

# POWERPOINT PRESENTATION

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The following are suggested notes to go along with the Good Soil overview PowerPoint presentation. Run time is about 20 minutes. Bracketed and italicized text is for further information. Suggestions to add to this presentation are included at the end, along with extra slides at the end of the presentation for more information on the various impacts of investment in agriculture.

*Note: Each number indicates a slide in the PowerPoint presentation.*

1. (This slide is for a time of introductions or anything you need to prepare before your presentation.)
2. Sylvesta Lembris is a small-scale farmer in Tanzania. Her region of Tanzania is dry, and climate change is making rains unpredictable. Thanks to a farmer training project supported by Mennonite Central Committee, she has learned vegetable gardening, intercropping, and how to make a natural and cost-free pesticide.

Her efforts, together with the training projects, mean that she doesn't depend exclusively on her drought-vulnerable maize crop. Her vegetable garden produces a surplus, and she sells vegetables to her neighbours. Now, when it is dry and her harvest does not last all year, Sylvesta can sell vegetables to buy maize. She also has money for school fees for her children, and other necessities.

Sylvesta is always working to improve her farm, and recently started a small tree nursery.

Because of her farmer training, Sylvesta and her family now enjoy greater food security.<sup>1</sup>

*\* If you have more time and want to do something interactive, you can play Hunger Facts at this time to get your audience involved while learning about world hunger. Find the activity here: [foodgrainsbank.ca/product/hunger-facts/](http://foodgrainsbank.ca/product/hunger-facts/)*

3. The number of people living with hunger has been decreasing for many years. In 2014-15 there were 795 million people with long-term hunger. This is down more than 150 million over the last decade.<sup>2</sup>
4. However, 1 in 9 people in the world still experience hunger. There is ongoing work to be done to ensure that more people like Sylvesta can bring themselves out of the cycle of hunger.
5. Most of the people living with hunger in the world are food producers
  - The Food and Agriculture Organization calculates that around half of the world's hungry people are small-scale farmers. Another 20 percent belong to landless families who work on other farms and about 10 percent make their living from herding, fishing or forest resources.<sup>3</sup>
  - That means that 70% of the world's hungry are farmers, and 80% are involved in food production.
6. But why would farmers be hungry?
  - Despite their hard work, many farmers struggle to grow enough for their families for a full year or earn enough to purchase the necessary food.
  - There are several factors that contribute to this struggle, such as:
    - Degraded soils
    - Lack of land tenure
    - Poor infrastructure
    - Lack of public investment
    - Environmental risks
    - Lack of access to inputs, insurance, credit, etc.
7. Canada has been a global leader in supporting food security through its aid programs. In 2009, the Canadian government rolled out a Food Security strategy which prioritized nutrition, food assistance, and agriculture. This raised the previously low levels of support up to the levels needed to achieve aid goals.

Today, support for nutrition and food assistance is still strong, but support for

agriculture has fallen significantly. Funding in 2014 was 30 percent less than the average funding for the years 2009-2011.

(In 2009/10, the Canadian government spent \$670 million on agriculture, \$90 million on nutrition and \$256 million on food assistance. In 2012/13 the funding for agriculture dropped to \$345 million, while nutrition and food assistance remain well-funded.)

8. The goal of Good Soil is that Canada will increase its support for agriculture in its aid program, with significant benefits to smallholder producers, especially women.

(Smallholder producers includes small-scale farmers, pastoralists, agricultural labourers and small-scale primary processors.)

Organizations like Canadian Foodgrains Bank [or add your organization here] have contributed to the reduction of global hunger, but in order for greater improvements to be made, we need governments, such as Canada, to support and invest in the people who experience hunger, primarily small-scale farmers like Sylvesta.

- But why do we want to focus on agriculture, and small-scale farmers?

9. Clearly, investing in agriculture is a big part of the solution to global hunger.

- Agriculture contributes to reducing hunger and poverty, and contributes to economic growth.

10. Focusing on agriculture in general is not enough. Investing in small-scale farmers is where the biggest difference can be made.

- There are over 500 million small-scale farms worldwide (farms of 2 hectares of land or less). They represent roughly 85 per cent of the world's farms and involve about 1.5 billion people.<sup>4</sup>

- Most farmers in Africa, Asia and Latin America are small-scale.

(In Africa about 95% of farmers are small-scale farmers; of these, about half operate with less than one-and-a-half hectares of land.)

