



# Going the extra mile

*Helping smallholder farmers lose less and grow more*

Trevor Nicholls, CEO

Americas and Caribbean Regional Consultation, 10-11 February 2016, San Jose, Costa Rica

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# We work on behalf of 48 member countries



\* UK Overseas Territories. \*\*Associate Member



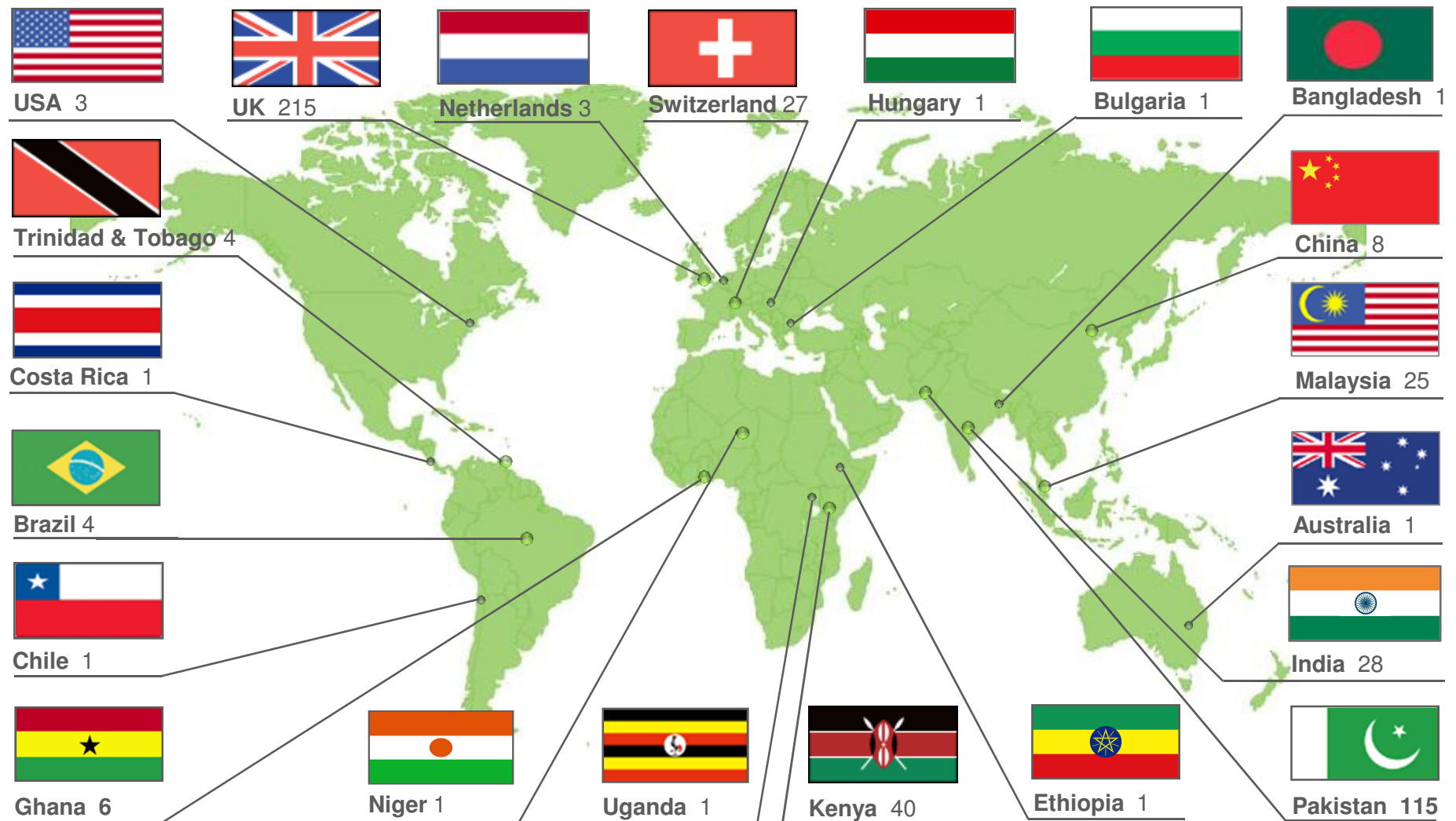
## our mission

**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.

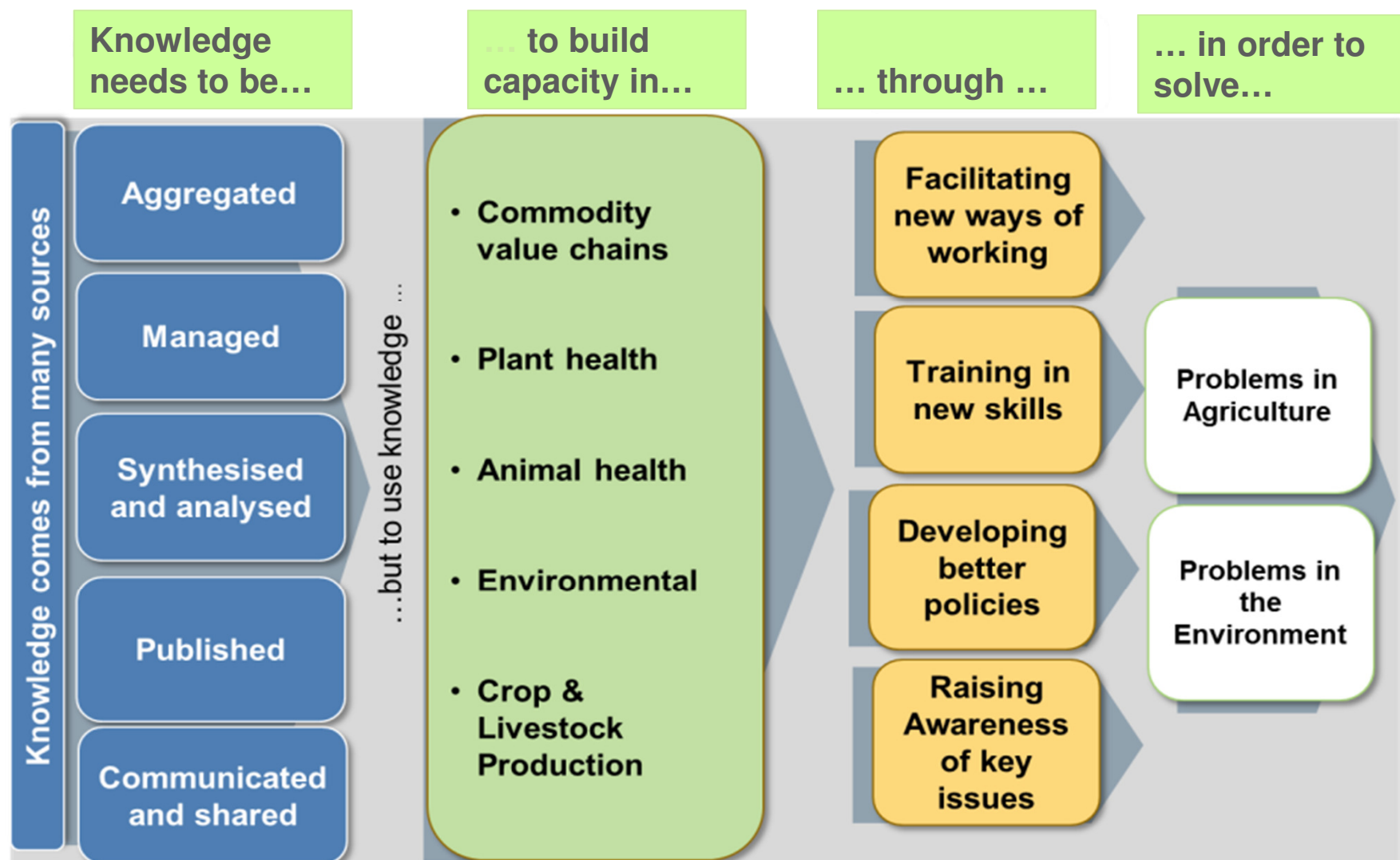


# Consolidated priority areas and issues 2012-13



Priority Areas	Priority Issues
<b>Trade and market access and development</b>	SPS compliance; Value-chain focus and postharvest value-addition; GAP and best practices promulgation, and capacity building; Commercialization and contract farming.
