



Knowledge grows

One Step Program for the Small Holders

**Fin4ag: Revolutionizing finance for Agri-value
chains, July 14th Nairobi, Kenya.**

Mr William K. Ngéno

Who is Yara?

History



1905

World's first production of nitrogen fertilizer - Calcium Nitrate in Norway

2004

Hydro becomes Yara

1905

1940

1980

2004



THE POVERTY VICIOUS CIRCLE

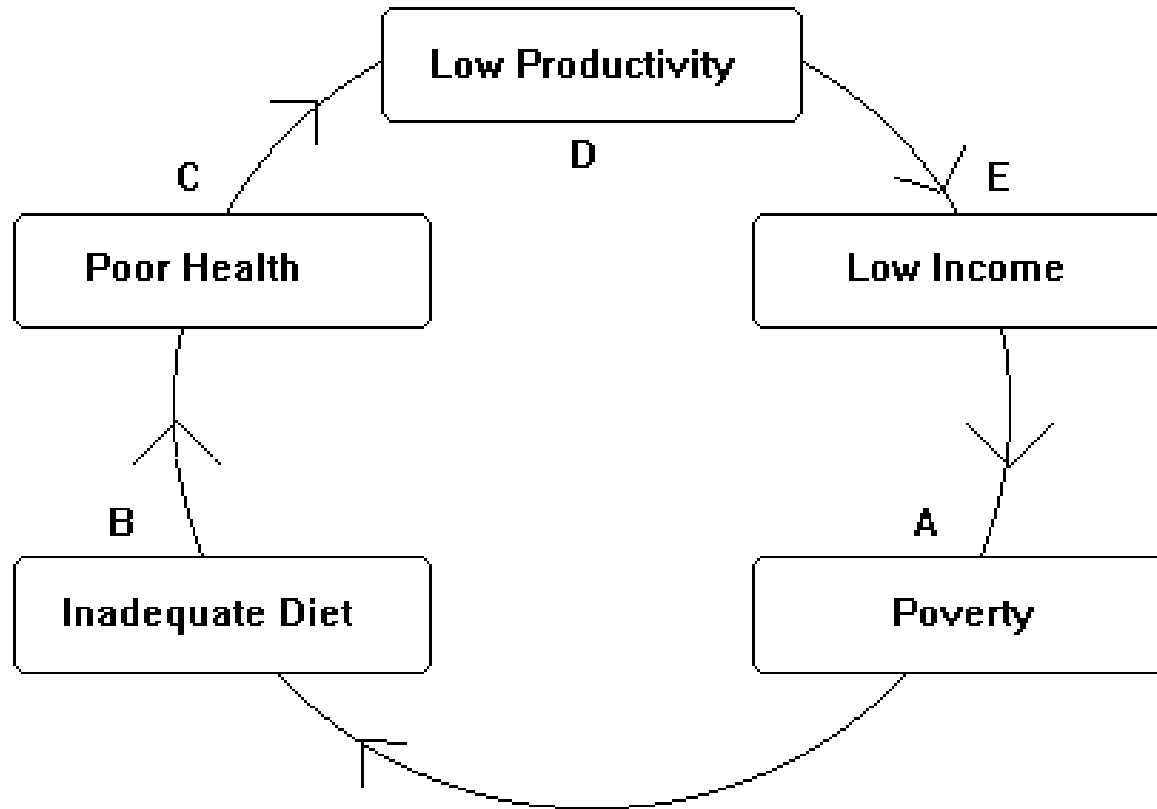
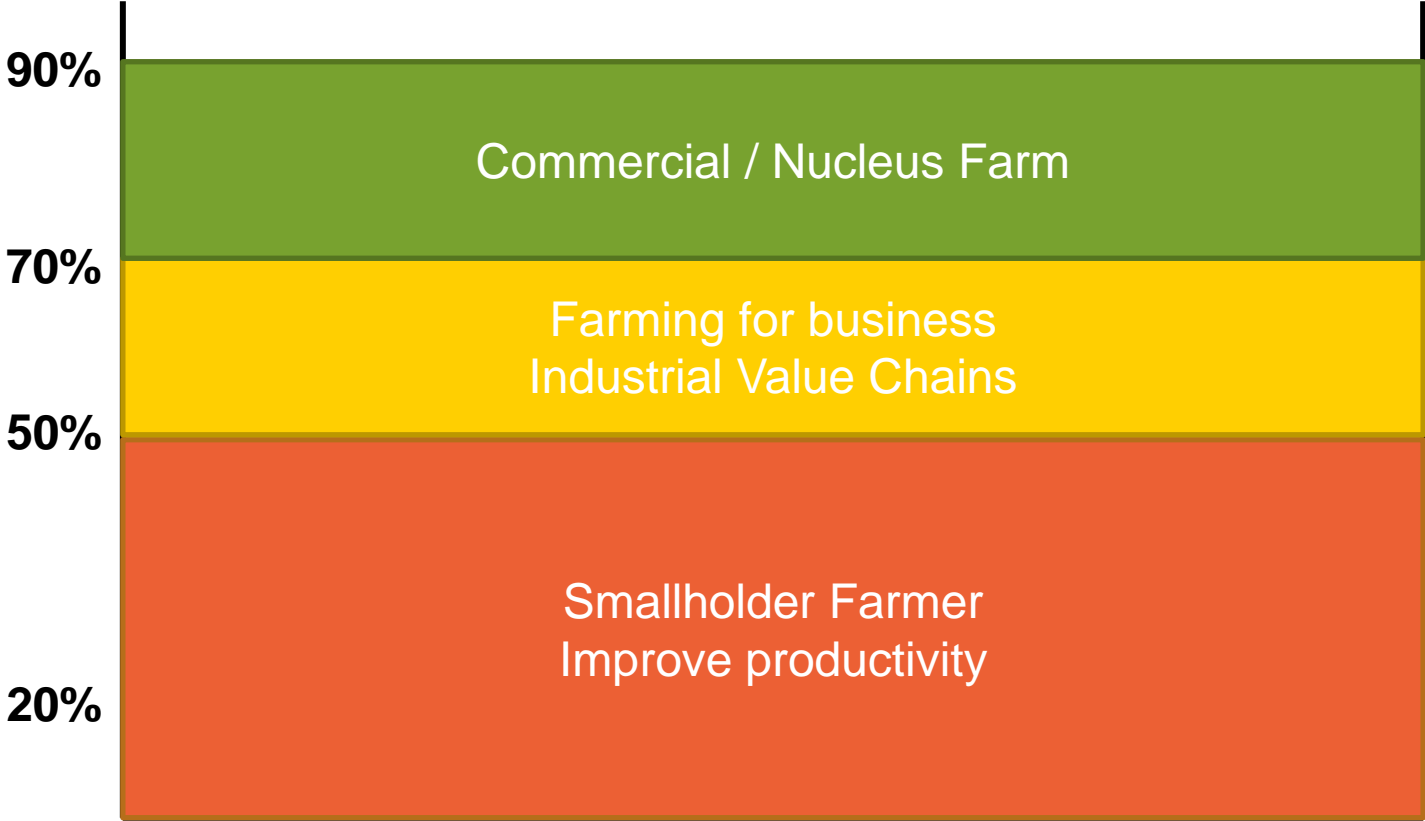