- And furthermore, small-scale, family farms produce 80% of the food in the developing world.<sup>5</sup>

11. In our work to alleviate hunger through supporting agriculture, it is also vital to focus on women

- Women make up nearly half of the agricultural labour force in developing countries, and many rural households are headed by women.
- However, women farmers receive only 5% of agricultural training worldwide. They consistently have less access than men to seeds and other inputs needed for farming: they are less likely than men to own land or livestock, have access to new technologies, use credit or other financial services, or receive farm training. Vast improvements in food security can be made if efforts focus on women farmers.<sup>6</sup>

12. We've explored why focusing on small-scale food producers is important for alleviating hunger, but why do we need the Canadian government to make this investment?

- Aid and development organizations such as Canadian Foodgrains Bank [or your organization] do great work, and help alleviate hunger, but to eradicate hunger sustainably, we need governments to increase their investment in agriculture. This includes governments of developing countries, and governments of donor countries like Canada. Typical development organization projects on agriculture reach a few thousand people. With appropriate resources, governments can reach millions.
- Furthermore, public (government) investment in agricultural research and development, education and rural infrastructure yields much higher returns of both agricultural productivity and poverty reduction than other expenditures. It's an effective use of dollars.<sup>7</sup>
- To alleviate global hunger, we need the Canadian Government to invest aid dollars where it can make an enormous difference. Not only does Canada's financial input have an impact, but Canada's influence is also vital. Canada's support for agriculture can influence other donor countries, and can encourage developing country governments to invest in agriculture in their own countries.

13. Investment in Agriculture has many essential benefits. It can:

- Improve Food Security:
  - Improving productivity and the availability of food in the markets, and by keeping consumer prices lower.
- Increase Economic Growth:
  - In agriculture-based economies, agriculture generates 29 percent of the country's GDP on average, and employs 65 percent of the overall workforce. Agriculture employs over 1.5 billion people, and 86 percent of the rural population in the developing world.<sup>8</sup>
- Enhance nutrition:

- Good nutrition begins with food and agriculture. More productive, diverse farms can enhance the nutrition of the farming family.<sup>9</sup>
- Empower women:
  - If women had the same access to productive resources as men, they could increase yields on their farms by 20-30 percent. This means that closing the gender gap in agriculture could reduce the number of hungry people in the world by 12-17 percent, or by 100-150 million people.<sup>10</sup>
- Benefit the environment:
  - Agriculture development can help build healthier soils, conserve water, and respond to climate change.

These arguments link to the Canadian government's development priorities.

*\*\*Note: The end of the presentation contains five slides (Slides 22-26) that bring greater depth to the benefits of investment in agriculture noted in slide 13. If you have more time, or particular interest in one of the benefits, please include these slides after Slide 13, and continue from the notes at the end of this guide.\*\**

14. A place where investment in agriculture has been very successful is Ethiopia.

Ethiopia is an agrarian society whose economy predominantly depends on small-scale agriculture. The agricultural sector supports the livelihoods of more than 83 per cent of the population, contributes approximately 41.6% to the country's Gross Domestic Product (GDP), and most of the food eaten in Ethiopia is grown there.<sup>11</sup>

15. The Government of Ethiopia has placed attention on improving the productivity of agriculture, and it has received significant help from Canadian aid.

In tough times such as droughts, poor farmers often sell their tools and livestock so they can get enough food. This helps in the short term, but makes it harder to recover. With everybody selling at once, they get a low price for their assets, and can't afford to buy them back at normal prices later.

Ethiopia has a Productive Safety Net Program to prevent asset selling, and to help farmers through the tough times. People contribute their labour to public works programs like road construction, or expanding health clinics, and in return, they receive food or money so they don't have to sell their assets.

The Household Asset Building Program helps farmers diversify and increase their incomes. This includes further farmer education programs.

Together, these programs have improved agriculture and reduced hunger, while also building up basic infrastructure.

75 percent of beneficiaries report that they are consuming better and more adequate food because of the program. Moreover, nearly two thirds of households are now able to produce their own food, and avoid selling assets in order to purchase food.

It is quite evident that these investments in agriculture have made a significant contribution to the food security of small-scale farmers in Ethiopia. The Ethiopian government is convinced – they are planning to double their spending on food security. We are hoping Canada will be part of this increase.

16. We've spent a lot of time talking about why investing in agriculture is important, and why our government should support it. So what has that got to do with you? Canadians like you already contribute to global food security through your generosity and hard work.

The Good Soil campaign is working to encourage the Canadian government to increase its support for agriculture in developing countries. And for this to work, your support and your voice is also needed.

