



ssnup

Smallholder Sustainability
Upscaling Programme

STRENGTHENING FARMER CAPACITY AND MARKET ACCESS WITHIN LEGUMES VALUE CHAINS THROUGH DIGITAL INNOVATION IN ZAMBIA



Africa



Latin America



Asia



Financial services delivery



Capacity building for end
beneficiaries



Market access and
product development



Management systems
improvement

CONTEXT

At present, Zambia has 42 million hectares of arable land of which around only 1.2 million hectares are actively farmed each year, presenting a large opportunity for growth. The agricultural landscape is predominantly characterised by smallholder farmers which represent about 82% of total outputs. However, these farmers employ subsistence farming techniques limiting their uptake of modern agricultural techniques. The global legumes market is estimated at USD 14,6 billion in 2024 and is projected to grow to approximately USD 18 billion by 2032. As one of Africa's leading seed exporters, Zambia is well-positioned to expand its production of legumes and tap into growing market opportunities.

CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Established in 2014, Good Nature Agro (GNA) is a Zambian social-oriented enterprise working with around 30,000 smallholder farmers to produce seeds that are either replanted or sold as commodities. Specialising in legumes, Good Nature Agro offers a diverse range of groundnut, peas, soybean and bean varieties.

OBJECTIVE OF THE PROJECT

The objective of this project is the roll-out of a digital platform to engage a larger number of farmers, strengthen Good Nature Agro's social impact in underserved areas, and produce greater quantities of high-value legumes. This platform will enable smallholder farmers to receive real-time agronomic advice, crop management tips, and market information via a USSD-based communication channel. In addition, the platform enables Good Nature Agro to reach smallholder farmers that live in more remote locations by using agrodealers as local intermediaries.

The expected results of the project are:

- Register 15,000 farmers who will receive personalised agronomic advice.
- Enable 40,000 additional farmers to access GNA products via local agrodealers.
- Increase productivity and crop yield by 15% among 55,000 smallholder farmers.

IMPACT INVESTOR



BENEFICIARY ORGANISATION

Good Nature Agro (SME) –
Zambia

TARGET

40,000 smallholder farmers

AGRICULTURAL VALUE CHAIN

Beans, soybeans, and peanuts

STARTING DATE

December 2024

DURATION

18 months

TOTAL TA BUDGET

€ 302,328
Including € 158,970 (53%)
contribution from SSNUP



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