

# LET'S TRANSFORM THE WAY FARMERS FEED THE WORLD IN THE FACE OF CLIMATE CHANGE.



As weather gets more extreme, growing food gets tougher.

**80%**



of the rapidly growing population in lower-income countries survive on crops grown by small-scale farmers.

**1/4**



of those crops are projected to fail due to increased drought, famine and pests brought on by climate change.

**3 billion**



people will be starving by 2050 if farmers can't adapt their practices to meet this challenge.



**Mercy Corps + NASA are using technology to tackle the problem at the (food) source.**

Since 2012, Mercy Corps' AgriFin model has leveraged the power of technology and a global network of partners to connect **4 million small-scale farmers** to the products and services they need to increase their productivity and income.

Now we're scaling AgriFin – both by integrating **hyper-local satellite-to-soil insights from NASA** to inform climate-smart agricultural practices, and by setting a **key focus on women and youth**. Together, we'll take millions more farmers from subsistence to sustainable.

With your help, we can create a brighter future for farmers and the people they feed.

## EVERYTHING A FARMER NEEDS

- Climate-Smart Insights
- Quality Seeds + Machinery
- Financing + Insurance
- Irrigation
- Buyer Connections

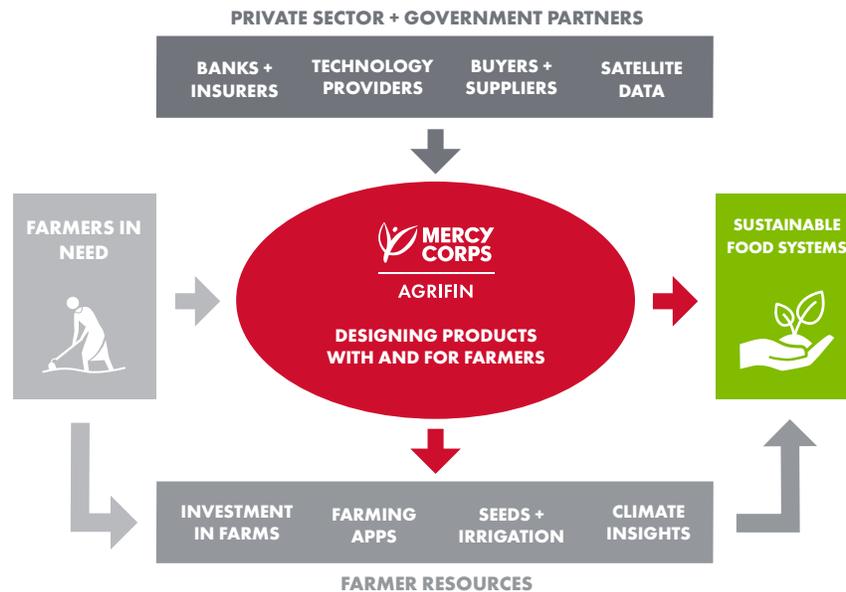
## DELIVERED THROUGH DIGITAL INNOVATION

- Mobile Apps
- Interactive Voice Response
- SMS Chat Bots
- Peer-To-Peer Education
- Online Markets

## TO FEED MILLIONS

- Profitable Farms
- Increased Crop Yields
- Resilient Communities
- Sustainable Food Systems
- Safe + Healthy Food

# AGRIFIN IS AN INNOVATION CATALYST LEVERAGING A POWERFUL NETWORK OF PARTNERS.



## YOUR SUPPORT CAN TAKE OUR IMPACT FURTHER.

\$5 MILLION TRANSFORMS LIVES	\$10 MILLION TRANSFORMS NATIONS
<p><b>Your gift expands AgriFin in existing countries to uplift the world's most vulnerable populations.</b></p> <ul style="list-style-type: none"> <li>Scale-up impact with NASA insights in an AgriFin country, including Kenya, Nigeria, Ethiopia, Tanzania, Zambia, Uganda, Zimbabwe, and Indonesia</li> <li>Deepen focused efforts with key groups like women and youth, or strengthen key interventions like irrigation, climate change learning and harvest-loss recovery</li> </ul>	<p><b>Your gift powers the full spectrum of AgriFin services in an entire country for up to 4 years.</b></p> <ul style="list-style-type: none"> <li>Introduce AgriFin's powerful suite of services and NASA insights to farmers in existing and new countries like Rwanda, Nepal, Colombia, Ghana, India, and Myanmar</li> <li>Accelerate breakthrough technology innovation by expanding the product development, partnerships and education small-scale farmers need to practice climate-smart agriculture</li> </ul>

*Farmers can't change the weather – but they can change how they prepare for it. And that could change everything.*

Learn more at [mercycorpsagrifin.org](http://mercycorpsagrifin.org) or contact our team:

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\*NASA is critical to our efforts but does not directly receive funds as a technical Mercy Corps partner.