There are two main ways you can support Good Soil, by praying and by advocating.

As Christians, we have been called to love our neighbours. Pray for our sisters and brothers around the world who struggle with food insecurity.

As citizens and voters of this country, we have the tools to influence our government. You can show your support by communicating with your Member of Parliament on this issue.

*(Note: the plant in this photo is tef, a staple grain from Ethiopia)*

17. Why work on influencing policies? It can seem like an impossible task. However, there are 3 very good reasons to work on this:

- 1) We are called as Christians to be advocates. The Bible contains many inspiring stories of advocates, such as Moses and Esther. In these stories God calls people to an awareness of an injustice, and these people respond by speaking out on behalf of others.

Jesus advocated for impoverished and marginalized people in his ministry. His teaching and example gave us the command “love your neighbour as yourself,” which calls us to extend our compassion to neighbours throughout the world. Advocating in support of people affected by hunger is truly a biblical call.

- 2) It is our privilege as Canadian citizens to communicate to our representatives in government about issues that are important to us. It is our role as members of a democratic society. We are privileged to live in a democracy, and need to take this privilege and its obligations seriously. We each have the power to influence our government and the elected

officials expect to hear from us. Your Member of Parliament is there to represent your needs and concerns in the government. MPs listen closely to voter concerns, especially in the lead-up to an election. They will only know what matters to you if you tell them.

- 3) Finally, it is important because it works! Canadian Foodgrains Bank has had successes in influencing government policy thanks to constituent support. For example, in 2008, constituents meeting with the Minister of Development at that time gave Canadian Foodgrains Bank a big “in” to influence the food security strategy that was made public in 2009. Constituents have also helped influence the government to improve policies around food assistance and climate change adaptation.

Your voice makes a big difference.

18. There are a few ways in which you can make your voice heard by your Member of Parliament.

- Write a letter: personal letters are an effective way to reach your Member of Parliament. Foodgrains Bank staff hear from MPs and the Minister of Development how much letters mean to them – much more than postcards or petitions. Letters show commitment to an issue, and you can write several!

You can arrange for your church or community to all write letters to your MPs to make the message go further. You can do this a few times. Letters spaced over a period of time, such as the length of this campaign, keep the issue fresh in the minds of MPs. Postage to the House of Commons is free, and if you include your return address, your MP must write you back!

- Send an email: personal emails are also a good way to reach your Member of Parliament. They work well as follow-up to letters, and other correspondence with your MP on this issue.
- Phone call: calling your MP to talk about the issue is also great. Even leaving messages with your MP’s assistant brings attention to the issue. Feel free to have a few notes, or your letter, available to you to discuss the issue.
- The most effective way of advocating is to meet your MP in person. Call your MP’s constituency office to find out when she or he is around, and arrange a time to meet. Bring a friend or two from the same riding for support and to reinforce the importance of this issue. Again, bring notes and information for your meeting.

For assistance on any of these endeavors, please visit [foodgrainsbank.ca/goodsoil](http://foodgrainsbank.ca/goodsoil), or contact a Foodgrains Bank staff. Foodgrains Bank staff are always ready and willing to help you communicate with your MP.

19. You can also support Good Soil by learning more. Visit the Good Soil website at [foodgrainsbank.ca/goodsoil](http://foodgrainsbank.ca/goodsoil) and find more resources to educate yourself and others at [foodgrainsbank.ca/education](http://foodgrainsbank.ca/education).

20. With your support, agriculture can become a priority again. As we've explored here today, supporting agriculture is vital to alleviating hunger. Your voice is needed to ensure that farmers have the opportunities to bring themselves out of hunger and poverty.

*\*\*The following slide contains a biblical reference for this campaign. If you would like to include this, insert this slide after slide 16.\*\**

22. Matthew 13 gives us the parable of the sower. A farmer was out sowing seed. Some seeds were eaten by birds, some found rocks and shallow soil, and some fell among weeds. Yet "other seeds fell on good soil, where it produced a crop – a hundred, sixty or thirty times what was sown."

Jesus is talking about people hearing the message of the kingdom of God. In some, the seed does not grow. In others it withers. But in some, it flourishes.

Just like the one who listens and understands Jesus' message, we can all be the good soil upon which the seeds of justice fall – to grow a world where all people have enough to eat. And just as good soil is foundational for a good farm, the right conditions need to be there for small-scale farmers to thrive. The "good soil" needed requires a variety of essential nutrients such as farmer training, land tenure and access to markets.

