



# One Acre Fund: Innovating for Scale

May 24, 2017





# Who We Are



**We serve  
smallholder  
farmers**



**Non profit,  
but operate  
like a business**

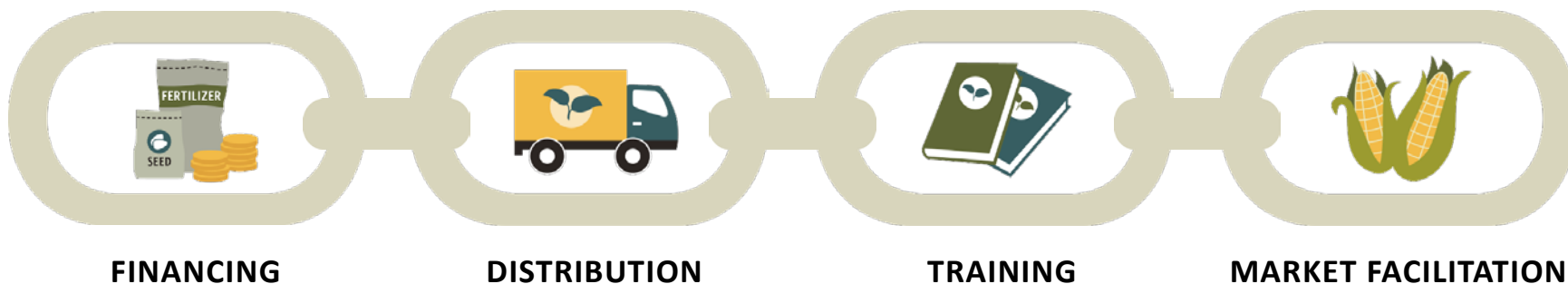


**Scaling rapidly—  
directly and through  
