



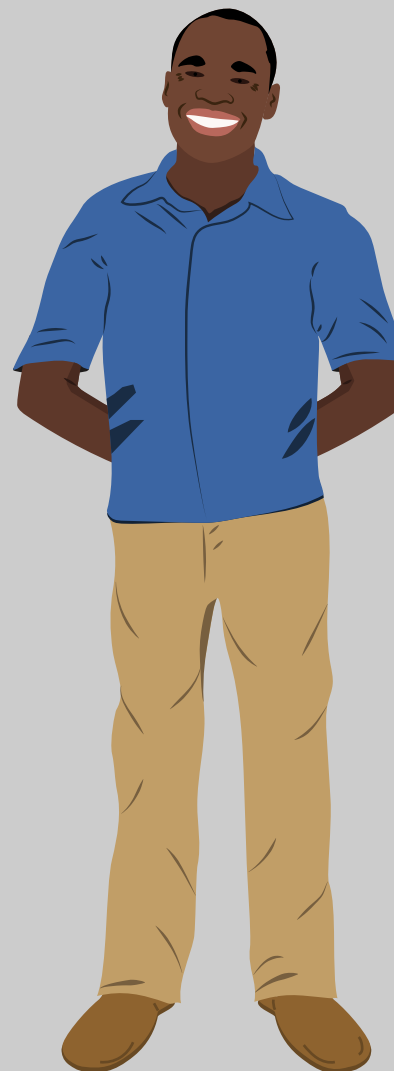
# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## Partnering for Innovation

### *Meet Justin*

Justin sees smallholder farmers' lives changing for the better because of his work as a field supervisor for Good Nature.



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When he was studying sustainable agriculture in college, Justin Nkhoma, from Zambia's Eastern Province, heard a lot about helping smallholder farmers. He heard that farmers needed to diversify their crops; that they needed training. But how could he put those ideas into action?

In 2015, Justin started working for Good Nature, a start-up social enterprise in Zambia. Good Nature was founded to address three problems that smallholder farmers face in Zambia: lack of markets, lack of training, and lack of crop diversification. Smallholder farmers had land and knowledge of farming, but lacked the crops and skills to make farming into a profitable livelihood. Good Nature saw that growing legumes was a promising way for farmers to make money and to improve soil health, but that there was a lack of legume seed on the market. The company set out to address this gap and partnered with Feed the Future Partnering for Innovation to provide smallholder farmers with a new source of income by training farmers to grow legumes and legume seed that Good Nature could buy from them and sell on.

Justin was promoted to field supervisor after working at Good Nature for three months as a salesperson at a product operations depot. As a field supervisor, he works with Good Nature's private extension agents, or PEAs. Each field supervisor works with 10 PEAs, and each PEA works with 40 farmers. PEAs are exceptional local farmers selected by their peers for their passion and leadership skills. Once selected, they undergo an intensive one-month training in agricultural skills, business skills, and leadership. Because PEAs are from the communities they serve, there is already a level of trust and comfort between them and the farmers with whom they work. Field supervisors like Justin support PEAs in their work with farmers, helping farmers increase the quantity and quality of their production. Good Nature's field supervisors are also government-certified seed inspectors, saving Good Nature time and money by doing an initial seed inspection in the field before samples are sent off to government testing facilities.

Justin admits that there are some challenges to being a field supervisor. Sometimes farmers don't understand improved practices and are slow to adopt them. Traveling between 400 farmers can be tiring and time-consuming. But for Justin, it's all worth it to work at a company that is truly having a positive impact on farmers' lives. The crops that Good Nature is promoting – legumes – are good for the soil, and provide crop diversity that helps farmers earn more money and hedge against bad seasons. Justin can see firsthand the improvement in people's lives because of Good Nature's innovative, practical model. He says that with support from USAID through Feed the Future Partnering for Innovation, Good Nature will be able to expand and implement a business model that's financially and environmentally sustainable.

Justin says: "I first of all thank the American people for their help. Especially with Good Nature, I think you are really touching lives, because Good Nature is one of the companies that has really changed the lives of people where they're working. There were no markets for the crops [farmers] were growing. Good Nature introduced these [new] crops; now they are getting money. This money coming from you, it has changed things."