Canada can do much more in its aid activities and priorities to address food insecurity with these small-scale farmers. Together we can all build up the foundation of good soil for small-scale farmers to bring themselves out of poverty and hunger.

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*\*\*You can extend your presentation session in a few ways:*

- Your group can watch a few short videos that further describe small-scale agriculture and the need for investment. Some suggested discussion questions follow, and can be used to spark further engagement. List of videos and questions available at [foodgrainsbank.ca/goodsoil](http://foodgrainsbank.ca/goodsoil)*
- You can take action on this issue together. Write letters as a group, or sign postcards if available. If some in your group want to do more, suggest they set up a meeting with their Member of Parliament. More information is available at [foodgrainsbank.ca/letters](http://foodgrainsbank.ca/letters)*
- You can learn and discuss more with you group through an interactive activity. Breaking the Cycle of Hunger is a great option ([foodgrainsbank.ca/product/breaking-the-cycle-of-hunger-game/](http://foodgrainsbank.ca/product/breaking-the-cycle-of-hunger-game/)) Other games and activities can be found at [foodgrainsbank.ca/education](http://foodgrainsbank.ca/education)*

- *You can extend your presentation to include more information on the benefits of agricultural development. Slides are included at the end of the PowerPoint presentation, and notes are included below.*

*If you have any questions or would like some support, please contact Canadian Foodgrains Bank.*

## **THANK YOU FOR YOUR SUPPORT!**

*\*\*The following slides are greater detail on the benefits of investment in agriculture, as outlined by Slide 13 and notes. Feel free to use these as time or interest allows, or to spark discussion.\*\**

### 23. Food Security

- Increased aid for agriculture can increase food security by improving availability of food (both for farm families and in the local markets), and access to food, by keeping consumer prices lower.
- Countries that have lowest agricultural spending per worker also have the most poverty and highest number of food insecure people. “Eradicating hunger sustainably will require a significant increase in agricultural investment, and, more importantly, it will require improving the quality of investment”<sup>12</sup>
- Not all production increases will necessarily increase food security. It matters who grows the food, how much it costs to grow the food, who has access to the food and so on.

### 24. Investing in agriculture also has an impact on economic growth.

- In the developing world, 86 percent of rural people make their living from agriculture.<sup>13</sup>
- Agriculture provides jobs for 1.5 billion people<sup>14</sup>
- In agriculture-based economies, agriculture generates 29 percent of the country’s GDP on average, and employs 65 percent of the overall workforce. Even in countries transitioning away from agriculture-based economies, the industries and services connected to agriculture often account for more than 30 percent of GDP.<sup>15</sup>
- Investment in agriculture has spin-off effects in local economies. It generates demand for other rural goods and services and creates employment and incomes for the people who provide them – often the landless rural poor.<sup>16</sup>
- Growth in agriculture usually generates the greatest improvements for the poorest people – particularly in poor, agriculture-based economies.<sup>17</sup>
- Economic growth (as measured by Gross Domestic Product) originating in agriculture is at least twice as effective in reducing poverty as growth originating outside agriculture, and is up to 3.2 times better at reducing \$1/day poverty.<sup>18</sup>

### 25. Investing in agriculture can enhance nutrition

- Good nutrition begins with food and agriculture. More productive, diverse farms can enhance the nutrition of the farming family.<sup>19</sup> Better farm yields lead to more consumed calories. More diverse farms contribute to more complete nutrition.
- People who are hungry do more poorly in school, are less able to work, contribute less to the economy and are less able to provide for their families.<sup>20</sup>
- The most prominent development goal of the current Canadian government is Maternal, Newborn and Child Health (MNCH). This goal cannot be achieved without investment in agriculture.

*(Undernutrition (lack of enough food) and micronutrient deficiencies cost up to \$2.1 trillion per year to the global economy.<sup>21</sup> Malnutrition (lack of the right nutrients) costs \$3.5 trillion per year.<sup>22</sup>)*

