



UK farming industry unites to launch new Africa 100 appeal to improve food production in the developing world

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The UK farming industry has today united to launch the 'Africa 100' appeal, to help improve food production for farmers in East Africa. The majority of African farmers struggle to produce sufficient crops for their own communities, and as world prices continue to soar, their plight is set to get even worse.

The 'Africa 100' appeal will help increase food production for farming communities in East Africa and their families' future. This industry-wide appeal is the inspiration of the National Farmers' Union and FARM-Africa, a specialist agricultural charity with over twenty years of experience of working in East Africa. The appeal brings together farmers' groups and associated industries. The UK farming industry will be encouraged to donate to the appeal, which will be used to fund projects in East Africa using innovative, but proven, on-farm technologies.

NFU President Peter Kendall said: "While many farmers quite rightly have reservations about the 'good time for farmers' headlines we sometimes see in the media, I think most of us recognise that times of increased food prices are both a turning point in farm profitability for many farmers but also a cause of real problems for the world's poor. This is an opportune moment for farmers to be seen to acknowledge there is an urgent need to help develop third world agriculture, so it might better feed third world populations. I would urge the farming industry to give generously to the Africa 100 Appeal."

All monies raised by Africa 100 will help improve the production of staple foods for farming communities in countries including Kenya, Uganda and Tanzania. It will help provide them with long-term solutions to a vicious cycle of low productivity, rural hunger and poverty. Previous FARM-Africa projects have demonstrated how, by improving their methods, African farmers are able to produce enough food for their communities, as well as some surplus to sell within Africa. This small profit can be used for many things - reinvestment in their farm or to fund their children's schooling.

Chairman of FARM-Africa Lord De Ramsey said: "The British Agricultural Industry is well aware of the enormous technical advances that have helped us to produce plentiful food in Europe. Africa 100 gives us the chance to share that good fortune by helping to spread innovative technologies to African farmers struggling to produce enough food to feed their children."

Further details about the appeal, and how you can donate, can be found at www.africa100appeal.com.

Editor's notes

- FARM-Africa is a specialist agricultural NGO which has worked with poor African farmers since 1985, helping them to produce more food to ensure that future generations don't have to depend on handouts.
- Case studies and images of FARM-Africa projects are available by calling the press office. One example has seen cassava farmers in Uganda increase their crop yields from an average of three tonnes per hectare to 15 tonnes.
- The appeal aims to make its first donation on the date of the NFU's centenary (December 10, 2008). Each project costs £130,000 and donors are being sought from across the farming industry and associated industries. Africa 100 is aiming to fund as many projects as possible.
- The NFU champions British farming and provides professional representation and services to its farmer and grower members.

- The Africa 100 appeal has been launched 25 years after the British farming raised millions of pounds to provide food aid in Ethiopia, in an appeal called 'Send a Tonne to Africa'.

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