

## aGAP : ASENSO SA GOOD AGRICULTURAL PACKAGE PRESENTED BY CARE PHILIPPINES



### PROBLEM STATEMENT

The 5.7 million smallholder farmers in the Philippines make up one of the world's largest, most impoverished, and most marginalized populations. Still struggling to recover from 2013's Typhoon Haiyan, many farmers continue to work under very poor conditions. The difficulty of acquiring seed, fertilizer, and essential farming technology is amplified by high costs, financial services with inflexible repayment schedules, and a limited market for surplus crops. Further adding to their troubles, farmers must go through the complicated process of contacting multiple agencies to get the resources they need.

### OUR SOLUTION

aGAP is a social enterprise model that will offer a range of solutions for smallholder farmers. The aGAP model seeks to connect businesses and combine services for the supply of agricultural resources such as seed, fertilizer, farm tools and equipment, while providing education, financial connection, and market facilitation at the local level. By bundling these

services together, its symbiotic nature can be leveraged. For example, smallholder farmers can use financial services to pay for inputs and tools sourced from local traders. Inputs and tools, coupled with education, can increase yields and improve access to vegetable markets.

A package of agricultural services is a more feasible approach than stand-alone, competing services. aGAP distributes its package at farmer's doorstep through a roving agent coordinated by the local farming cooperative and association. Its discounted items are far cheaper and less time-consuming than sourcing resources from multiple suppliers.

### PROGRESS

Early testing of the aGAP model is already solving farmers' problems, and word of its effectiveness is spreading through Philippine villages. In 2018, a vegetable farm saw an average rise in vegetable production from 200 kilos to 400 kilos. Participation in the social enterprise expanded from 4 villages to 31, and the number of participating farmers increased from 556 to 1,537 (56% women). 938 farmers, including 645 women, attended season-long training on vegetable production. 3.4 metric tons of vegetables were marketed through local market integrators.

### LOOKING FORWARD

To achieve the goal of reaching 200,000 households or one million people by 2023, aGAP plans to establish 60 scalers to train and coordinate 1,000 women and men roving agents to promote and demonstrate the aGAP. aGAP plans to scale-up and replicate this model nationwide.

