

Rurality - Putting the farmer at the heart of society

More than two billion people live and work on small family-run farms, producing palm oil, coconut, rubber and other commodities that we use every day. It is on these farms that much of our food is grown.

Our vision and mission

Working through supply chains, Rurality aims to strengthen entrepreneurial and resilient farming communities, creating value for all. Our mission is to empower farmers to create, tap into and own the mechanisms that will strengthen their resilience and improve their livelihoods.

The solutions that we co-create on the ground with farmers and partners build on their market connections. We strengthen the farmers' links to other parts of the supply chain, thereby supporting both farmers and their products.

Our strategy follows four main goals:

1. Create strong and fruitful relationships between farmers and buyers.
2. Improve livelihoods and social conditions at the farmer and village level.
3. Support farmers to maintain and enhance the quality of their natural environment.
4. Scale-up successful approaches through supply chain connections.

Our impact in 2018



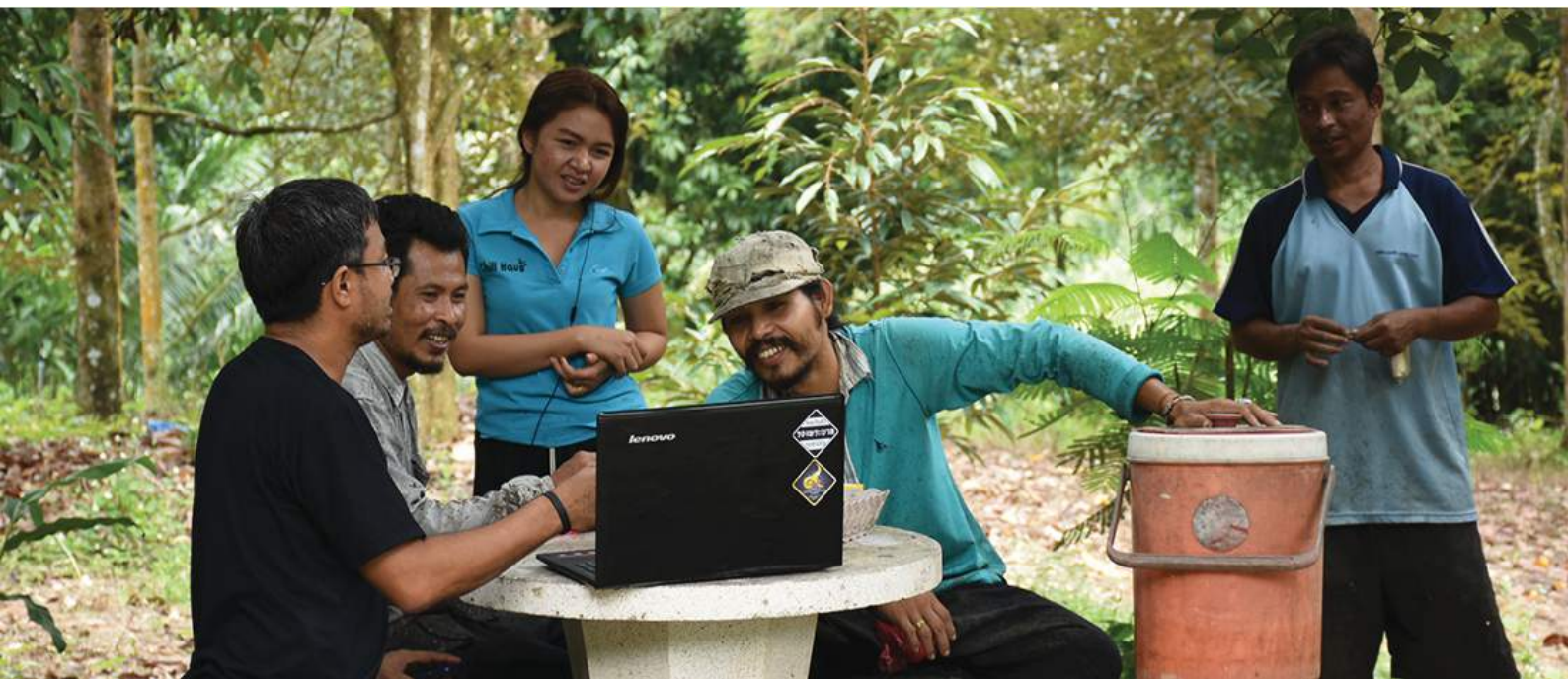
We engaged with **4066** farmers in 2018. Assuming an average household size of 4, our work has indirectly impacted **16,264** family members.



350 of those farmers have started to diversify their farm activities.

