**Agri-Asenso Package [Phillipines]**

**Problem Statement**

The 10.3 million smallholder farmers in the Philippines make up one of the world’s largest, most impoverished, and most marginalized populations. Still struggling to recover from 2013’s Typhoon Haiyan, many farmers continue to work under very poor conditions. The difficulty of acquiring seed, fertilizer, and essential farming technology is amplified by high costs, financial services with inflexible repayment schedules, and a limited market for surplus crops. Further adding to their troubles, farmers must go through the complicated process of contacting multiple agencies to get the resources they need.

**Our Solution**

Agri-Asenso[[1]](#footnote-1) is a social enterprise that offers a range of solutions for smallholder farmers. Agri-Asenso connects businesses and combines services for the supply of agricultural resources such as seed, fertilizer, farm tools and equipment, while providing education, financial connection, and market facilitation at the local level. By bundling these services together, its symbiotic nature can be leveraged. For example, smallholder farmers can use financial services to pay for inputs and tools sourced from local traders. Inputs and tools, coupled with education, can increase yields and improve access to vegetable markets.

A package of agricultural services is a more feasible approach than stand-alone, competing services. Agri-Asenso distributes its package to local farming co-operatives and associations, and its discounted items are far cheaper and less time-consuming than sourcing resources from multiple suppliers.

**Progress**

Agri-Asenso’s is solving farmers’ problems, and word of its effectiveness is spreading through Philippine villages. In 2017, demonstration farms saw a rise in vegetable production from 200 kilos to 4,000 kilos. Participation in the social enterprise expanded from 4 villages to 31, and the number of participating farmers increased from 156 to 556. 938 farmers, including 645 women, attended season-long training on vegetable production, while 3.4 metric tons of vegetables were marketed through local market integrators.

**Looking Forward**

To reach the goal of reaching 200,000 households or one million persons by 2020, Agri-Asenso plans to establish five micro-finance institutions and agricultural product dealers to cater to at least 50 local dealers, and to train 1,000 women and men to promote and demonstrate the Agri-Asenso package. Agri-Asenso plans to diversify and scale up in other agricultural value chains and replicate this model nationwide.

1. “Asenso” means “Progress” in Tagalog. [↑](#footnote-ref-1)