

Increases in income will vary from farmer to farmer. However, in general we expect additional net income to increase year by year as farmers gain more experience. The figures below are projected average income gains accumulated across different groups of farmers.

	Year 1 farmer	Year 2 farmer	Year 3 farmer	Year 4 farmer	Year 5 farmer
Average income increase (U\$)	92	121	166	213	261

As this average includes new groups of farmers starting every year, the income increase for individual farmers is significantly higher as they gain experience (refer to tables below).

Key farmers (2% of our target group) are the first adopters. What can be done by key farmers can be emulated by all other farmers. Within the first year, key farmers are able to double their productivity on smaller plots (1,250 sqm) by using improved practices. Compared to traditional practices, this earns them an additional U\$274 net income. By replicating better practices on increasingly larger plots of land every season, they are able to double their total net income from their full production area within four years.

	Baseline ⁽⁸⁾	Year 1	Year 2	Year 3	Year 4	Year 5
Total net income from vegetables (U\$)	869	1,143	1,280	1,527	1,692	1,856
Additional annual net income (U\$)		274	411	658	823	988

Core group farmers (20% of our target group) systematically follow all the key stages of crop production for several crop cycles through practical training on the demo farms. Within the first year they are able to increase productivity by 75% on smaller plots (1,000 sqm) using improved practices. Compared to traditional practices, this earns them an additional U\$165 net income. By replicating better practices on increasingly larger plots of land every season, they are able to double their total net income from their full production area within five years.

	Baseline	Year 1	Year 2	Year 3	Year 4	Year 5
Total net income from vegetables (U\$)	869	1,033	1,143	1,417	1,609	1,692
Additional annual net income (U\$)		165	274	549	741	823

Trained farmers (40% of our target) are those who join regular training events and select the topics that interest them the most. Within the first year they are able to increase productivity by 50% on smaller plots (750 sqm) using improved practices. Compared to traditional practices, this earns them an additional U\$82 net income. By replicating better practices on increasingly larger plots of land every season, they are able to achieve a 50% income increase over four years.

	Baseline	Year 1	Year 2	Year 3	Year 4	Year 5
Total net income from vegetables (U\$)	869	951	1,033	1,143	1,280	1,445
Additional annual net income (U\$)		82	165	274	411	576



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Other farmers (38% of our target group) do not directly attend training events, but benefit from a wider range of better quality agri-inputs and improved access to knowledge and information through agri-input dealers and emulating the practices of their neighbors. Without direct exposure to best practices in the field, we estimate that over the first year they are able to increase productivity by 50% on smaller plots (500 sqm) using improved practices. Compared to traditional practices this earns them an additional U\$55 net income. By replicating better practices on increasingly larger plots of land every season, they are able to increase the total net income from their full production by 50% within five years.

	Baseline	Year 1	Year 2	Year 3	Year 4	Year 5
Total net income from vegetables (U\$)	869	924	951	1,033	1,143	1,280
Additional annual net income (U\$)		55	82	165	274	411

By year five, the varying degrees of improved practices adopted by the 1 million farmers will generate an additional net income of U\$260 million every year at the farm gate level.

(1) Assumption; most farmers grow 2-3 crop cycles per year - using a total of 5,000 sqm over the year.