<b>Knowledge management, communication and use</b>	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.
<b>Plant health</b>	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.
<b>Biodiversity and invasive species management</b>	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.
<b>Cross-cutting:</b> <ul style="list-style-type: none"> <li>• Climate smart agriculture</li> <li>• Institutional capacity building</li> <li>• Publication of, and access to, authoritative information resources</li> </ul>	

# CABI Theory of Change





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

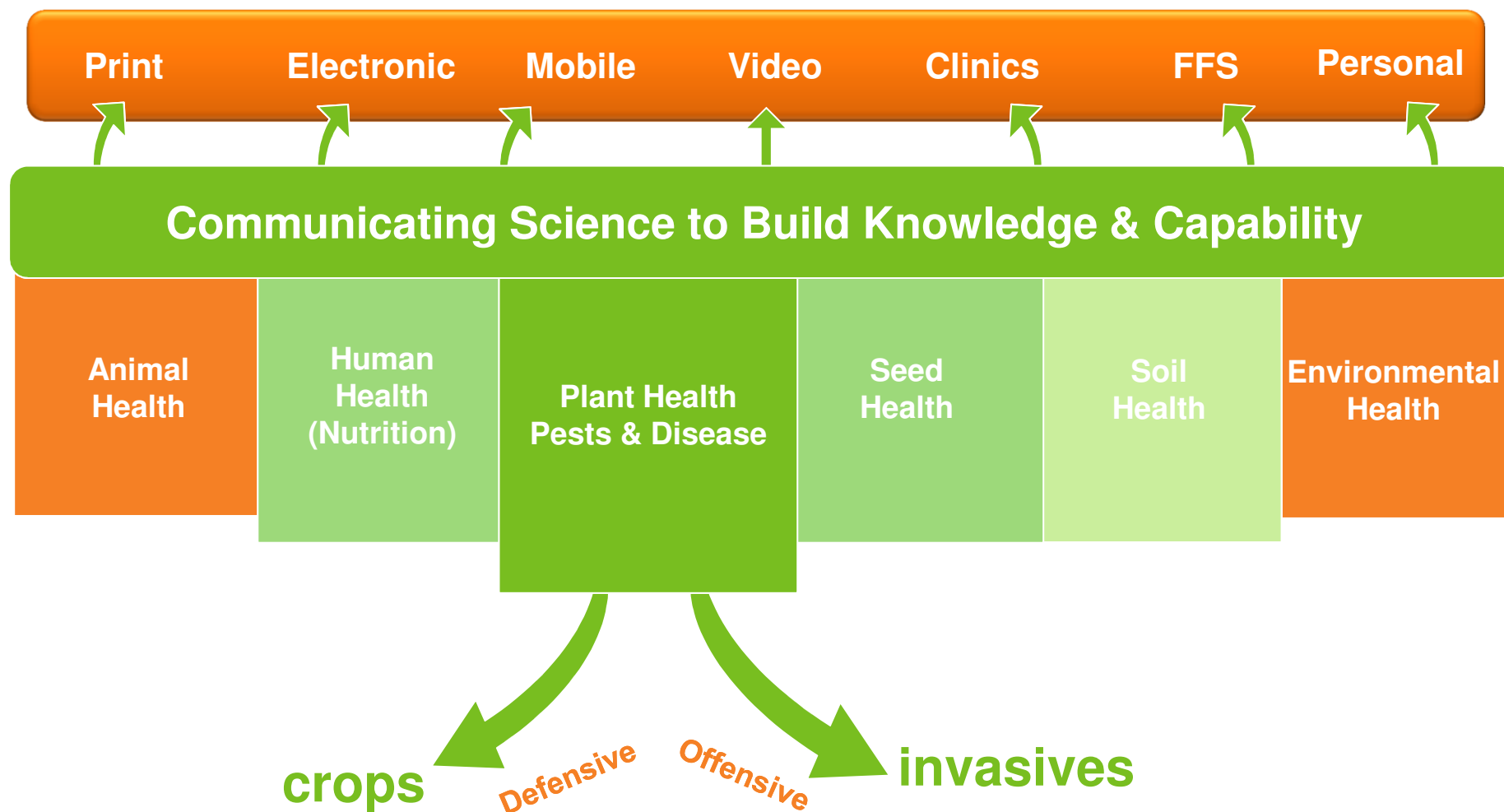
**Greater food and  
nutrition security**

