



Agriculture in India is a study of contrasts: India boasts significant land mass, with half of the labor market reportedly devoted to agriculture. Yet the average Indian farmer is small or marginal, growing crops on modest plots of land. The country produces some of the best agricultural research in the world – but the research isn’t easily adaptable to the needs of smallholder farmers. And, while the Indian economy continues to grow at a remarkable rate, low-quality inputs, inefficient market linkages, and other factors prevent the agricultural sector from reaching its true economic potential.

Meanwhile, persistent gender inequality, particularly in rural areas, prevents half of the population from being able to fully leverage opportunities in agriculture.

Tanager brings deep experience in India and a localized, community-based approach to address these issues and help rural families benefit from agriculture. We use a test–learn–scale strategy, coupled with high-touch interventions at the farm level, to optimize project success.

Specifically, we **bring the lab to land**, adapting ground-breaking research into practical solutions that reduce the cost of production, maximize yields, and make farmers more resilient and profitable. We **strengthen community institutions** such as Self-Help Groups and Farmer Producer Organizations by working on the ground and in tandem with local communities. We **partner with thought leaders** – including Mars Wrigley Confectionery, Bill & Melinda Gates Foundation, UNDP, Symrise, GIZ, IFAD, and Callison – to **assess markets, analyze supply chains and pilot new agricultural technologies**.

Ultimately, our efforts have enhanced incomes for farmers and created efficiencies in a market system on which global corporations rely.

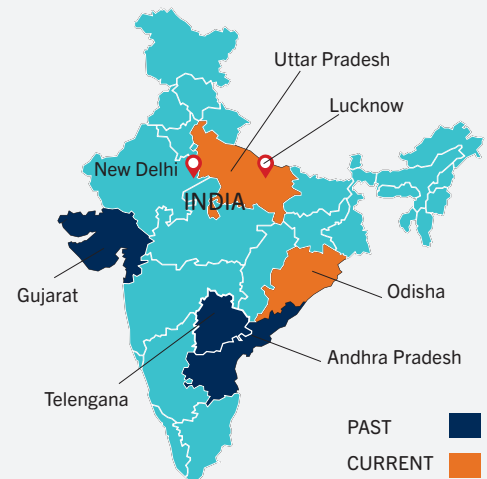
## AT A GLANCE

**Profile:** Extensive experience in connecting smallholder producers to major consumer brands, improving productivity and profitability of Indian farmers, enhancing women’s economic empowerment, and building sustainable supply chains

**Operating Since:** 2010 (and since the 1960s as ACDI/VOCA)

**Funding Partners:** Mars Wrigley Confectionery, Symrise, GIZ, Bill and Melinda Gates Foundation

## TANAGER FOOTPRINT IN INDIA



## AREAS OF TECHNICAL EXPERTISE

Tanager India applies the latest on-farm research, market systems expertise, and social behavior change strategies to benefit commercial players and smallholder farmers alike. In addition to maintaining our own research labs and fields, Tanager boasts a range of technical expertise:



### SUSTAINABLE SUPPLY CHAINS

Tanager helps businesses build ethical, reliable supply chains that link smallholder producers to markets, increasing farmer incomes and resilience while providing buyers with a reliable supply of quality product at spec.



### PRAGMATIC AGROECOLOGICAL PRACTICES

By offering pragmatic approaches to good agricultural practices, we help farmers implement cutting-edge, climate-friendly strategies that increase crop yields, improve soil health, and reduce chemicals and water usage.



### WOMEN'S EMPOWERMENT

Tanager is an expert in integrating women's empowerment into agriculture. Our gender-integrated activities in India have fostered economic empowerment, increased mobility, and improved quality of life for female farmers and communities.



### CAPACITY-BUILDING OF LOCAL INSTITUTIONS

Tanager has worked closely with local stakeholders to build the capacity and improve the effectiveness of Farmer Producer Organizations (FPOs), Self-Help Groups, and Mutually Aided Cooperative Societies.

## TANAGER TRACK RECORD



### Shubh Mint and Develop PPP Sustainable Mint Farming Communities in India

- Doubled income for 25,000+ mint farmers in Uttar Pradesh through sustainable sourcing
- Reduced water usage by 20%
- Established 400+ Self-Help Groups and 400+ women-led enterprises, with significant increases in women's household decision-making and mobility
- Established largest global supply chain of quality mint planting material

### Mangal Moongfali Peanut Farmer Program

- Increased net income by 75% for 3,000 farmers in Gujarat by providing quality aflatoxin-free peanuts into the Mars Wrigley Confectionery supply chain
- Established successful Farmer Producer Organization, Madhuvanti Limited – still in existence today – to ensure sustainability of product delivery

### Promotion & Stabilization of Farmer Producer Organizations in Odisha (PSFPO)

- Enhanced sustainability of farmer collectives in Odisha by supporting income-generating activities, increasing sales six-fold for select FPOs within 1 year
- Established hub-and-spoke model of crop aggregation and delivery that increased sales for FPOs by 400%

Tanager, an ACDI/VOCA affiliate, empowers people to realize life-changing economic and social opportunities. We have 30 years of experience in integrating gender empowerment and nutrition into agriculture, connecting people across the production supply chain, fostering access for women and other marginalized groups, and unlocking sustainable, climate-smart economic opportunities for all.

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