Figure 1: *The vicious circle of poverty - Individual level;*
Barke & O'Hare, 1991, page 43.)

Yara – One Step program

Productivity

Volume / Quality



Yara – Market Development Concept



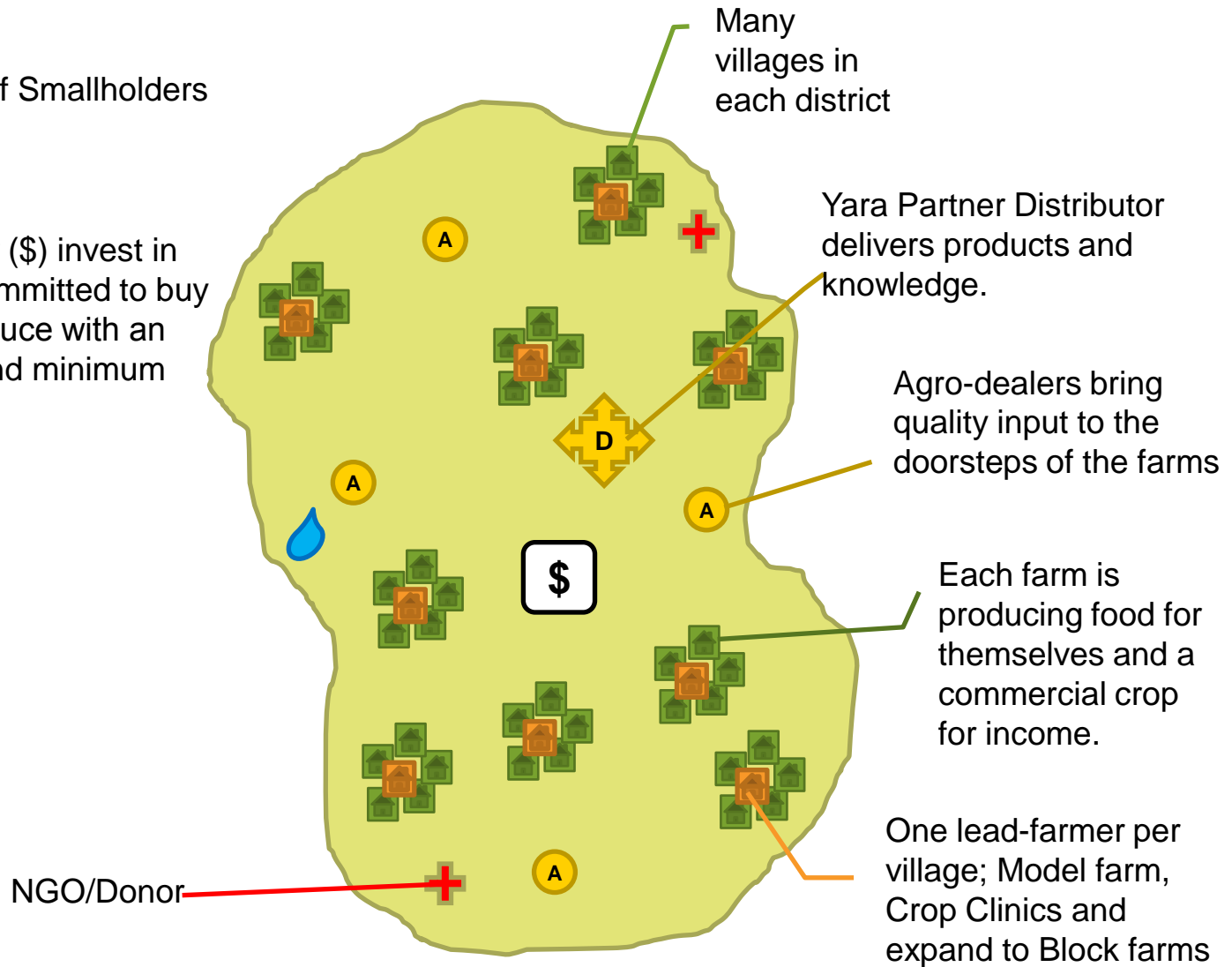
Yara – Targeting Smallholder Farmers

- Key Development **focus**;
 - **phase 1**; improve productivity - food security and improved nutrition
 - Increased income.
 - Quality; human nutrition & shelf life
 - **phase 2**; farming for business – transformation through value chains partnerships.

- ***Balanced Crop Nutrition is about feeding the soil with minimum the same amount of nutrients that will be removed during harvesting***

Farming as a Business- outgrower concept

- Transformation of Smallholders
- Industrial partner (\$) invest in the Concept - committed to buy the farmers' produce with an agreed quality and minimum price



Yara- Creating value to the farmer



YARA
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Shamba Darasa La Mpunga

KITALU	KUPANDIKIZA	MAJANI 4 HADI 6 NYUNYIZA KWEHYE MAJANI	KUPACHA	MIMBA DUME
YaraMila™ Cereal 30 g / m ²	YaraMila™ Cereal 61 kg / acre	YaraVita™ Tracel DZ 8.8 kg / acre	YaraMila™ Jaxa 180 kg / acre	YaraLiva™ Nitrofert™ 25 kg / acre

YARA Tanzania Ltd, P.O. Box 40210, Dar es Salaam, Tanzania. Tel: +255 22 286 2418/64. www.yara.com



Record keeping

Fertilizer price (Tsh/bag) =	Current price; Maize							
(tsh / kg) =	500							
	Fertilizer Cost	Maize yield (Kg/acre)	Yield increase %	Maize Income	Benefit over control	50kg Bags / acre	Rank	Cost pr kg Maize
Control	-	542		271,000	271,000	0	6	-
Farmer Practice	37,500	825	152%	412,500	104,000	1 DAP + 1 Urea	4	45
Minjingu Masao (MM)	36,000	750	138%	375,000	68,000	2 MM + 1 Urea	5	48
YARA Program - acid soil	34,000	1,050	194%	525,000	220,000	1 YM Cereal + 1 YM Cereal	3	32
YARA Program - "normal soil"	28,000	1,100	203%	550,000	251,000	1 YM Cereal + 1 Urea	2	25
YARA Program - "normal soil"	23,500	1,100	203%	550,000	255,500	1 YM Cereal + 1 CAN	1	21
	Urea	DAP	Cereal	MM	CAN			
Fertilizer price	51,000	66,500	57,000	32,500	46,500	<i>*Southern Highland recommended</i>		
Subsidy planting		45,000	45,000	45,000		<i>Agro Dealer price</i>		
Subsidy top dress	35,000		35,000		35,000			

**Benefit; Maize income - Fertilizer cost - Benefit Control*

Mapping for decision making

- Farmer density per region
- Scale of operation
- Profile; social, economic, Saving schemes

Why?

- Communication
- Financing
- Strategy; Approach on crop choice, nutrition, targets

Yara – Smallholder focus

***If the farmer do not understand / realise that he / she have low productivity
– Agro inputs will be too expensive and the crop price will always be too low!***

Yara – Crop clinics



*Crop Clinics organized with Agro Dealers and Lead Farmers
- focus on practical demonstrations and discussion with farmers*



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