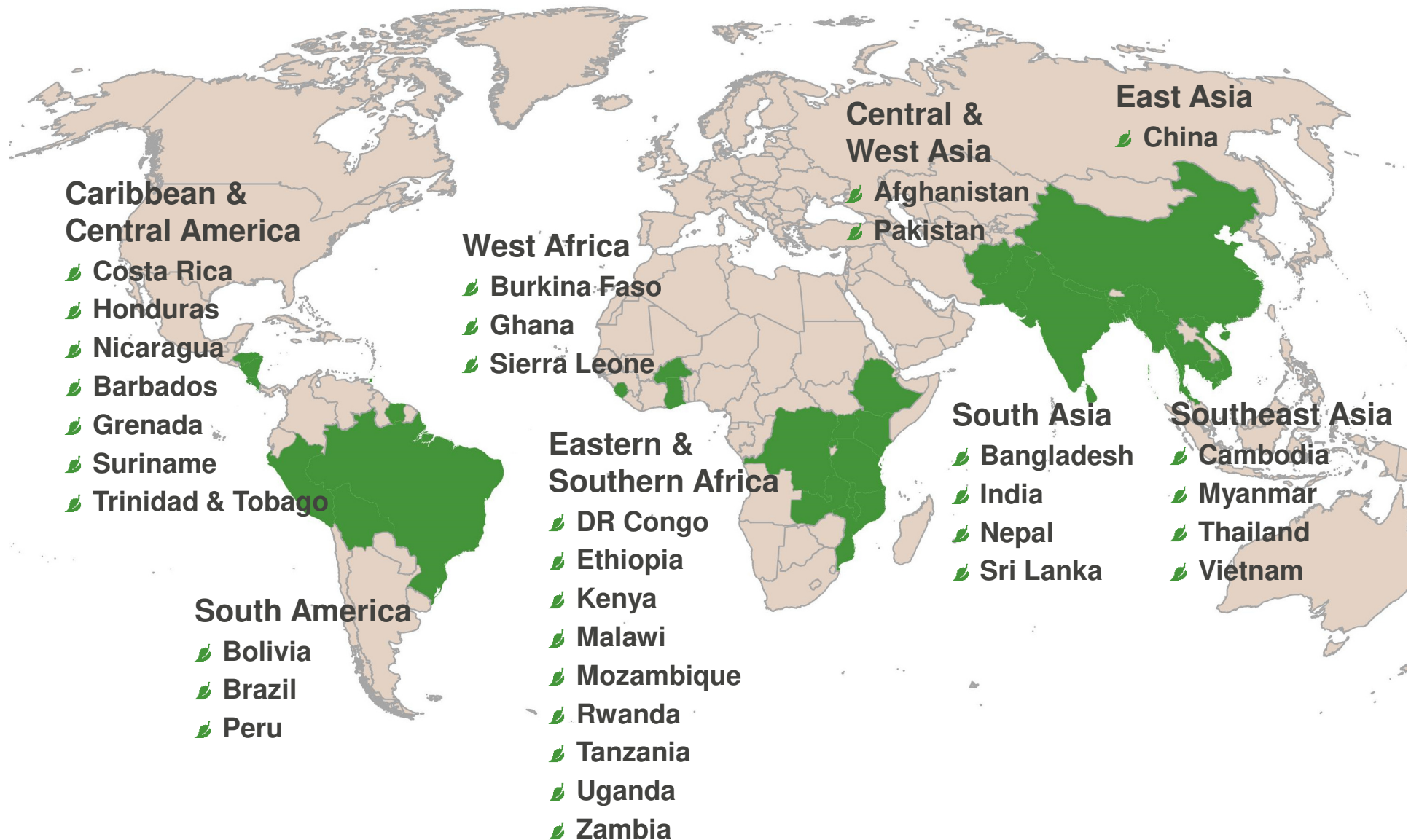
Creative partnerships for success



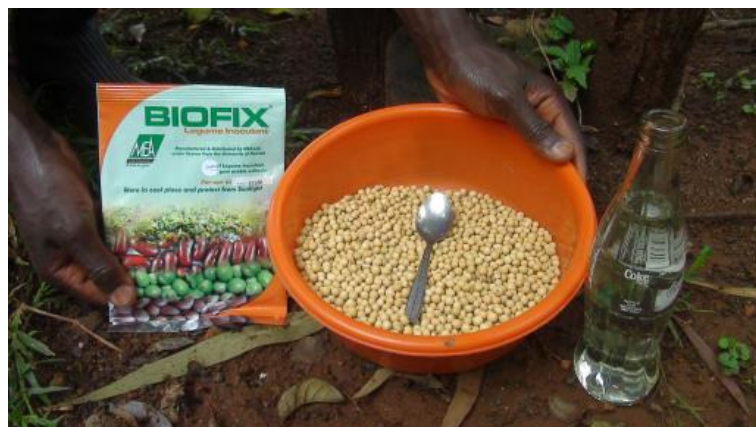
Progress to date



Current Plantwise countries



Public and private partners



Inoculant pack inserts for MEA now in use – Kenya ,
June 2014 now in use



Filming with Notore – Nigeria, March 2014

Private sector (Local SME's)

- Very willing to co-invest in materials production and dissemination that meet their promotional needs
- Private sector focused on own products / less likely to welcome creative commons
- Have real demand for information products, financial capacity, and the necessary extension networks to reach large number the small-holder farmers (last-mile)

Public sector (National & International)

- Limited resources for implementation or materials (Ethiopia a possible exception)
- Have a mandate for objective delivery; are trusted and have extensive networks

For the Rural Poor, Mobile Phones provide Information, Communication & Entertainment



CABI Mobile Experience



IKSL (India)

- Partnership with IFFCO & Airtel
- Content & QA role
- 4 million subscribers

GSMA mAgri Program (India)

- 1.6 million farmers trialled, 350k active subscribers
- CABI + ILRI, Digital Green, Handygo

Africa: GSMA mAgri Programme

- Airtel in Kenya;
- ESOKO in Ghana.

Pakistan:

- Delivery of 'New and Emerging Technologies' grant for mobile agro-advisory services,

CaféMóvel

- mExtension for 150,000 coffee growers in India; launched July 2013
- Funded by Coffee Board of India, ICO, CFC