partnerships**



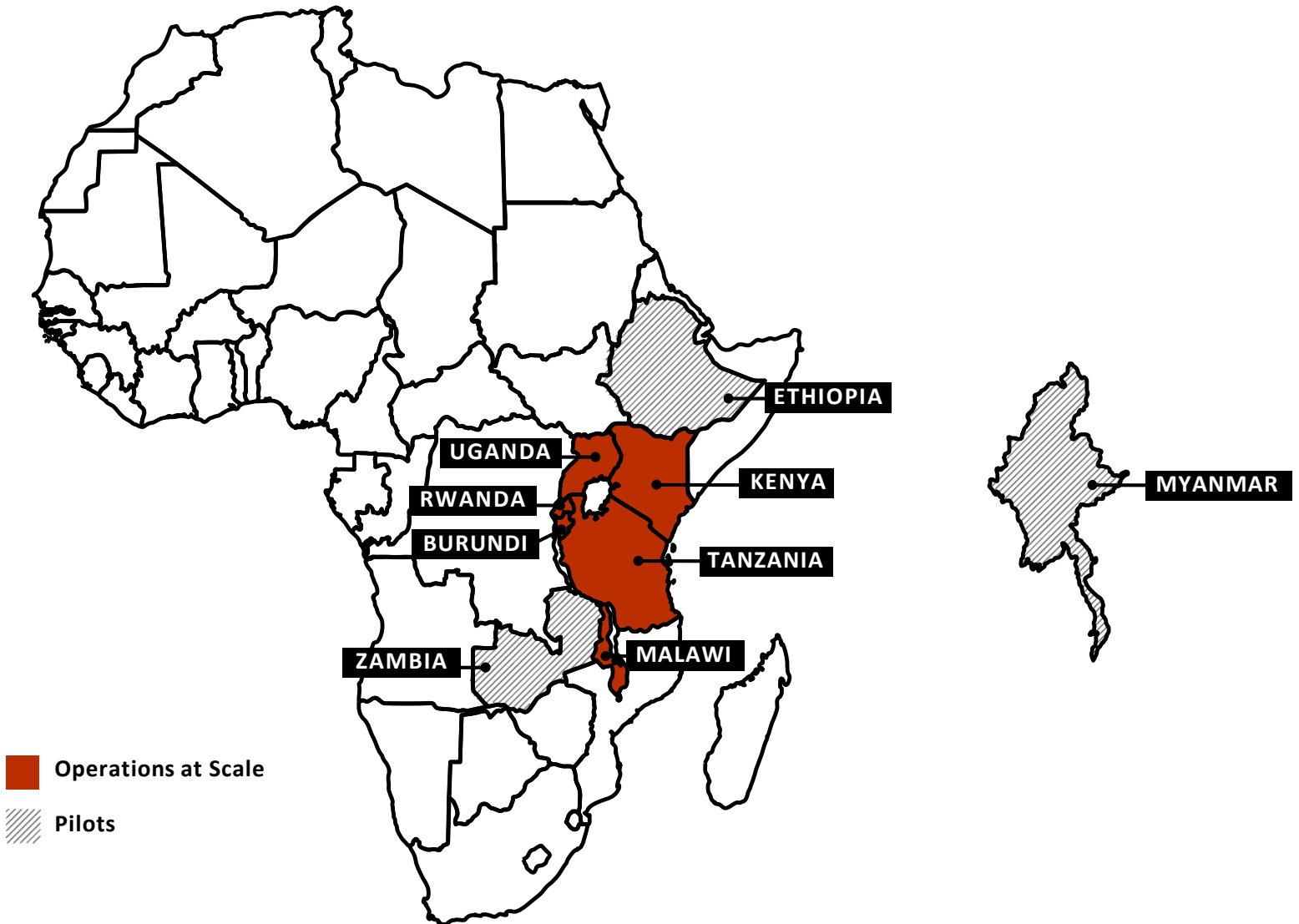


# An Integrated Approach





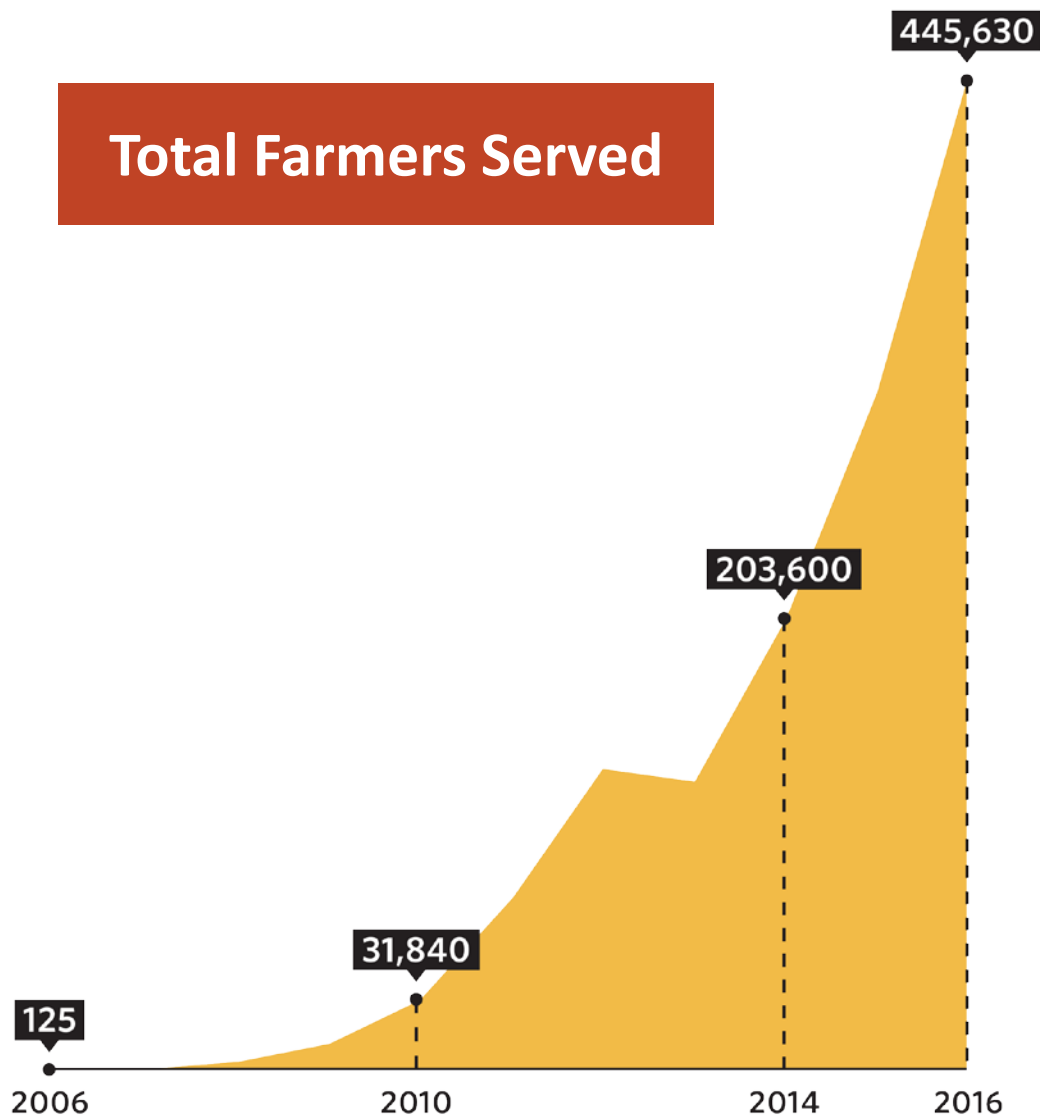
# Where We Work





# Scale Matters

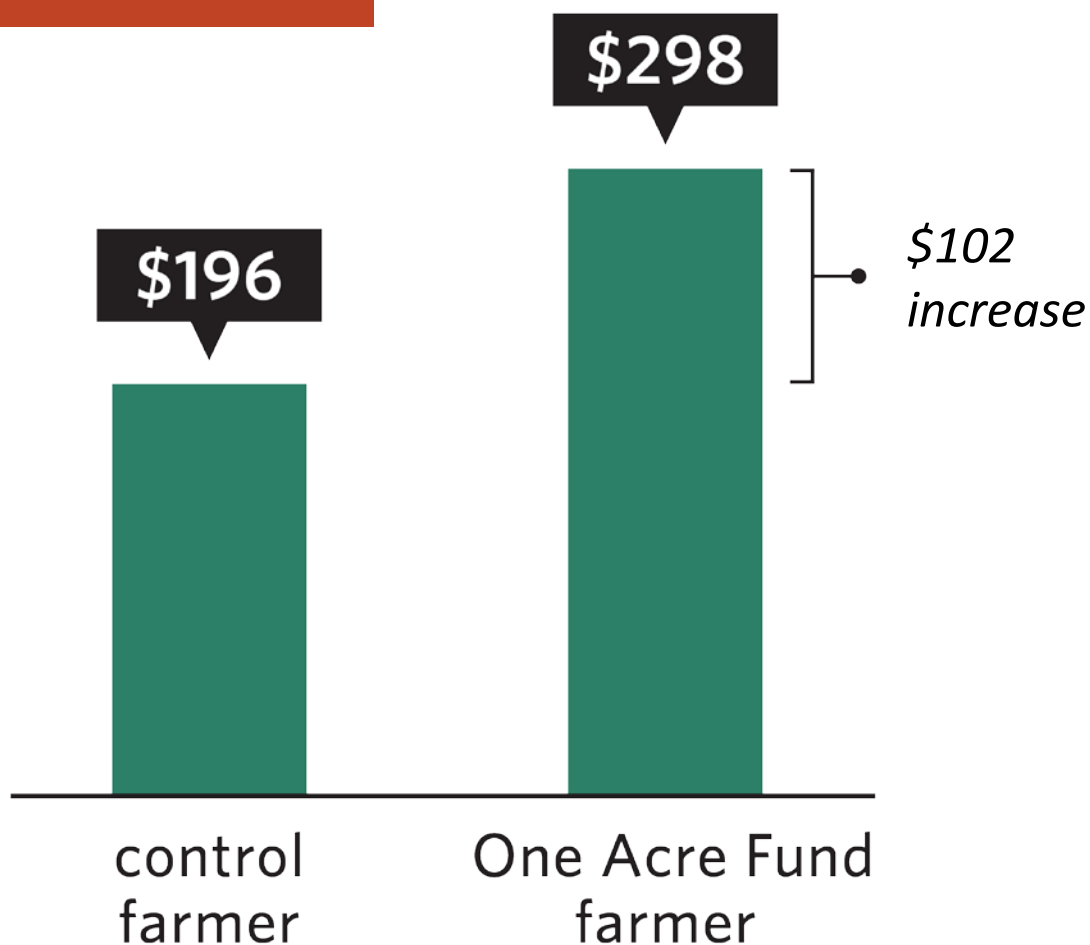
