



# SEED Awards 2010

for entrepreneurship in sustainable development

# WINNER

## Backpack Farm Agriculture Program : Kenya, South Sudan

Africans Feeding Africa – Sustainable BOP agriculture production & value chains

### Project description

The Backpack Farm Agriculture Program is an agri-based social enterprise operating in Kenya since 2007. The core of the program is an all-in-one canvas backpack with the eco-friendly agri-tech and training program supporting smallholder farmers.



### Business model

The Backpack Farm Agriculture Program (BPF) is an agri-based social enterprise launched in East Africa to support smallholder farmers – targeting rural women – to improve both the quality and quantity of their agricultural production over the annual growing season. The backpacks are distributed and supported by a network of rural franchises.

The canvas backpack is a modular system, containing certified seed varieties, a drip irrigation system and eco-friendly fertilisers and crop protection. The Program is initially targeting community or “cooperative” farming production in Kenya and can be leveraged by the UN, NGOs, commercial farms and investment incubators.

### Scaling up activities in 2011

- Distribute a minimum of 10,000 BPF by the end of 2011.
- Establish 10 rural franchises by the end of March 2011.
- Establish a network of women trainers within the franchise network.
- Build a central training center where rural franchises and agriculture NGOs can be supported with full time training classes and BPF agronomists.

### Immediate needs

- Financing partners to support scale-up and marketing activities.
- Expertise in translating the existing 36 training modules into Swahili with better graphics to support illiterate farming communities.
- Technical assistance to build an interactive database and technical extension services on the existing and growing network of rural farmers.





# SEED Awards 2010

for entrepreneurship in sustainable development

## WINNER

### Partnership

- **Medea Group Limited** incubated and financed the entire project and is responsible for the overall project coordination.
- **Lachlan Kenya** supplies and packages the agri-tech for each Backpack Farm.
- **Irrio International** manages the supply chain of the irrigation products.
- **Sandstorm Kenya** designed the backpacks and is responsible for their production.



### Social, environmental and economic impacts

**Social impact:** In 2011, the Programme intends to train 10,000 farmers in the use of agri-tech and access to local credit. 'Rootz' will be formally launched in January to support construction of 10,000 school gardens to increase child nutrition and technical capacity of women and the girl child.

**Environmental impact:** The Backpack Farm disseminates advice on better land and water management by packaging eco-friendly agri-tech (e.g. certified seeds and water-soluble basal fertiliser pastes).

Efficient drip irrigation systems reduce the water input significantly and counter the impact of droughts; these are reinforced through rainwater harvesting.

**Economic impact:** The combination of agri-tech distribution and training programs will help rural smallholder farmers to triple the quantity of their agriculture production. The improved quality of the products directly impacts on the price per kg the farmers can earn in local, regional and export markets while attracting agri-processing and new market development.

### Contact

**Ms. Rachel Zedeck**

Email: [GROW@Backpackfarm.com](mailto:GROW@Backpackfarm.com)

Website: <http://www.backpackfarm.com>

### SEED Partners

SEED is hosted by the United Nations Environment Programme (UNEP). Other current partners are the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature); and the governments of Germany, India, the Netherlands, Norway, South Africa, Spain, the United Kingdom and the United States of America.



### About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs that while working towards a greener economy also tackle poverty, marginalisation and social exclusion.

SEED provides these social entrepreneurs with know how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making.

More information: [www.seedinit.org](http://www.seedinit.org)

### SEED Secretariat

[info@seedinit.org](mailto:info@seedinit.org)