**Increased farmer  
incomes**

**More sustainable  
farming  
practices**

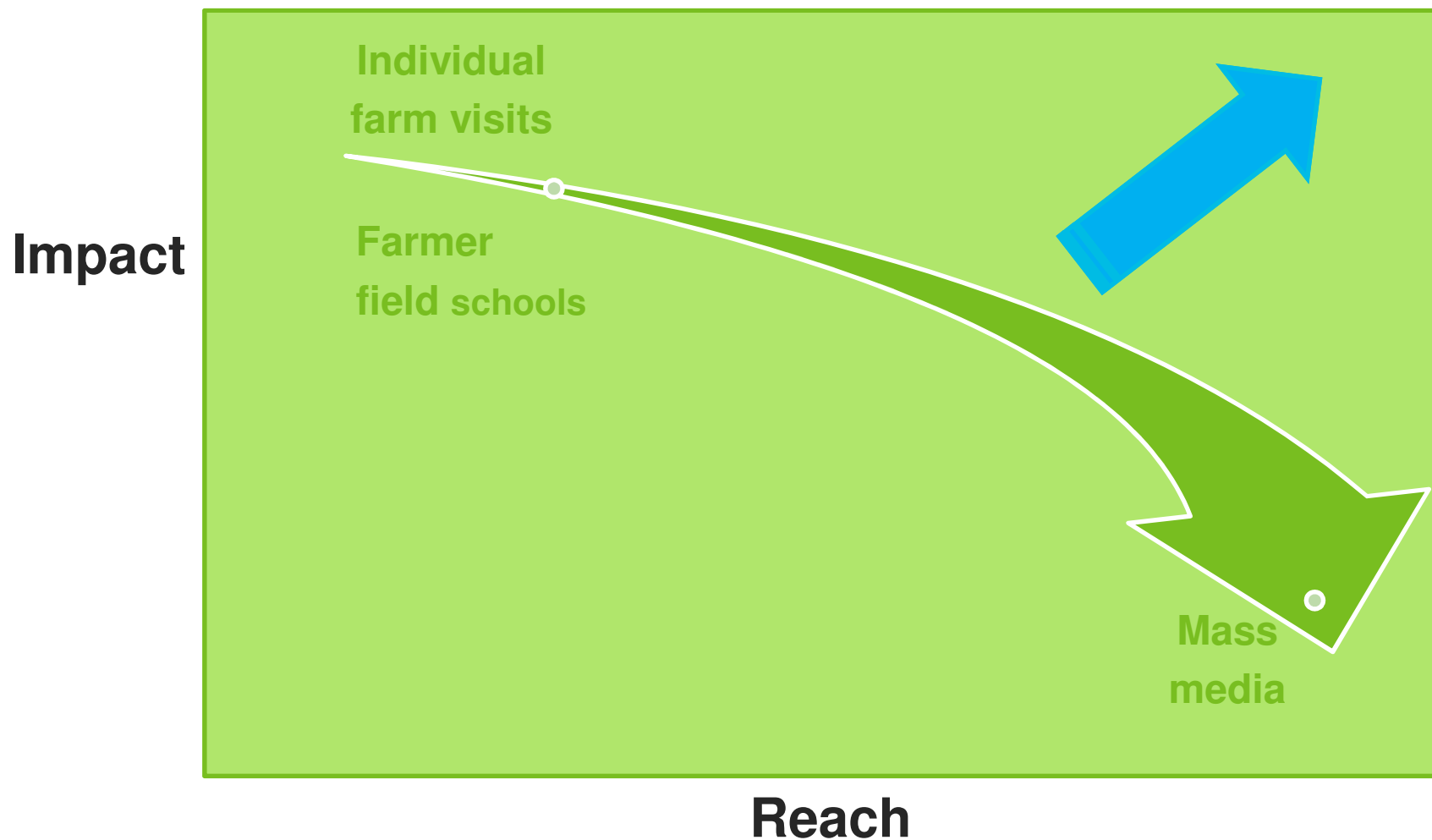
**Protection of  
environment and  
biodiversity**