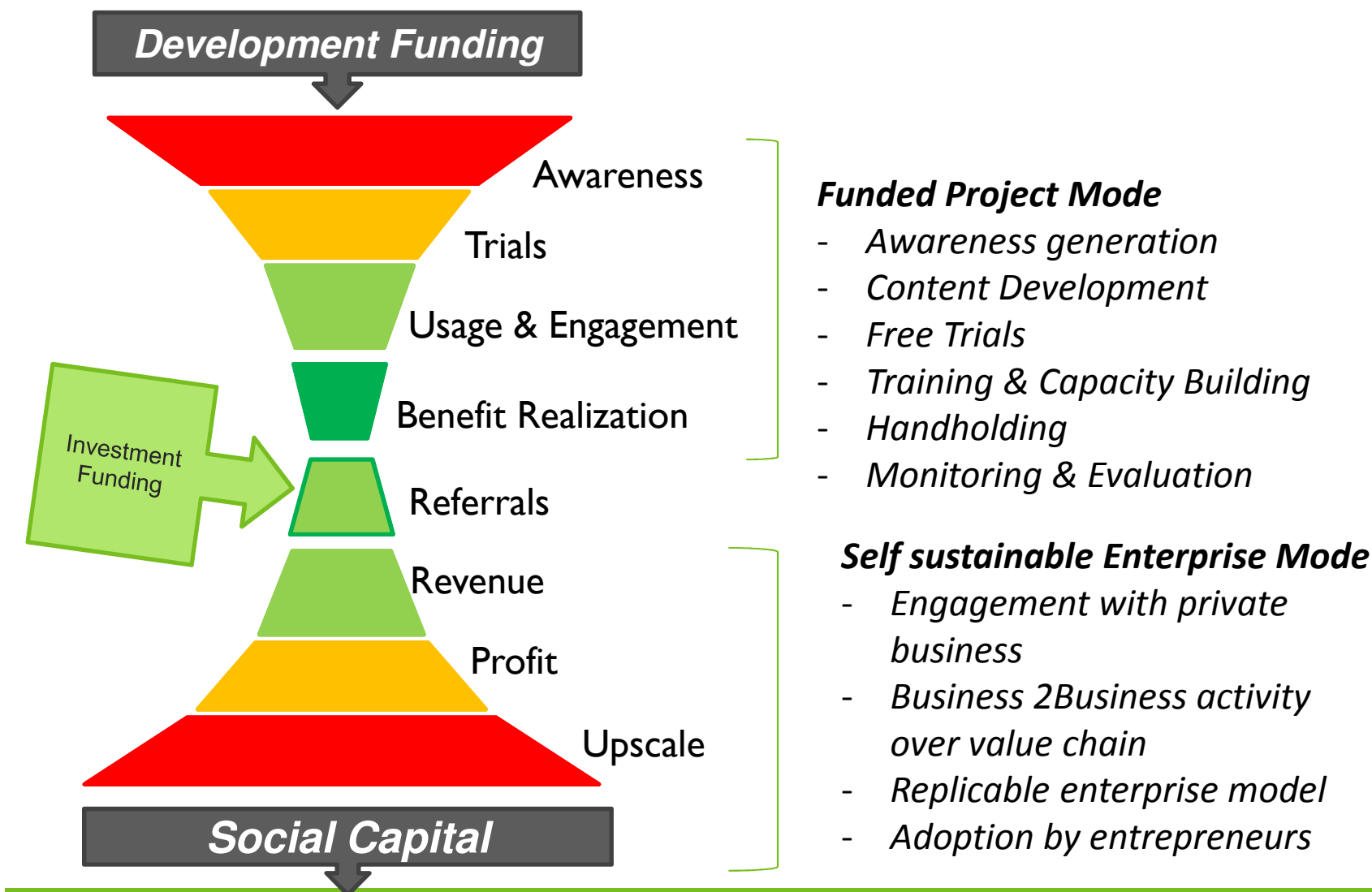




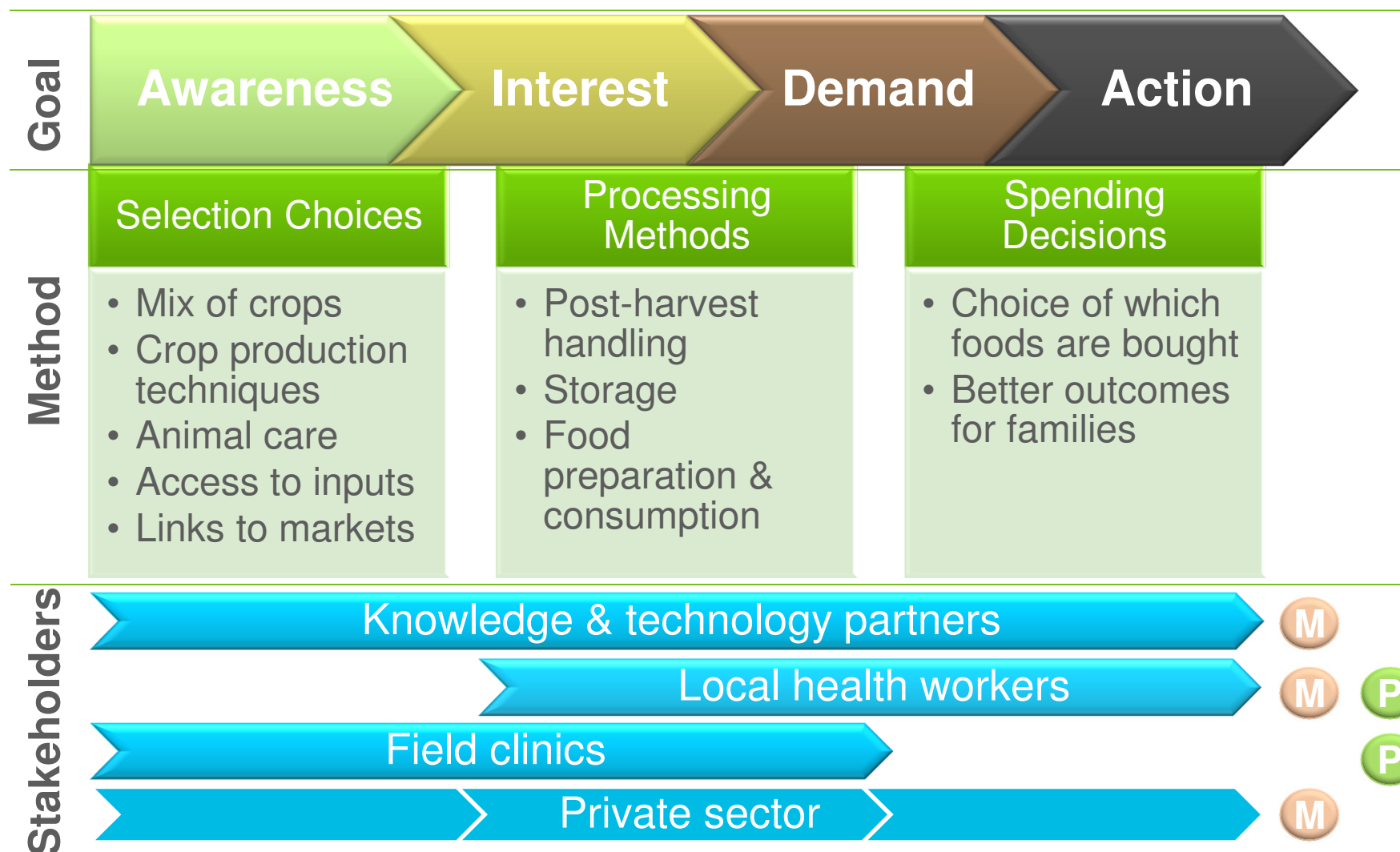
CABI Direct2Farm

- **Mobile Value Added Service for Agriculture**
 - Provides “actionable information” on agriculture
 - Repurposed and personalised
 - Will serve messaging, video, mobile radio
- **Holistic information brokerage**
 - Real-time information exchange
 - Value chain focus
 - Tailor-made to unique user/business needs
- **Cost effectiveness & scalability**
 - Can be plugged in to existing services
 - Outreach at scale with minimised costs
 - Complements conventional agri-extension
 - Complements other CABI activities

Sustainability challenges



Building alliances to span the value chain



A landscape alliance



- An alliance with 9 founding members
- Established 2012, launched at GCARD2 in Uruguay
- Focused on improving global food security by supporting smallholder agriculture within healthy, sustainable & climate-smart landscapes
- Combined turn-over in excess of US\$ 200 million p.a.
- >60 member countries comprising >70% of world population
- On-going R&D activities in all major regions & ecosystem types



Healthy landscapes

–making rural communities more viable

Reducing risk

- Crop/fertilizer mix for better nutrition
- Crop types and practices for resilience to change
- Improved knowledge of and access to markets
- Control of invasive species

Increasing sustainability

- Lose less to increase output/quality with fewer inputs
- Protection of biodiversity on and off farm
- Management of ecosystem services, practices and use
- Involvement of women

