

Empowering smallholders to reach their farming potential

In Vietnam, Better Life Farming - an alliance of leading private-sector companies – will develop sustainable and scalable business models with global and local partners to improve coffee smallholders' livelihoods.

Better Life Farming works together with smallholders to help them on their journey to grow their farms into commercially viable and sustainable farming businesses. Better Life Farming is an alliance of leading private-sector companies providing holistic and innovative solutions that enable smallholders to unlock their farming potential.

By connecting global expertise with local insights and partners, Better Life Farming offers advanced agricultural practices, seeds, precision irrigation, crop protection, finance, insurance, digital technologies, and access to markets, each customized to fully address smallholders' needs at scale.

Coffee growing in Vietnam

With its delightful flavor, coffee has become an indispensable part in the list of beverages around the world. Vietnam is the 2nd biggest exporter of coffee in term of value globally with more than 80% of the Vietnam coffee growers is smallholder farmers. For these smallholders, coffee beans aren't just a delights, it's their main source of livelihood for the whole family.

However smallholder farmers are more vulnerable to challenges such as lack of finance, adverse climate impacts, irrigation management, pests and crop diseases, rural migration and fluctuating commodity prices. Because of these challenges they are able to realize only a fraction of their potential productivity.

In Vietnam, the Better Life Farming coffee is focusing on LamDong and DaCLak provinces. For coffee, besides the global partners (Bayer, IFC, Netafim and Swiss Re), the local partners in Vietnam include Khang Think Irrigation Technology JSC (KT) and ACOM.

How does it work?

// High-quality input and technology : Farmers are provided with advanced technologies in the areas of crop protection, precision irrigation and fertilizers which solves the problem of labor shortages, and also introduces a sustainable way of farming.

// Training and advice: Better Life Farming introduces many good agricultural practices to increase the production of coffee, such as farm plan & management, water & nutrition management, integrated crop management, application technology, and safe input use. One unique part of the training is "Farming as a Business," which guides farmers to an entrepreneurial mind-set by managing their farming activities in a more professional way. Field officers are available as advisors to the farmers.

// Market access and fair prices: Better Life Farming collaborates with value chain partners to ensure transparency in the value chain, with the aim of offering fair prices for produce.

// **Access to finance, insurance, and risk transfer:** Better Life Farming enables smallholder farmers through education to better access our partners' finance.

Key figures in 2018

- // 190 farmers & 300 Has in Di Linh and Lac Duong district, Lam Dong province.
- // 5 trainings conducted to 190 farmers.
- // In LacDuong District, on Arabica coffee, we achieved 33% yield increase in comparison to current farmer practices in the region.
- // In Di Linh District, on Robusta coffee, we achieved 29% yield increase in comparison to current farmer practices in the region.
- // 10 joint demo plots with partners to demonstrate the best technology including precision irrigation, fertigation, crop protection and drip protection.