

information services for smallholder

## **Assumptions:**

- Tea remains a profitable crop based on a good business case for farmers and processors
- Production and market conditions for secondary farm products are favourable
- Cooperatives are willing to accept women and youth in leadership
- Farmers, cooperatives and/or offtakers are willing to pay for service delivery
- New SDMs are rolled out at scale
- Secondary value chains are able to absorb the additional production of tea farmers
- Tea farming families can afford to grow or buy ingredients for balanced diets
- Trained coop managers and gender committee members remain in function or transfer skills to their successors
- Cooperatives maintain new/improved services
- SDMs (including extension service delivery) are maintained
- Quality bonus is sufficiently attractive to farmers and processors
- New SDMs are selffinancing and are rolled out at scale
- Tea farmers are able to meet secondary value chain requirements
- The training and promotion motivate tea farmers adopt more nutritious diets
- Tea farming families accept gender balance and youth participation in household decision-making.