Reduced food insecurity, improved quality of life

Reduced or reversed rural migration



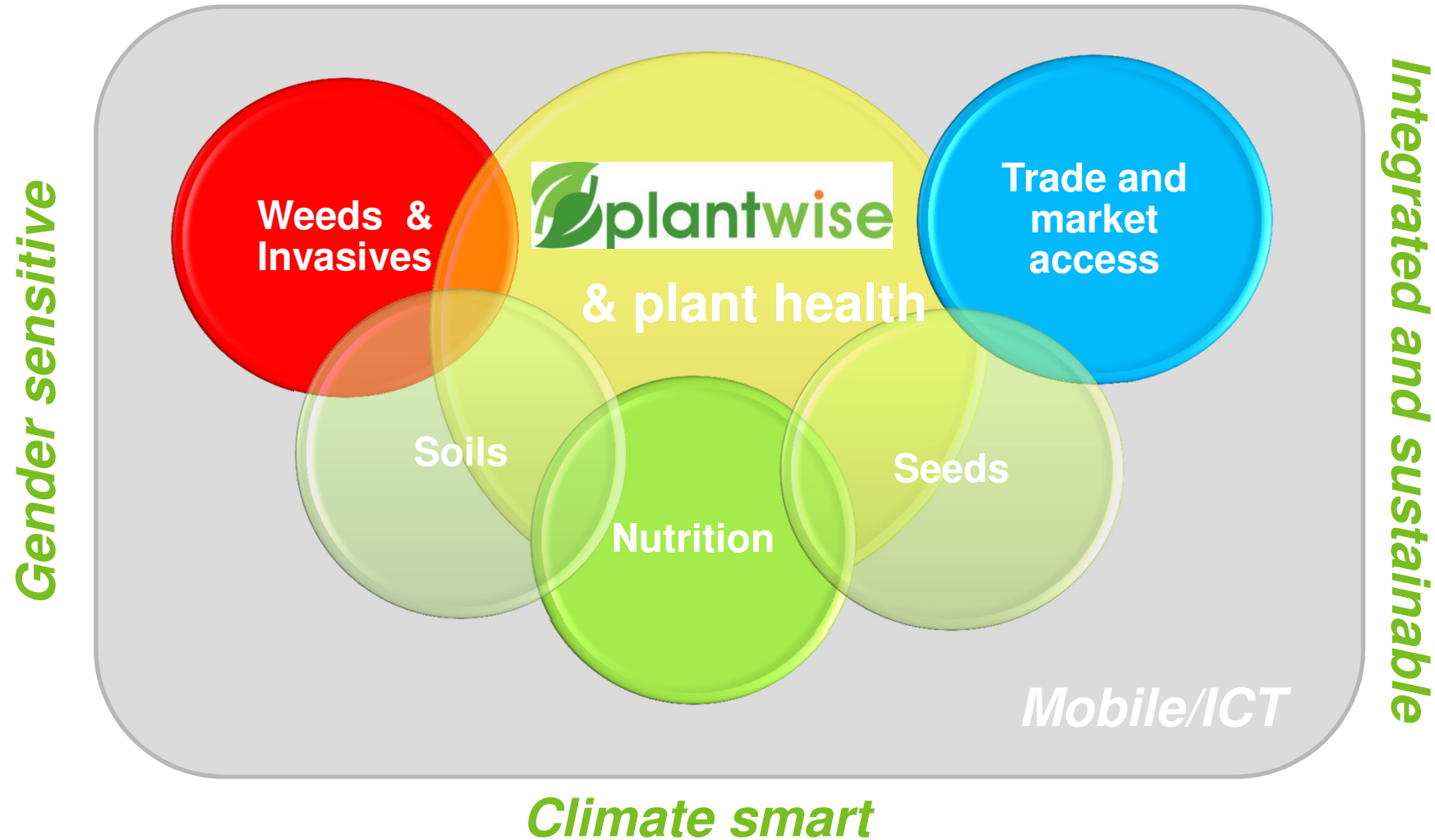
Vision 2020:

**to be the place to go for
information on agriculture and
the environment**

- CABI to be the domain experts
- to be the starting point of every users knowledge discovery journey
- to be embedded in a greater part of the users workflow

