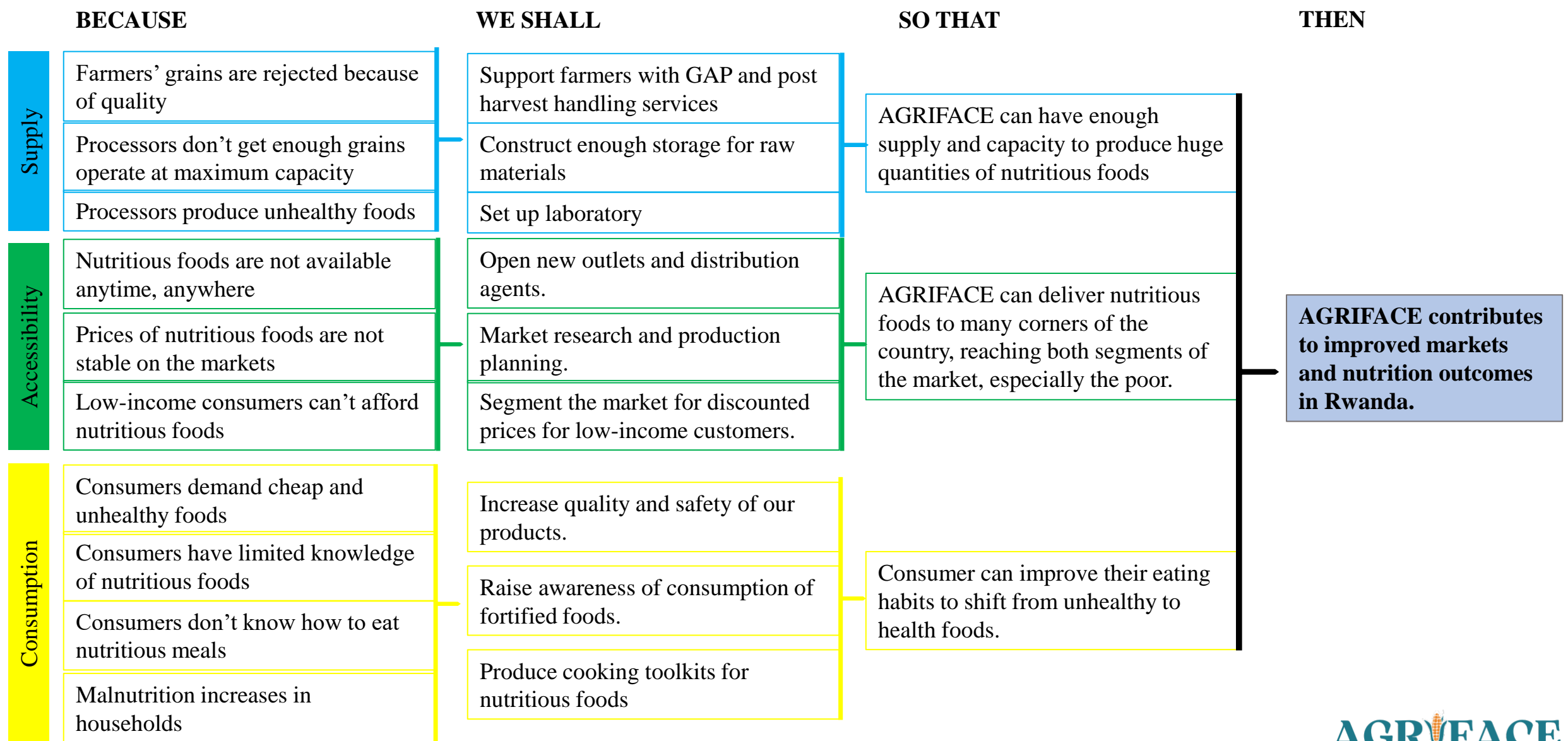


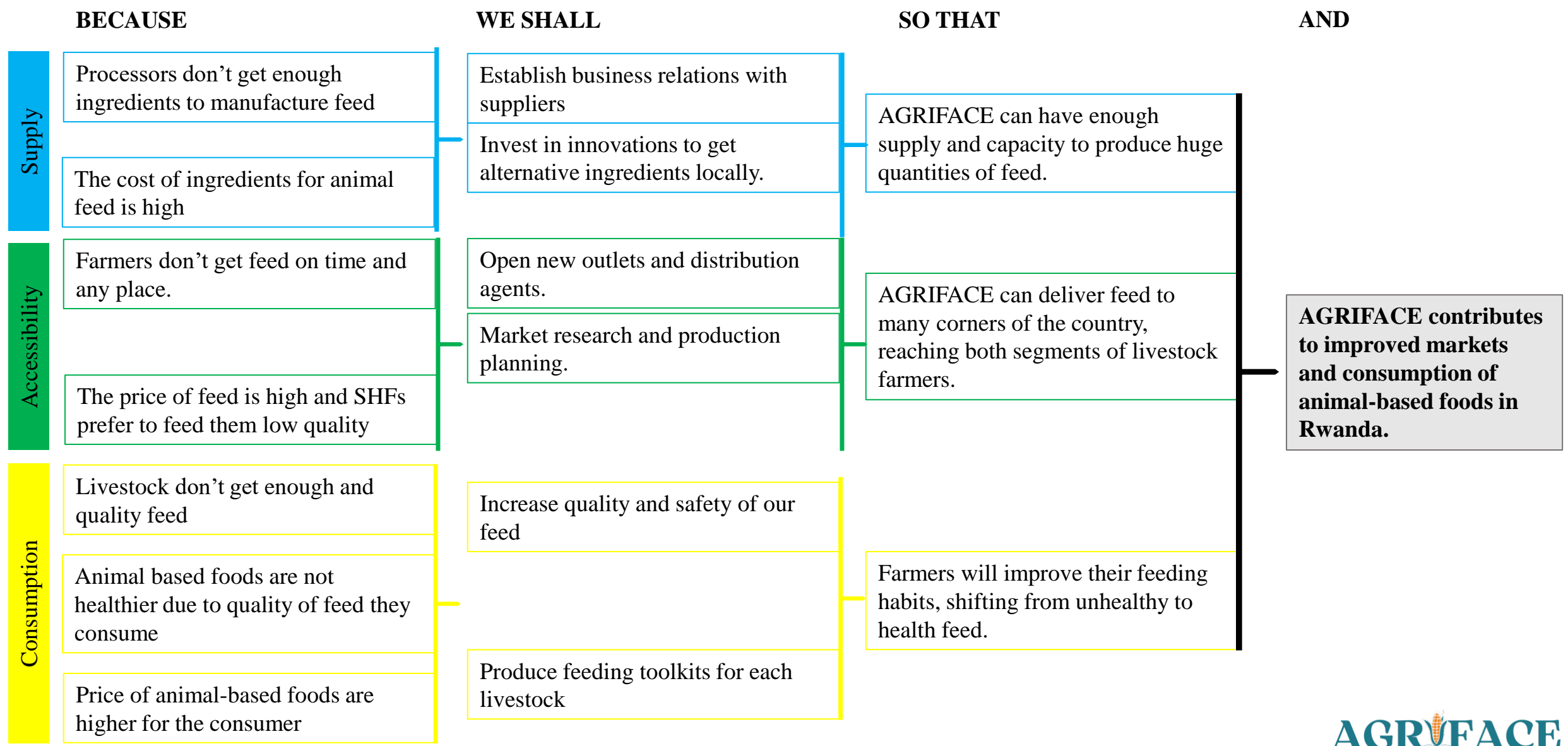
Our Theories
of Change
(ToC) by each
Business line



THEORY OF CHANGE – FORTIFIED FLOURS



THEORY OF CHANGE – ANIMAL FEED



THEORY OF CHANGE – SERVICES TO FARMERS

Farming

BECAUSE FARMERS

- Lack technical expertise in managing their businesses
- Don't access to the right financing
- Don't have access to reliable markets
- Don't use the right inputs
- Government services et to farmers late (sometimes)
- Don't have access to information
- 's big profit share is taken by middlemen
- Don't have access to post harvest technologies
- Don't eat healthy due to knowledge and means

WE SHALL

- Train them on sustainable good agricultural practices
- Link them to finance institutions, markets, technology providers, mentors, etc.
- Provide them with market information
- Buy their produce at reasonable prices
- Sell them our products at discounted prices

SO THAT

- AGRIFACE can have reliable suppliers and customer base.
- AGRIFACE can achieve its corporate and social responsibilities
- Farmers improve their livelihood

AND

AGRIFACE reduces the cost and risks of production of food and feed.

THEORY OF CHANGE – GRAIN TRADE

Supply chain

BECAUSE

- Farmers don't have get paid on time by buyers
- Buyers don't trust farmers
- Processors don't trust aggregators
- Aflatoxin and moisture content are high in Rwandan grains
- Post harvest handling technology and storage affect the quality of grains
- There are seasons of grain trade which affect the market
- Rwanda import a lot of grains and cereals

WE SHALL

- Allocate enough working capital to purchase of grains from farmers.
- Have contracts with buyers (processors and institutions)
- Construct grain treatment and storage facilities
- Have contracts with local and international suppliers of grains

SO THAT

AGRIFACE can have reliable suppliers and customer base.

AND

AGRIFACE becomes a big player in the grain sector.