

As well as boosting rural incomes in very poor areas, the use of improved vegetable varieties alongside better farm practices has a huge impact on nutrition. Even combined with fruit, the per capita consumption of vegetables in many countries is often less than half of the 400g minimum recommended by WHO.

The devastating effect this can have on physical and cognitive development is not only a health issue, it is also a severe constraint to long-term economic development in poor urban and rural communities. The urgent need to increase the availability and consumption of vegetables has been recently further highlighted by the COVID-19 pandemic.

With steady increases in yields as farmers gain more experience, by year five, the total volume of vegetables produced by the farmers we train will be enough to supply 126 million consumers at current rates of consumption. With a growing demand driven by improved access, affordability, and awareness of the benefits of vegetables, the additional volume produced would be enough to potentially double the per capita consumption of 25 million lower-income consumers. As an increase in consumption is dependent on awareness and affordability, it may be that a larger group of consumers benefit from smaller increases to per capita consumption.

Impact to nutrition from <i>additional productivity</i>	Year 1	Year 2	Year 3	Year 4	Year 5
Accumulated No. of farmers trained	120,000	280,000	480,000	720,000	1,000,000
Total volume of vegetables produced (Ton/year)	844,421	1,429,764	2,509,859	3,867,779	5,521,338
Total additional volume produced (Ton/year)	46,086	141,549	331,196	639,166	1,088,227
Total consumers supplied at current consumption rate (million)	19	32	57	88	126
Total consumers able to increase consumption by 100% (million)	1	3	7	15	25