CABI in 2020 – healthy, sustainable agriculture

Digitally powered

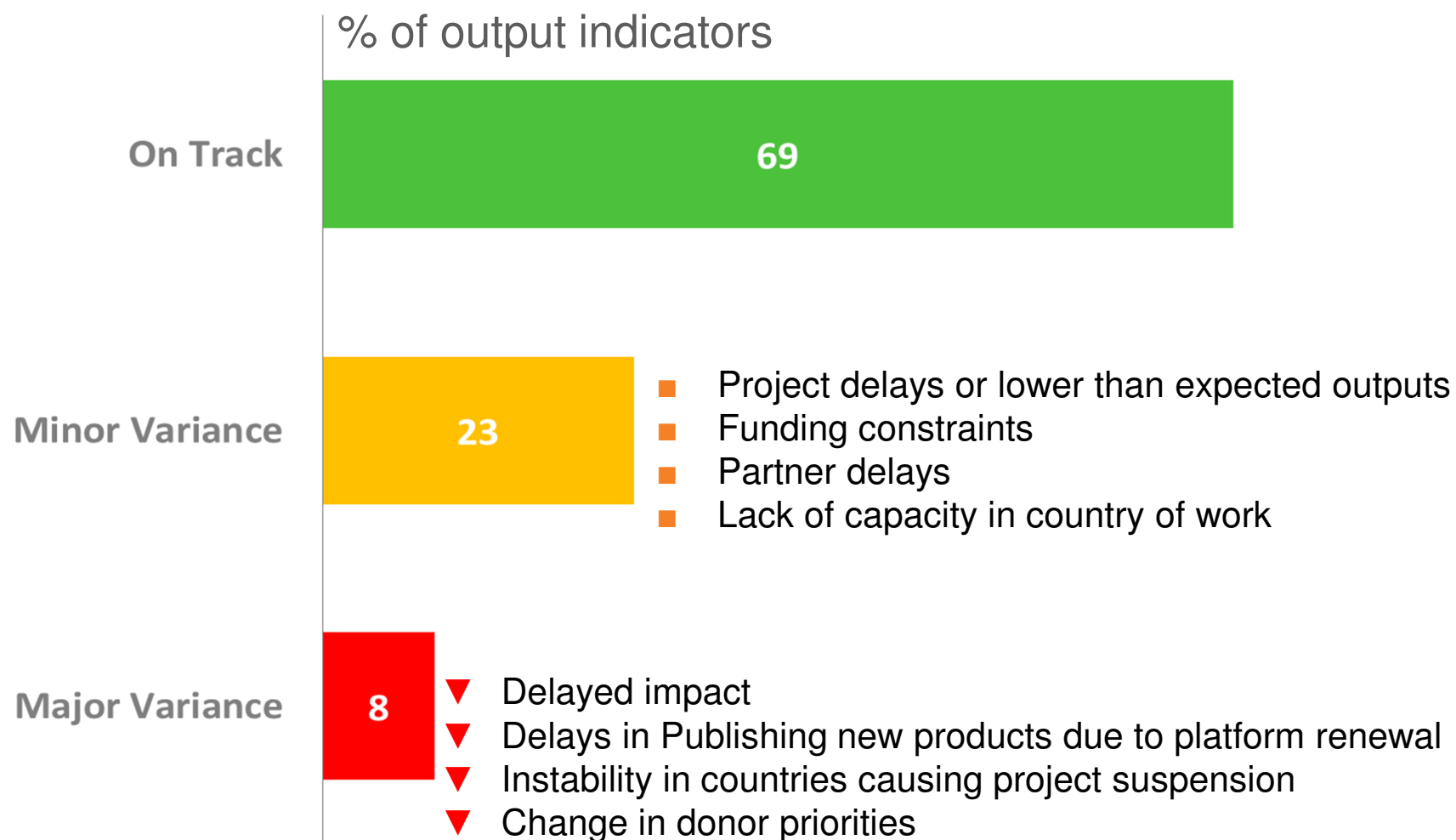




Step change in M & E

- Global Director, M&E recruited in Africa with regional support staff
- Strategy, systems, and approach now in place
- Rigorous framework for projects of value >£250K
 - **Tracking of project implementation:** Guided by PRINCE2
 - **Improved M&E within projects:** Guided by project log frames
- Log frames track progress and milestones at the thematic/programme level
- Monitoring Progress towards Medium Term Strategic Goals with CABI-wide KPIs
- Annual targets for publications showing impacts at scale :
 - **3 ex-post impact evaluations**
 - **6 high quality case studies**
 - **2 journal papers published**