# Competencies, Content and Channels

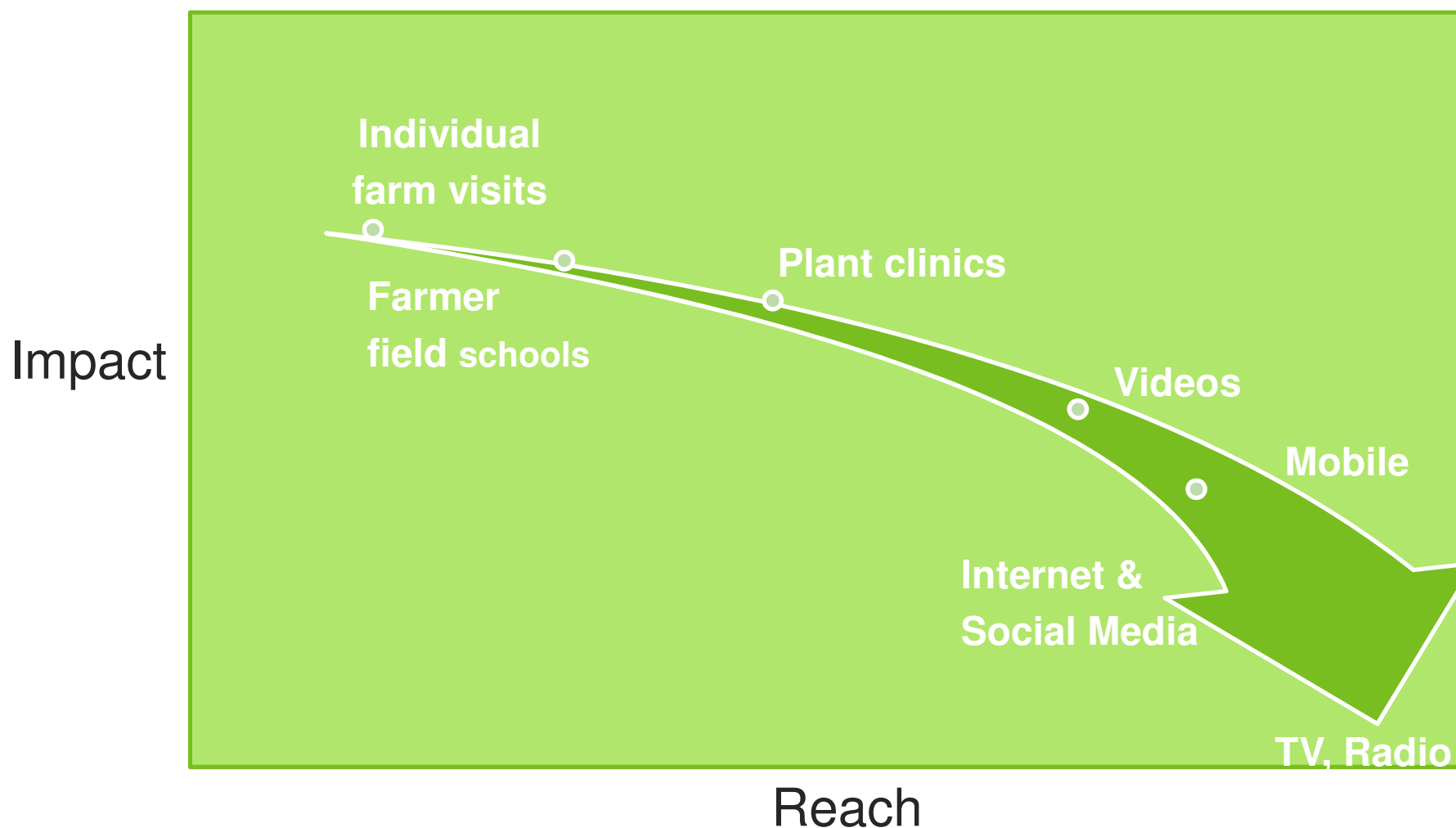




# Communicating with farmers – greater reach, frequency and impact



# Communicating with farmers ..... complementary channels for impact



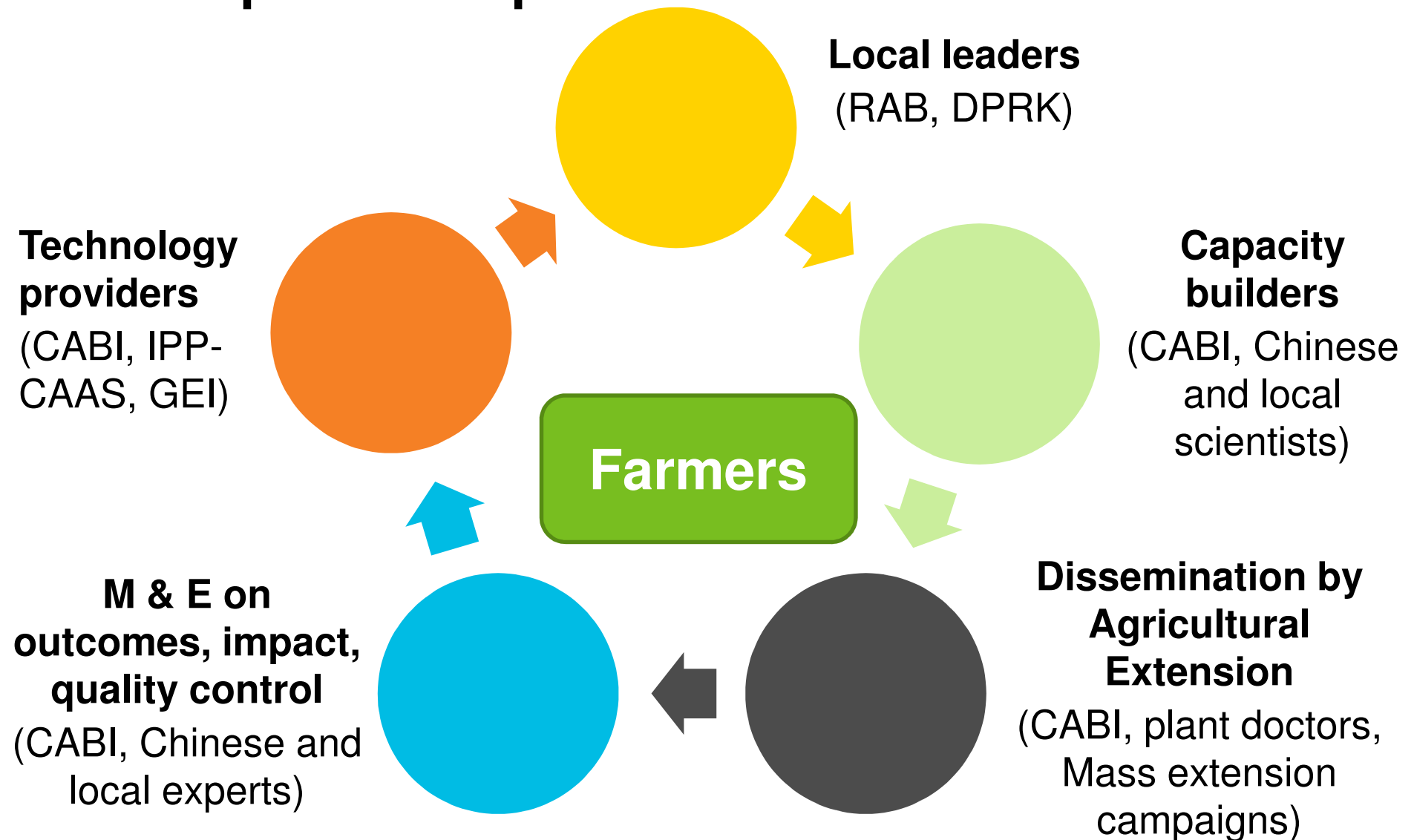


## Effective delivery

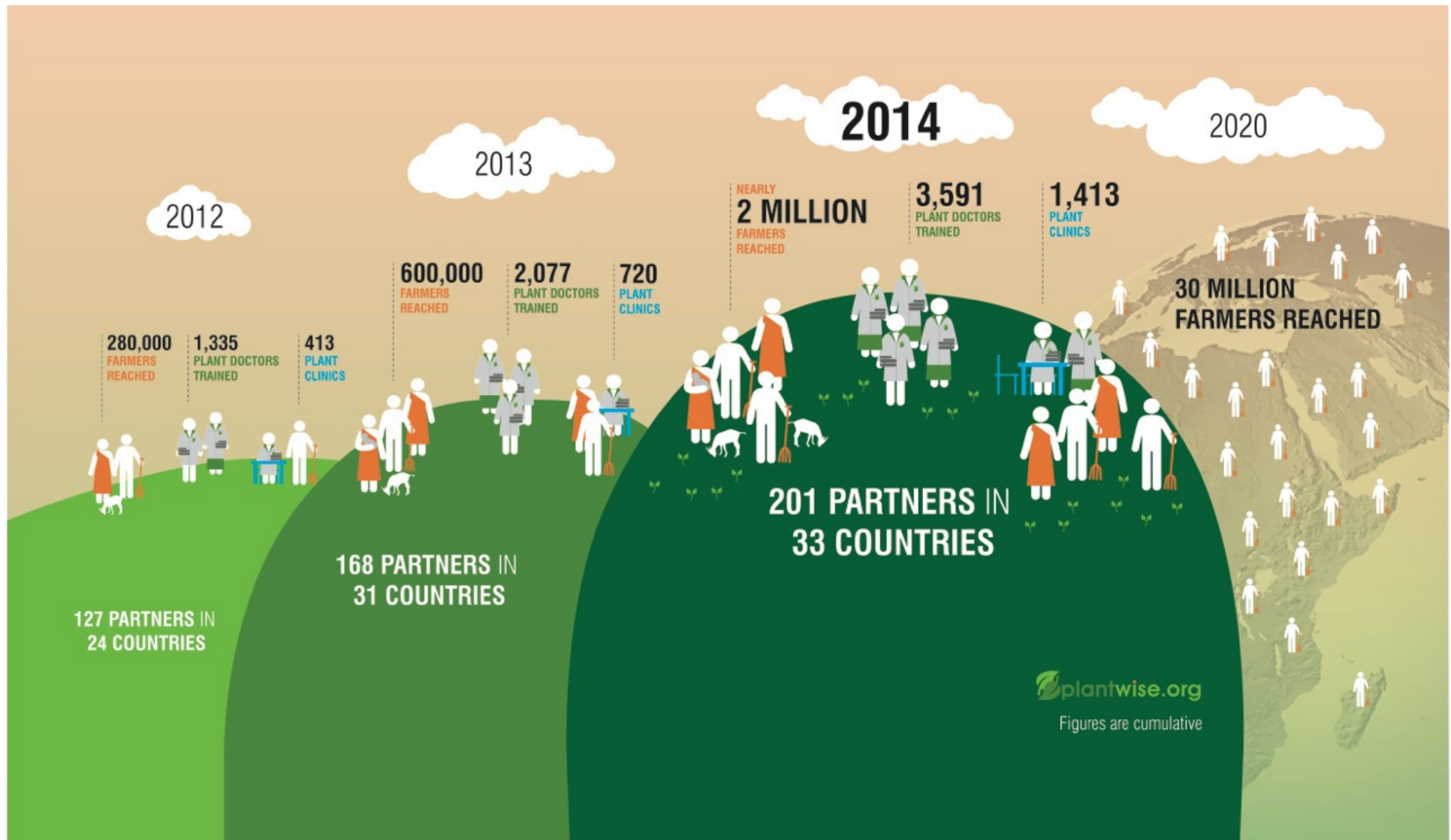
- Information and knowledge needs to be delivered to farmers in ways that are:
- Appropriate, relevant and affordable
- Timely and understandable
- User-centric
- Holistic – cover all farm activities, not just one or two crops
- Market related – enable farmers to realise the value they create