## Total Farmers Served





# Impact is Our North Star

2016 Impact





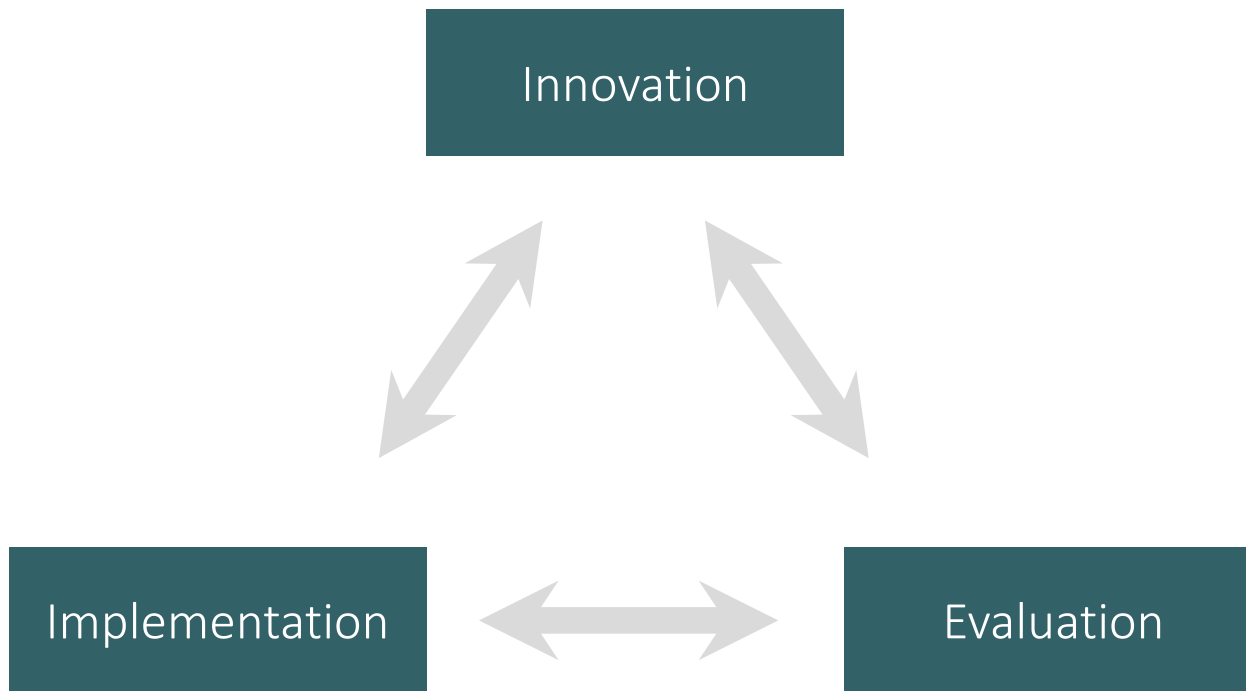
# Finding What Works

We seek to increase impact and improve our services through continual **innovation** and rigorous **evaluation**.

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# Finding What Works







# We Ask Many Questions



How much firewood could a farmer save with a more efficient cooking stove?



How can we enroll more farmers in the program with better marketing and community engagement?