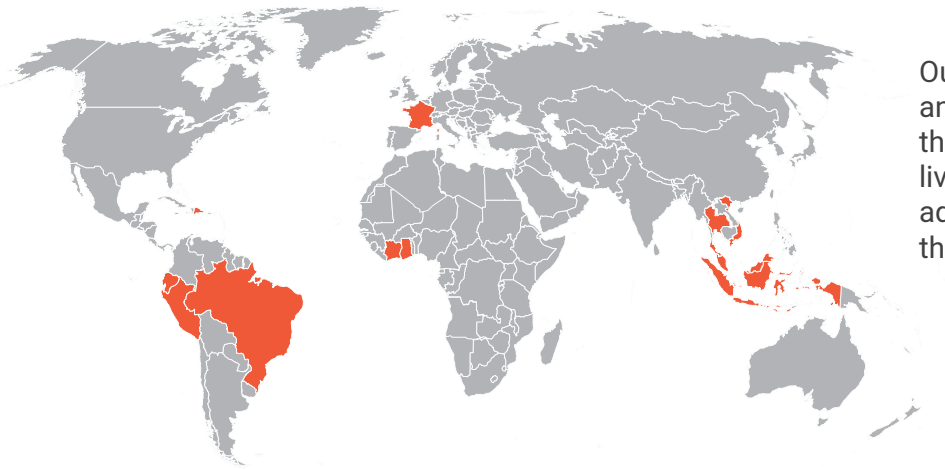


20,012 hectares of forest were protected thanks to our activities.



Our work to transform supply chains

We've been supporting farmers increase their resilience since 2015. Today, we are working with farmers across 11 countries.



Our field teams (approximately 40 staff) live and work among farmers, build trust with them and understand the local context of their lives. This approach informs strategies to address farmers' practical needs and enhance their social and environmental management.

Having worked directly with 33 buyers (mills, dealers, etc.) since Rurality started in 2015, our activities have reached and benefitted a total of **35,441 farmers** indirectly.



The continuous growth and outreach of our **16 Rurality projects** is underpinned by the ambitious goal of inspiring transformation throughout entire industries and at the landscape level. Through our approach, connections on the ground and jointly developed innovations, we seek to inspire immediate stakeholders and our wider network of partners and identify opportunities for social ventures and impact investment directed at farmers.

Palm oil

Where? Brazil, Ecuador, Ghana, Indonesia, Ivory Coast, Malaysia, Peru.

Funders: Archer Daniels Midland Cares, Colgate, NORAD, Golden Agri-Resources, Johnson & Johnson, Nestlé, ProFairTrade, SIPEF-CI, Reckitt Benckiser.

102 partners¹

Cocoa

Where? Dominican Republic².

Funders: Bjorg Bonneterre, CIRAD, Relais Dessert, Révillon, Terra Isara, Valrhona, Weiss.

4 partners²

Rubber

Where? Indonesia, Thailand.

Funders: Golden Agri-Resources, Reckitt Benckiser

11 partners

Coconut

Where? Solomon Islands.

Funders: Florin, Lindt Cocoa Foundation, Pacific-Rim.

6 partners

Pulp and paper

Where? Vietnam.

Funders: Nestlé.

4 partners

¹ Partners include the private sector, public sector, academic institutions and NGOs.

² Cacao Forest Programme.

Soubré, Ivory Coast

The transportation of palm oil Fresh Fruit Bunches (FFB) to collection centres or to the mill poses a real challenge for smallholder farmers in Soubré. Poorly maintained roads and remote farms and villages make it difficult to ensure the required delivery of FFB within 48 hours after harvesting. Rurality worked with farmers, cooperatives and mills towards an affordable and tangible solution. A jointly agreed collection schedule now allows farmers to plan harvesting and collectors to optimise the use of trucks, reducing the risk of economic losses due to poor coordination. Thanks to this, the rejection rate of FFB at the mill gate has been kept under one percent.



Sabah, Malaysia

Due to the fragmentation of natural habitats, elephants are increasingly traveling through palm oil plantations, causing disturbance of crops and property on farm lands. This results in ever increasing human-elephant conflict. Farmers face economic loss and threats to the lives of elephants have also been increasing. Rurality inspired a collaboration between farmers' groups, the local wildlife department, local NGOs and nearby plantations to set up an elephant monitoring system that would allow the preservation of wildlife corridors and prevent elephants disturbing farm land. Three elephants have been translocated to nature reserves and community-led patrolling covers 7,580 hectares.



Surat Thani, Thailand

In Surat Thani, 40 percent of interviewed farmers were found to rely exclusively on latex production, a commodity with strong price fluctuations and, currently, low market value. As part of its vision to strengthen rubber farmers' resilience, Rurality supported the development of business plans for farm diversification activities, focusing on good crops and livestock, such as sweet potatoes and quail eggs. So far 160 farmers have embarked on new and additional farming activities.