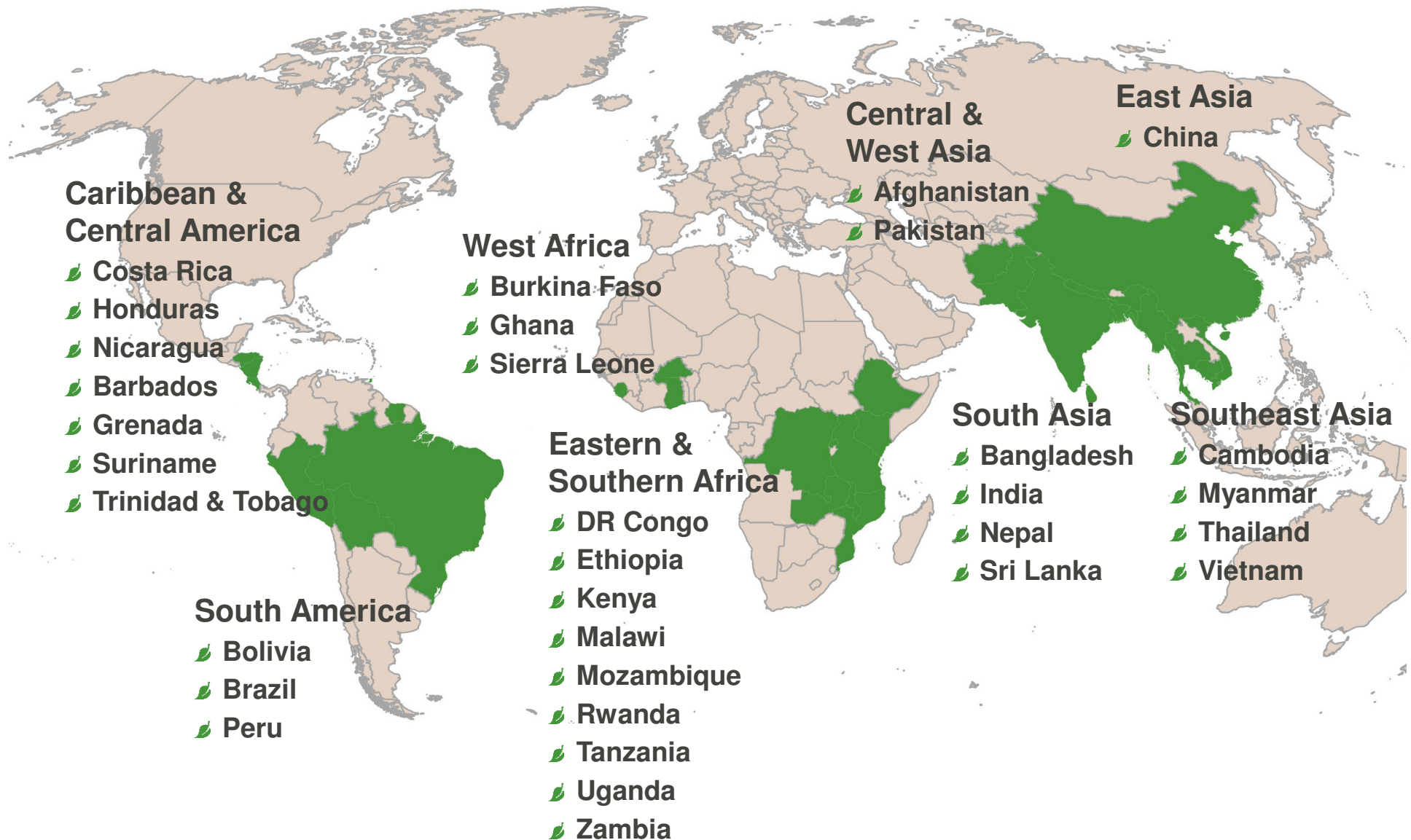
# Creative partnerships for success



# Progress to date

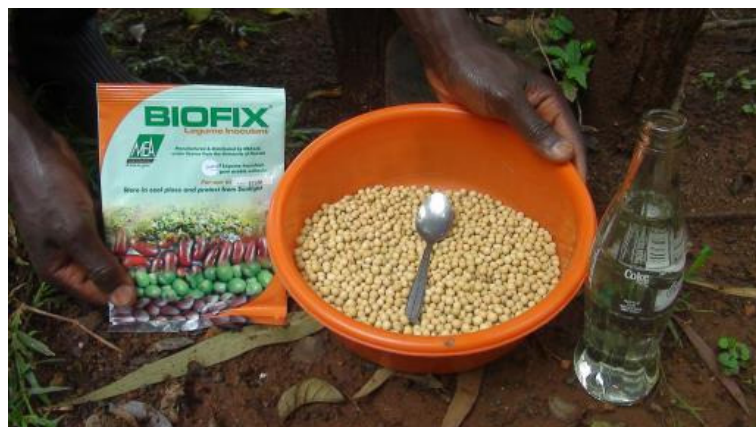


# Current Plantwise countries





# 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