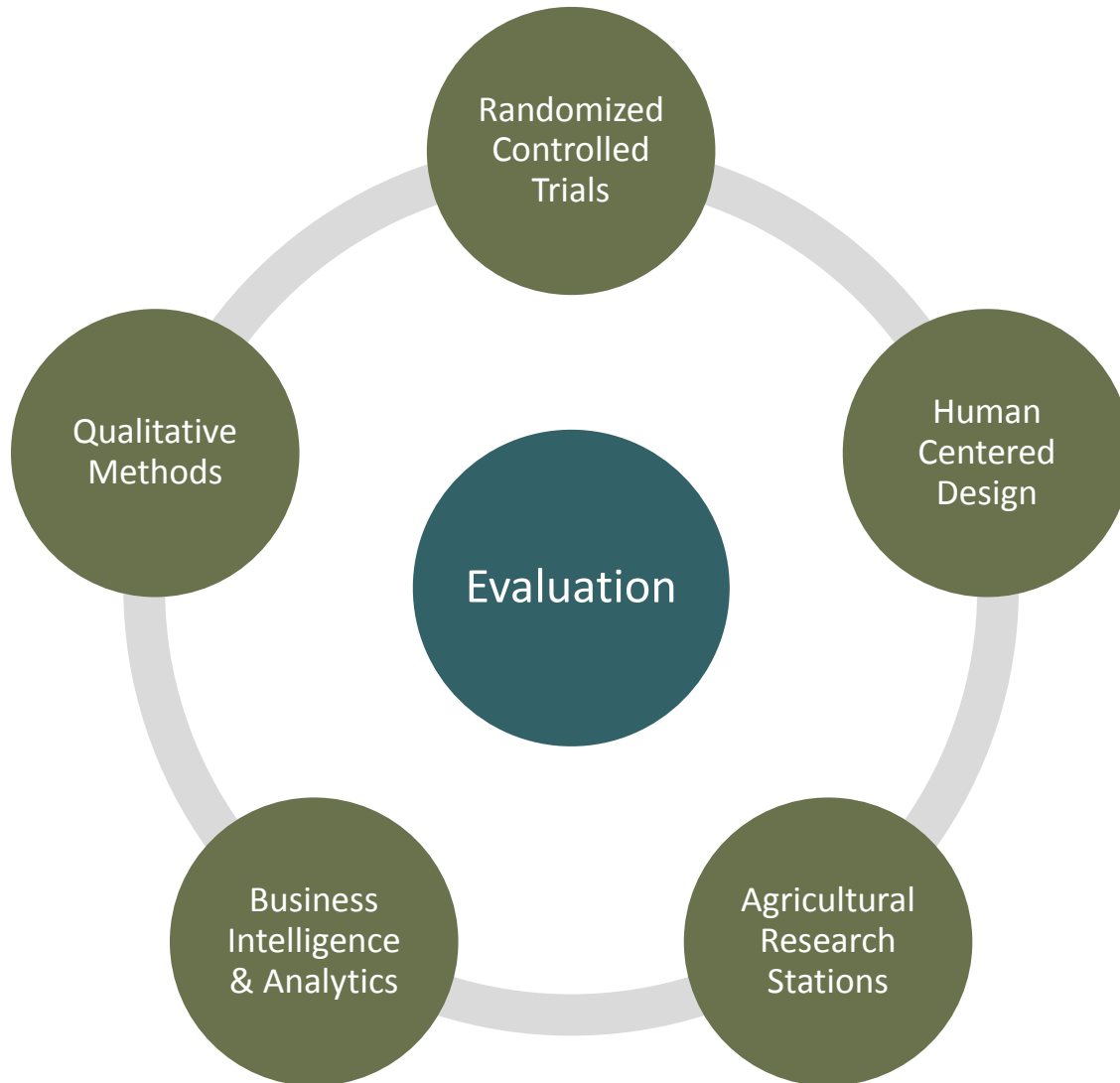
How can we encourage farmers to diversify their diets and incomes by growing new crops?




What are the best planting methods, seed varieties, and fertilizers to maximize maize yields?



# We Use Varied Approaches




A man in a light green shirt is holding a small red object over a blue folder. He is looking at the object with a focused expression. In the background, a group of people, including a woman in a yellow shirt and a man in a patterned shirt, are looking on attentively. The scene is outdoors under a clear sky.

Our research focuses on  
results that are practical  
and actionable







Farmers are at the  
heart of everything  
that we do







# Example: Agricultural Lime



Phase	Evaluation Activity	# Farmers
1	Research station trials to test methods and maize yield effects under different agronomic conditions	0
2	On-farm trials to test farmer trainings, observe preferences, and measure maize yield effects at larger scale	500+
3	Adoption trials to test how marketing strategies encourage more farmers to purchase lime	10,000+
4	Full scale rollout with annual harvest evaluation	50,000+