Your Impact in Ghana
The Farmer’s Economic Advancement Through Seedlings (FEATS) project
They provide food and income for millions worldwide. Their importance is especially clear in Ghana, where over half of the Ghanaian labor force works in the agricultural sector.

Tree crops are vital to the country’s economy, but the industry has struggled. Less farmland, an aging workforce, and older trees mean less productivity. This has prevented the industry from achieving its potential.

**FILLING IN THE GAPS**

How, through your support, the FEATS project provided the missing piece needed to build a successful seedling system in Ghana.

Yet, despite the obstacles, your support gives farmers and entrepreneurs the tools they need to prosper.

When talking about impact, numbers are an essential part of the story. But they don’t tell the whole story. Robert Austin, MEDA Country Director for Ghana, knows this well. He has seen first hand the lasting and sustainable difference that the FEATS project is creating for individuals in Ghana.

While the tree crop industry in Ghana supports many jobs, it has faced challenges. Some of the biggest challenges were the lack of quality planting materials, lower productivity because of aging trees, and skill gaps among farmers and businesses producing tree crop seedlings, including women farmers and women-led SMEs. These challenges limit smallholder farmers, especially women, who desire to participate in the tree crop industry.

Yet, despite a slow start, the FEATS project gradually improved the skills of farmers and women-led businesses to work in eco-friendly tree crop businesses. The project made it easier for female and male farmers to buy high-quality tree crop seedlings. It also increased the efficiencies of women-led enterprises in tree crop industries. Through your generosity, the project supported the Government of Ghana and private businesses to build a seedling market on a broader scale. It further contributed to creating farmer and industry associations that improve the tree crop seedling market’s coordination, productivity, and quality.

“The results have been fantastic,” according to Austin. Now, there are more women-led SMEs that are running more profitable business. More women also feel confident and have grown their businesses into sustainable enterprises. These women entrepreneurs are also participating in mentoring opportunities that strengthen their skillsets. Women took gender leadership training which built their confidence and encouraged them to participate more in business activities, while some have taken leadership positions in their nursery associations. In addition, more enterprises are producing quality seedlings, and more farmers buy these high-quality seedlings.

For Robert, one of the most significant impacts is making the project sustainable.

In terms of ensuring that farmers can obtain quality tree crop planting material, we think that will be the most enduring impact...we are [also] confident that [women-led Small and Medium-sized Enterprises (SMEs)] operations will be commercially sustainable. For me, that is the enduring results that we have accomplished with these women-led SMEs,” Robert reflected.

Six years after FEATS started, the tree crop system in Ghana is working much better. The gaps have been filled, enterprises can provide higher quality seedlings, and farmers are in a better position to buy those seedlings to grow their tree crop farms. The businesses can now generate enough revenue to put back into their operations contributing to strengthening a tree crop seedling system that can support the production and sale of higher quality seedlings and produce.
FEATS is just another example of how you’ve made an impact in Ghana: through your gift, hardworking farmers and entrepreneurs were able to get the necessary tools they need to build profitable farms, businesses, and a reliable value chain that can support their growing industry.

Your support is

- **Boosting the supply of quality tree crop seedlings** by providing better training and infrastructure for businesses and farmers.
- **Increasing Tree Crop Farmers’ productivity** by improving their knowledge and access to higher-quality seeds.
- **Improving the Business Environment** by supporting government and businesses to strengthen markets for entrepreneurs and farmers.

How a hobby became a profitable livelihood – Prince and Grace’s story

Prince Frimpong has owned and operated a small cashew nut nursery as a hobby for nearly twenty years. When Prince married his wife, Grace, they turned their hobby into their livelihood. They later registered their business as POFAMG, a combination of their names.

Like many small businesses, it experienced challenges. The nursery struggled to find qualified workers to graft its seedlings. As a result, the company underperformed. In 2017, POFAMG only grafted half of the 20,000 seedlings they nursed.

Yet, their business improved when Grace signed an agreement with the FEATS project in 2019. Since then, they upgraded their nursery equipment and received nursery operations, business management, and seed grafting training. “…Through the nursery management training, I was able to build my own technical ability in seedling production. I and three of my women employees were also taken through grafting training, and between us and my husband, we are now able to graft to meet our nursery’s needs,” Grace said.

Through better training, access to markets and equipment, the nursery increased its production. It went from grafting 10,000 seedlings in 2019 to 65,000 in 2020.

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We have experienced a transformation in both our business and family life since we partnered with MEDA. Today, we can generate enough income from our nursery business and have even diversified into other streams of income. We started 12 and 17-acre cashew and mango plantations, respectively, and have also started a mushroom farming business from our profits from the nursery business,” Grace said.

In the future, POFAMG is working to produce and sell at least 100,000 cashew seedlings per year and grow other crops. Prince and Grace are hopeful that they will make enough money to provide for their family of five through their nursery, mushroom business, cashew, and mango plantation businesses.
Impact by the numbers

Your support has continued to equip farmers and entrepreneurs with the tools and training needed to find success in their livelihoods and business. THANK YOU!

9M tree crop seedlings are being planted

58,735 farmers supported to plant quality tree seedlings

$675,599 in matching grants to grow the businesses of 36 women-led SMEs

24,832 farmers have been assisted with seedling purchase discounts to buy and plant quality seedlings

72,347 farmers were trained in Good Agricultural Practices (GAPS), Environment, and Gender Equality and Social Inclusion (GESI).

33 women-led SMEs were supported with business and leadership mentorship programs for the tree crop industry

5,687 farmers were supported with access to financing from financial institutions

PROJECT DETAILS

7 Years: 2015-2022

MEDA Private Supporters: $2,688,632

Global Affairs Canada: $10,746,478