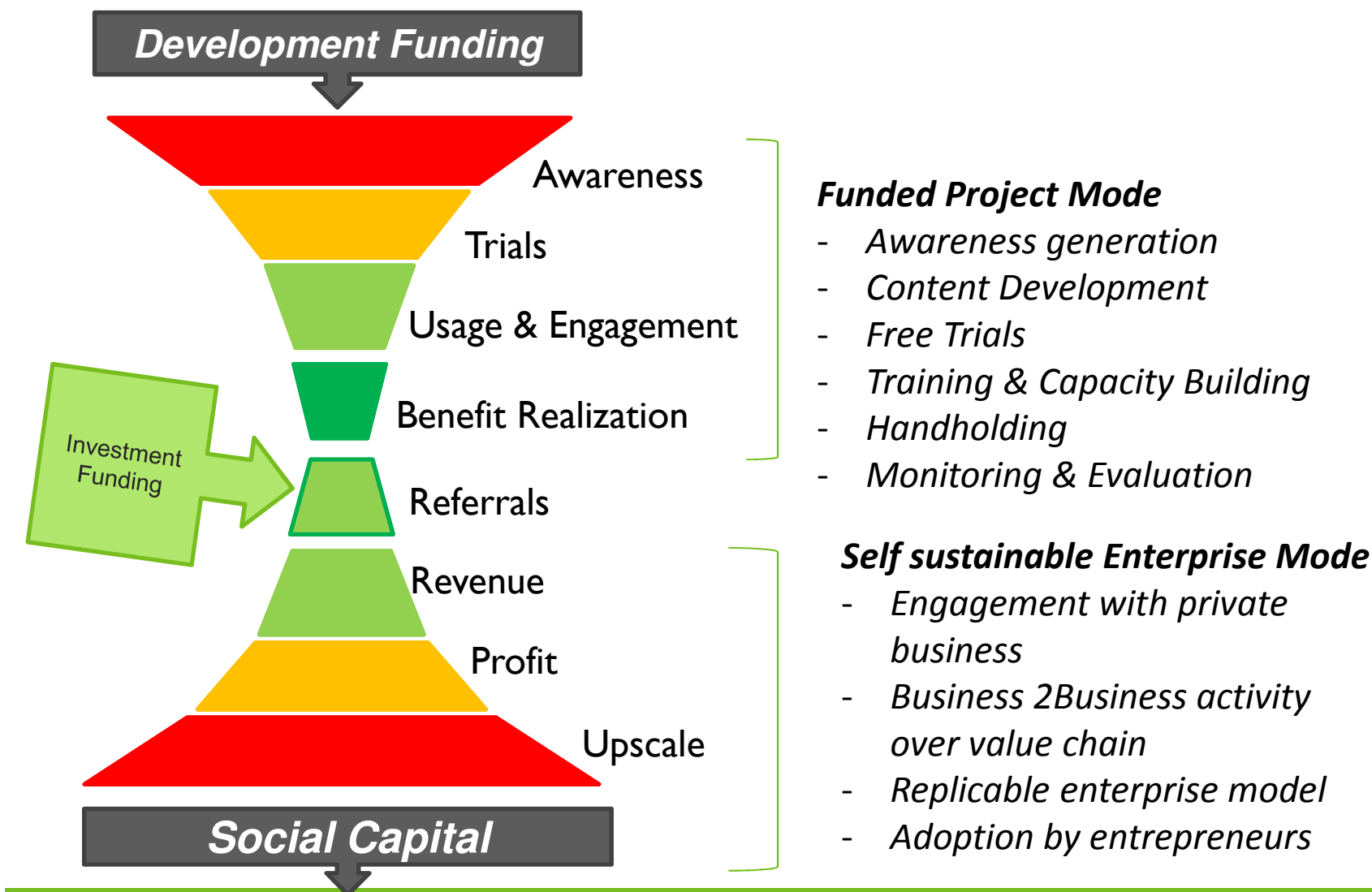




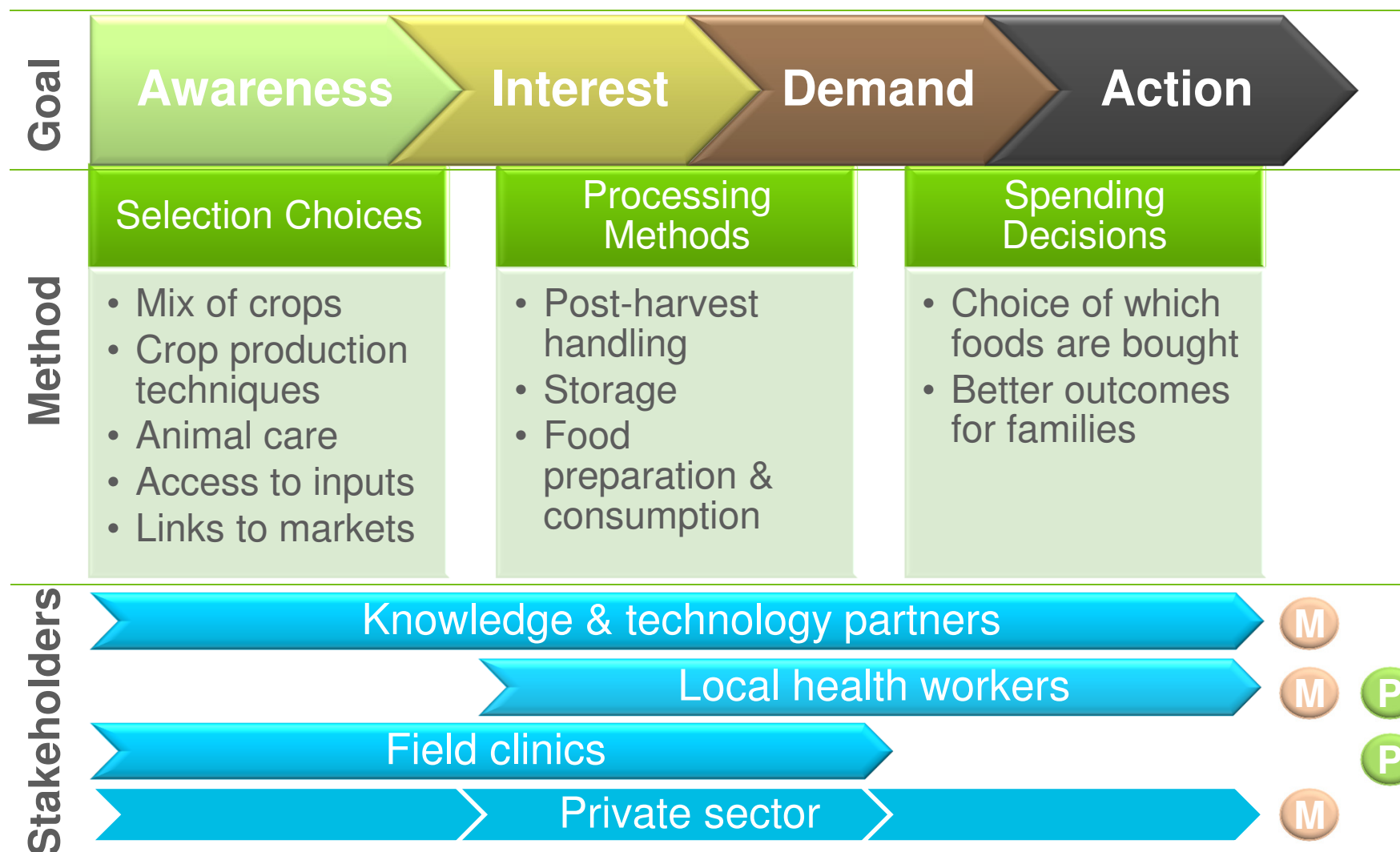
# CABI Direct2Farm

- **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



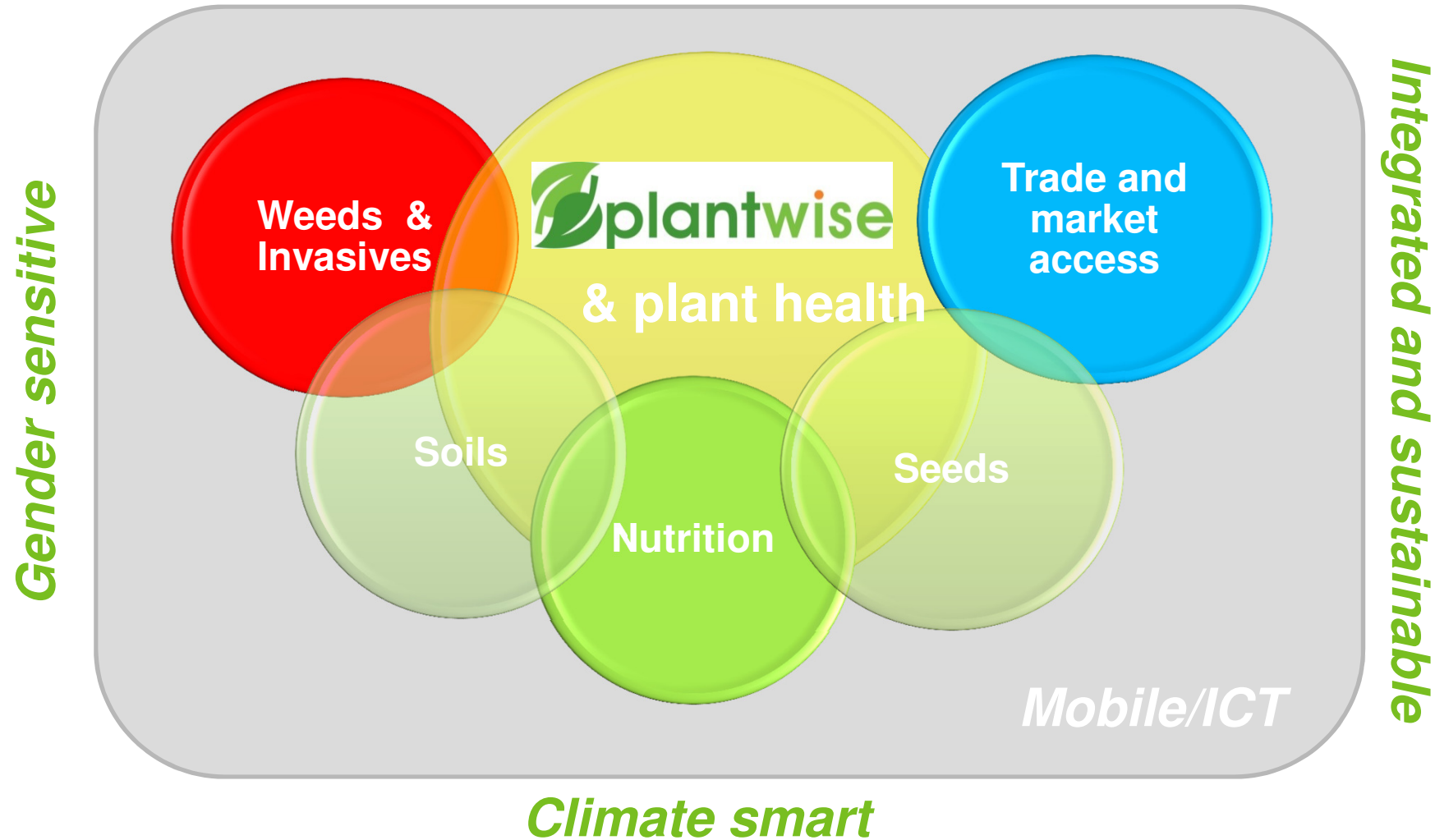
## Vision 2020:

**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*



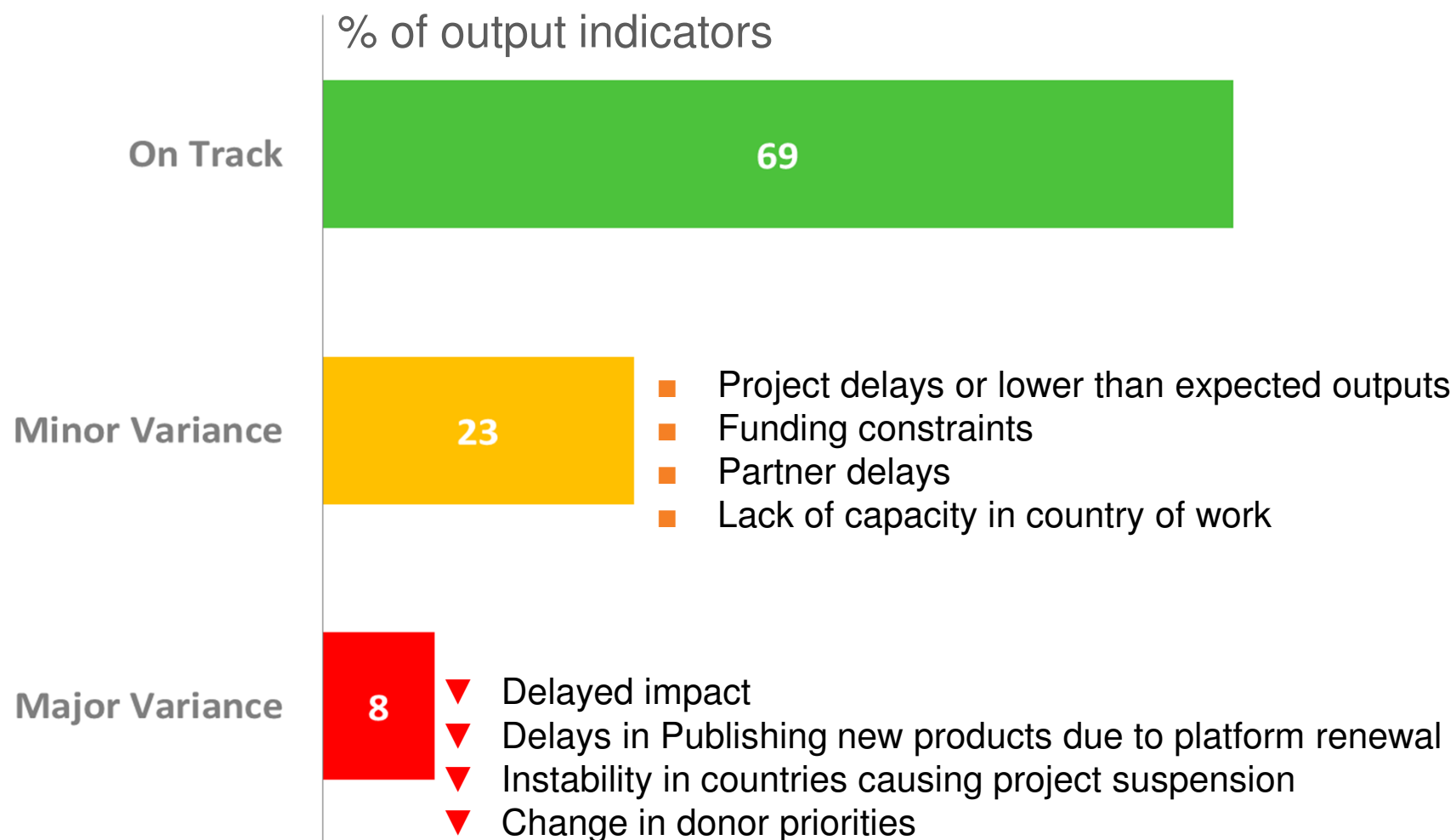




## Step change in M & E

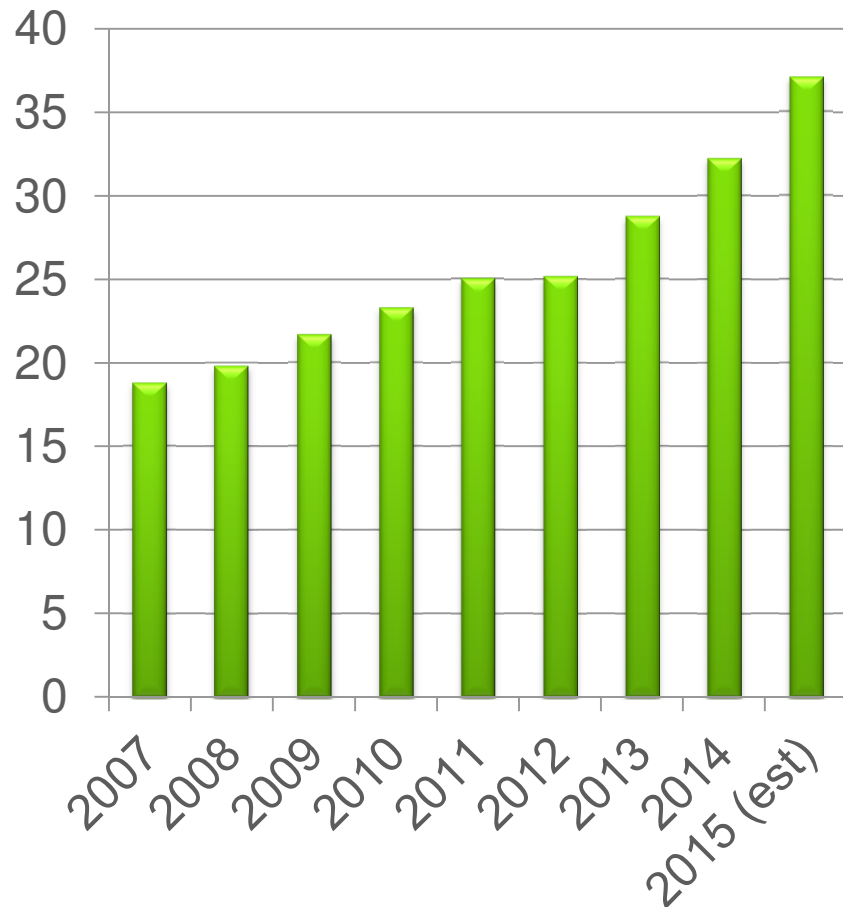
- Global Director, M&E recruited in Africa with regional support staff
- Strategy, systems, and approach now in place
- Rigorous framework for projects of value >£250K
  - **Tracking of project implementation:** Guided by PRINCE2
  - **Improved M&E within projects:** Guided by project log frames
- Log 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

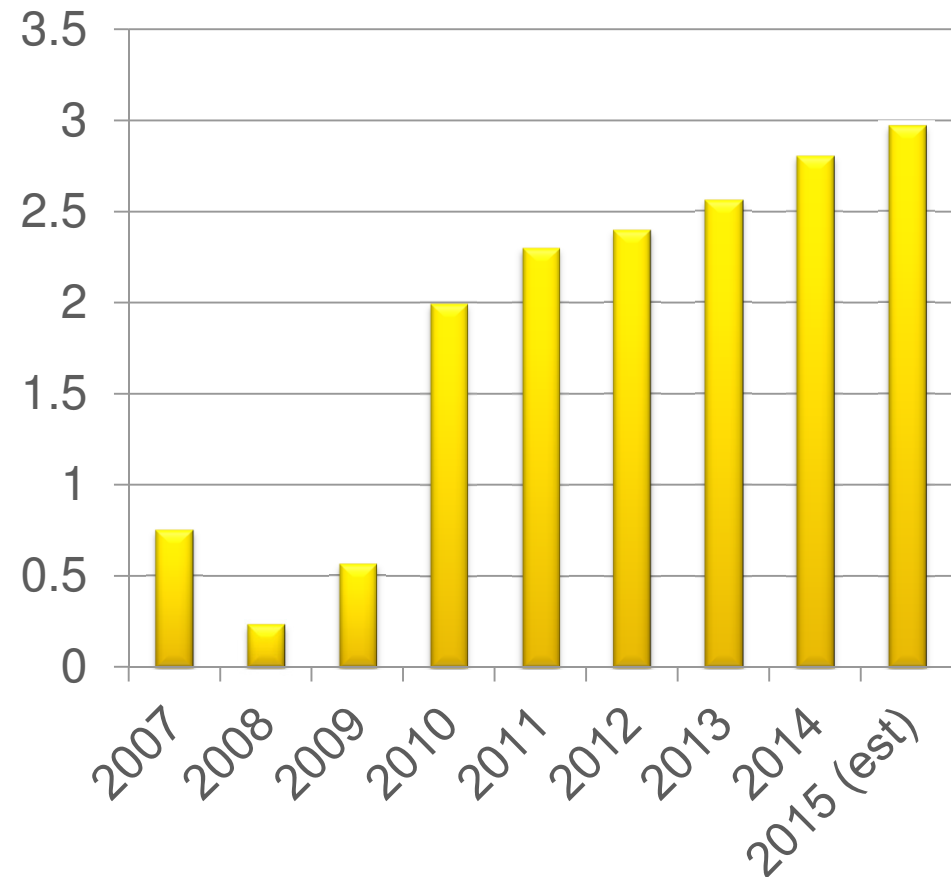


# Continuing growth, improving efficiency

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



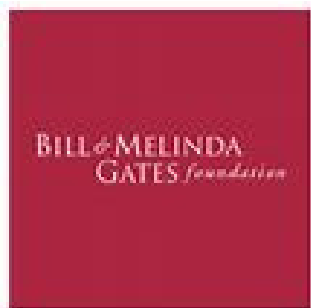
Ministry of Foreign Affairs of the  
Netherlands

**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 efharistó  
mercí zikomo  
obrigada ありがとう  
urakoze tak ke itumetse zikomo  
danke terima kasih dhanyawaad asante  
**thank you**

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