Progress of Medium Term Strategy

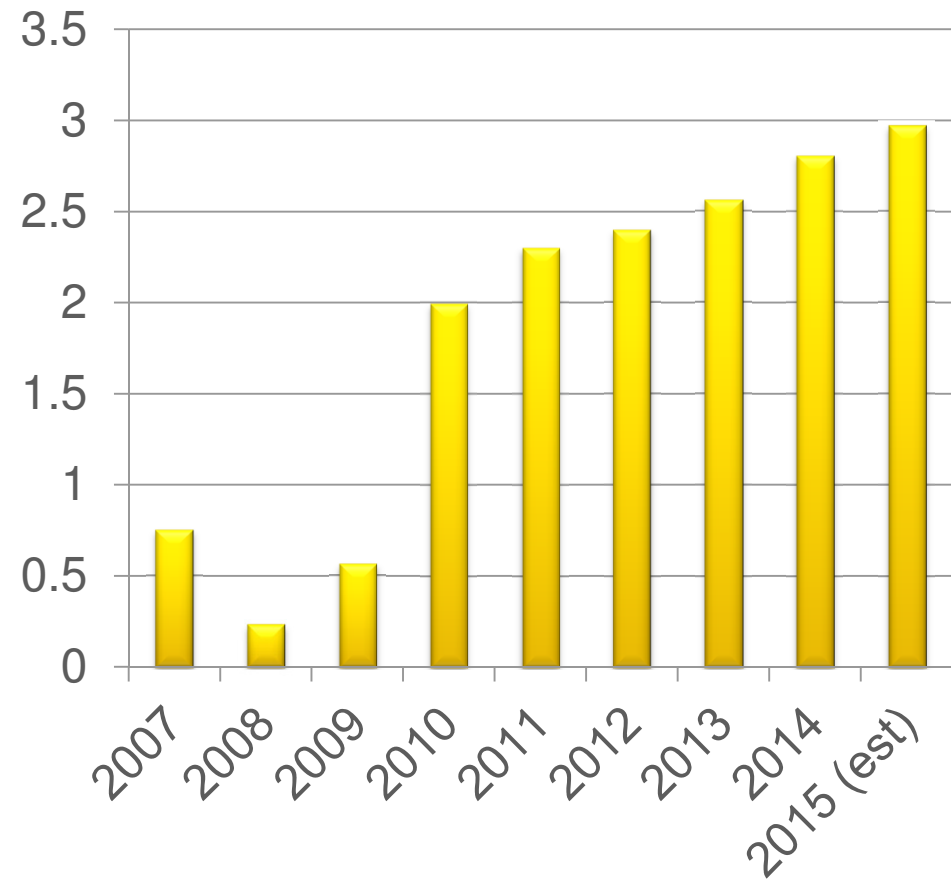


Continuing growth, improving efficiency

Income (£M)



EBITDA (£K)



Key Donors



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

DFID

Department for
International
Development



IFAD

Investing in rural people



Irish Aid

Department of Foreign Affairs
An Roinn Gnóthai Eachtracha



UKaid

from the British people



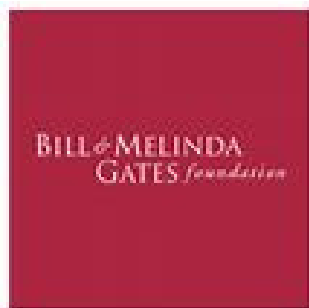
Ministry of Foreign Affairs of the
Netherlands

SIDF



UNEP

USDA



Australian Government

Australian Centre for
International Agricultural Research

UNEP



AGRA

Growing Africa's Agriculture



Dow AgroSciences

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Assalamualikum शुक्रिया xie-xie
mercí zikomo efharistó
ありがとう
kiitos
urakoze
danke
thank you
tak
gracias
ke iturnetse
zikomo
terima kasih
dhanyawaad
asante

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