26. Agricultural investment and women’s empowerment go hand-in-hand. The right kinds of agricultural investments can empower women, and for agricultural investment to have a full impact on reducing hunger, women need to be empowered.
- As much as half of the reduction in hunger from 1970 to 1995 can be attributed to improvements in women’s status in society<sup>23</sup>
  - Empowering women is vital in improving food security and nutrition for the whole family—both through increased food production and better use of food and income.<sup>24</sup>
  - The FAO estimates that if women had the same access to productive resources as men, they could increase yields on their farms by 20-30%. This means that closing the gender gap in agriculture could reduce the number of hungry people in the world by 12-17%, or by 100-150 million people.<sup>25</sup>
  - “Women have been consistently found to be more likely to invest in their children’s health and wellbeing, and the income and resources that women control yields disproportionately strong effects on health and nutrition outcomes generally.”<sup>26</sup> This again links to the Canadian government’s priorities for Maternal, Newborn and Child Health.
27. Agricultural investment and environment also go hand-in-hand. The right kinds of agricultural investments can have environmental benefits, and investment in agriculture is critical in the face of environmental degradation, especially climate change.
- Climate change threatens many development goals, including food security.
  - Investing in the agricultural sector is one of the most powerful ways to enable farmers to adapt to climate change. “These investments do not just benefit smallholder farmers but contribute to wider development goals such as poverty reduction, functioning environmental services and cutting carbon emissions.”<sup>27</sup>
  - Investing in agriculture can help meet other environmental goals such as to reduce soil erosion, improve water quality, preserve parks and wildlife, and reclaim deserts.

## NOTES/REFERENCES:

- 1 This story was written by Emily Cain, former communications coordinator for Canadian Foodgrains Bank. A full story can be found here: <http://foodgrainsbank.ca/news/training-in-tanzania-helps-to-stretch-the-week/>
- 2 Food and Agriculture Organization (FAO), *The State of Food Insecurity in the World: Strengthening the Enabling Environment for Food Security and Nutrition*, 2014. <http://www.fao.org/publications/sofi/2014/en/>
- 3 FAO, <http://www.fao.org>
- 4 The International Fund for Agricultural Development (IFAD), <http://www.ifad.org/>
- 5 Ibid.
- 6 FAO, State Of Food and Agriculture, 2012. <http://www.fao.org/docrep/017/i3028e/i3028e00.htm>
- 7 Ibid.
- 8 Ibid.
- 9 IFAD, *Improving Nutrition Through Agriculture*, 2014 [http://www.ifad.org/pub/thematic/nutrition/nutrition\\_e\\_web.pdf](http://www.ifad.org/pub/thematic/nutrition/nutrition_e_web.pdf)
- 10 FAO, *State Of Food and Agriculture*, 2012
- 11 Canadian Food Security Policy Group, *Assessment of CIDA's Food Security Strategy and Funding in Ethiopia*, 2013
- 12 FAO, State Of Food and Agriculture, 2012
- 13 World Bank (2008) *World Development Report: Agriculture for Development*. Washington, D.C., The World Bank [http://siteresources.worldbank.org/INTWDR2008/Resources/WDR\\_00\\_book.pdf](http://siteresources.worldbank.org/INTWDR2008/Resources/WDR_00_book.pdf)
- 14 Ibid.
- 15 Ibid.
- 16 FAO, State Of Food and Agriculture, 2012
- 17 IFAD, Rural Poverty Report, 2011 <http://www.ifad.org/rpr2011/>
- 18 Christiaensen, L., Demery, L. & Kuhl, J. 2010. The (evolving) role of agriculture in poverty reduction: an empirical perspective. *Journal of Development Economics*, 96: 239–254; World Bank, World Development Report, 2008.
- 19 IFAD, *Improving Nutrition Through Agriculture*, 2014
- 20 FAO, *Understanding the true cost of malnutrition* [http://www.fao.org/zhc/detail-events/en/c/238389/?utm\\_source=twitter&utm\\_medium=social+media&utm\\_campaign=faoknowledge](http://www.fao.org/zhc/detail-events/en/c/238389/?utm_source=twitter&utm_medium=social+media&utm_campaign=faoknowledge)
- 21 Ibid.
- 22 Ibid.
- 23 UK Hunger Alliance, Small Scale, Big Impact: *Smallholder agriculture's contribution to better nutrition*, 2013 [http://insights.careinternational.org.uk/media/k2/attachments/HA\\_small\\_scale\\_big\\_impact\\_FINAL\\_April\\_2013.pdf](http://insights.careinternational.org.uk/media/k2/attachments/HA_small_scale_big_impact_FINAL_April_2013.pdf)
- International Food Policy Research Institute (IFPRI)
- 24 Ibid.
- 25 FAO, State Of Food and Agriculture, 2012
- 26 UK Hunger Alliance, Small Scale, Big Impact, 2013
- 27 IFAD: *The Adaptation Advantage*: The economic benefits of preparing small-scale farmers for climate change, 2013 [http://www.ifad.org/climate/resources/adaptation\\_farmers.pdf](http://www.ifad.org/climate/resources/adaptation_farmers.pdf)