

Vision

To make smallholder farmers more prosperous.

[One Acre Fund](#) supplies smallholder farmers in East Africa with the financing and training they need to significantly increase their agriculture productivity and incomes.

One Acre Fund is a nonprofit, but believes in using business principles to serve smallholder farmers so they can grow themselves out of hunger and poverty. By 2020, the organization will serve over 1 million farm families - with more than 5 million people living in those families.

Operating Model

Since 2006, One Acre Fund has worked to [rapidly grow](#) its solution. One Acre Fund began by serving 125 farm families in western Kenya, and now serves 200,000 families in Kenya, Rwanda, Burundi, and Tanzania.

Instead of giving handouts, One Acre Fund invests in farmers to generate a permanent gain in farm income. The organization offers farmers a [complete service bundle](#), delivered to the rural villages where farmers live:

- [Financing](#) for seed and fertilizer
- [Distribution](#) of farm inputs
- [Training](#) on best agricultural techniques
- [Market Facilitation](#) to maximize harvest profits

All of these services must be provided together. Without financing, seeds and fertilizer are unaffordable. Without training and market facilitation, farmers do not maximize yields or farm profits. And without delivery, these services may as well be on the moon.

Strategic Pillars

Beyond its core operating model, One Acre Fund has identified five strategic pillars which guides its efforts to achieve Zero Hunger:

- Amplify the voices and needs of rural smallholder farmers through the One Acre Fund website, blog, and social media platforms.
- Advocate for U.S. and global agriculture and food security policies that benefit smallholder farmers.
- Build a farm finance movement of socially minded MFIs and traditional banking institutions to meet the [global demand for agriculture finance](#).
- Foment a “distribution revolution” by encouraging donor, researcher, and practitioner focus on innovating ways to [improve smallholder access](#) to inputs and technologies.

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- Share One Acre Fund operational learnings and crop trial outcomes through an online resource library via oneacrefund.org

Goals

One Acre Fund benchmarks progress towards achieving Zero Hunger using [three key metrics](#): impact, scale, and sustainability.

Our organizational goals for 2015 are:

- **Scale:** grow to serve ~300,000 farm families, with pilots in Malawi and Uganda.
- **Impact:** put \$135+ of incremental income into the hands of each farm family, from our crops and environmentally friendly add-on products such as solar lights and Grevillea trees.
- **Sustainability:** cover at least 80% of our field costs through farmer repayments, driven by staffing efficiencies and greater transaction size.

Tactics

- Continue to test ways to scale our field operations to reach even more smallholder farm families, [innovating constantly](#) to improve the efficiency of our model as we grow.
- Trial crop and non-crop innovations that will have transformative impact on the lives of the farmers we serve.
- Publish the outcomes of our crop trials, agriculture policy analysis, and information on the growing farm finance movement through our online library.

Commitment to the Zero Hunger Challenge

One Acre Fund commits to:

- Track progress towards the goals through rigorous [M&E processes](#).
- Share progress towards the goals on a quarterly basis through [quarterly data calls and blog posts](#).
- Share stories/updates with the Zero Hunger communications team that report on One Acre Fund's advancement of Zero Hunger Challenge priorities.
- Call on others to promote Zero Hunger Challenge priorities through:
 - The One Acre Fund Monthly Newsletter. One Acre Fund will include content related to the Zero Hunger Challenge on a quarterly basis, including links to blogs discussing One Acre Fund's progress towards achieving Zero Hunger, and information about joining the Zero Hunger Challenge.
 - The One Acre Fund Campus Advocates Program. One Acre Fund will ask 45 campus leaders at 21 universities in North America to share suggested social media content promoting the Zero Hunger Challenge across their networks. In the coming year, One Acre Fund plans to expand this effort

Zero Hunger Challenge Pledge



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to universities in East Africa and the UK in the near future, potentially reaching millions of people.