

8.3. Win for vegetable markets and nutrition

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 50% (million)	1	3	7	15	25

9. Our target group

We target farmers already producing vegetables, as well as introducing vegetables as a new economic opportunity. We only select areas that have a long-term potential to develop vibrant agri-input markets and that can become thriving hubs of vegetable production — supplying local, regional or even national vegetable markets at sufficient scale. Looking for areas of unnoticed or untapped potential, our work will take us to less-developed and often challenging areas such as Rakhine in Myanmar, Mindanao in Philippines, northern Nigeria etc. In some circumstances (for example northern Uganda) our approach brings alternative solutions in refugee crises.

Our focus on supporting farmers with the knowledge and information they need to supply wet markets (national and regional) will ensure that poorer populations are the main group to benefit from improved nutrition. Increased volume and regularity of supply will drive affordability. We also work with higher-end modern markets such as e-commerce, supermarkets and processing companies. Although their minimal requirements limit the number of farmers who can benefit, aligning to quality specifications (including branding and certification) can be a positive way to drive change in the sector.

