



The Good Growth Plan Progress Data – Smallholder Reach 2015



Empower
smallholders

1. Summary

The Smallholder Outreach dataset shows the number of smallholders reached by Syngenta in the reporting period October (previous year) to September (current year) aggregated by territory (sub-region). We reach smallholders in Africa and the Middle East, Latin America North, Brazil, China, Southeast Asia, and South Asia.

The dataset includes:

- The number of smallholders reached through sales
- A reference to the region and territory (sub-region) in scope

2. Metadata

Description of the dataset	The dataset includes 2014 and 2015 data for the number of smallholders reached by Syngenta through sales and field force activities.
Date of first publication	April 23, 2015
Date of last update	March 16, 2016
Date of next update	March 2017
Frequency of updates	Annually
Reporting period	October 1, 2013 – September 30, 2015
License for re-using the data	The contents of this dataset and all supporting documentation are licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.
Text to use when citing the data	The Good Growth Plan Progress Data - Smallholder Reach 2015
URL to use when citing the data	www.goodgrowthplan.com
Geographic coverage	Southeast Asia; China; South Asia; Africa Middle-East; Brazil; Latin America North
Data language	English
Key words	smallholders; agriculture; The Good Growth Plan

Subject	Smallholder reach
Copyright year	2016
Copyright holder	Syngenta AG

3. Structure of the data

Presented data are project-level aggregates.

Variable name	Definition	Unit	Type of data
Region	Syngenta definition of region		String
Territory	Syngenta definition of territory (sub-region)		String
Smallholders Reached	The number of smallholders reached through sales	Smallholders	Numeric
ReportingYear	Syngenta definition of reporting year for non-financial indicators		String

4. Background and methods

4.1. Description of smallholder reach activities

Syngenta has a range of products that are targeted at the smallholder segment, and are sold in pack sizes conducive to that segment. Using sales data and a set of assumptions with documented sources (evidence), following the process outlined in the diagram below (Data collection tools and process) leads to an estimation of the number of smallholders reached via the sale of Syngenta crop protection products and/or seeds.

4.2. Sources of data

Data	Data source
Data on quantities sold by product	Syngenta SAP records

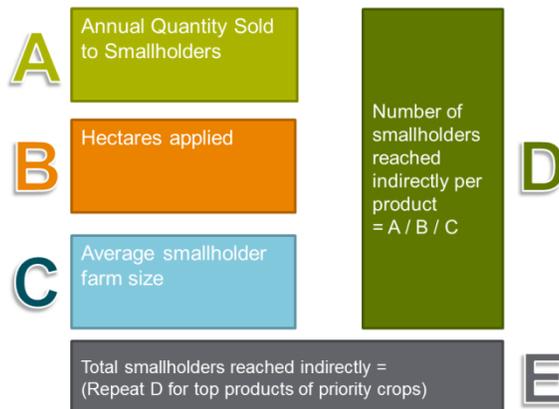
Data on average smallholder farm size	Assumptions are based on Syngenta local commercial knowledge and, where available, this is supported by further external public sources and / or market research studies
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Data on dosage rates	Syngenta product labels, or market research
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4.3. Data collection tools and process

The respective data is internally reported and consolidated at a territory, regional, and global level, using Microsoft Excel templates. A risk assessment has been conducted to identify reporting risks. Identified risks are mitigated by implementation of internal controls.

INDIRECT REACH through sales



Step A: Annual Quantity Sold to Smallholders

1. Each Smallholder Reach Reporting Unit (SRRU) defines the crops most important to the smallholder segment within their market.
2. Within each of these crops, the SRRU defines the most important / highest selling products (considering both seeds and CP, and highest selling in quantity, not revenue). If prior to filling in the data collection sheet it is recognized that a certain product reaches a higher number of smallholders, this product is to be preferred and reported (even though the quantity sold might be lower compared to another product). When a smallholder uses more than one product or seed, just the highest selling one (in terms of quantity, not revenue) - or the one that reaches a higher number of smallholders as explained before - for the corresponding crop is reported to ensure no double counting of smallholders.

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NB: Double and triple counting of smallholders is avoided due to only competing products, nor any complimentary products, for each crop being reported.

3. The SRRU identifies which pack sizes are of relevance to the smallholder market (e.g. for crop protection, this is unlikely to be larger than 1L), using the MRH (sales reporting tool).

If a market study is available that indicates the “Quantity sold of product (kg or l) in the reporting period for the reported crop to growers \leq Maximum SH Farmsize”, this step does not have to be completed.

4. The SRRU lists the quantity sold of each product (kg or l).

If a market study is available that indicates the “Quantity sold of product (kg or l) in the reporting period for the reported crop to growers \leq Maximum SH Farmsize”, this step does not have to be completed.

5. With help of the Crop Allocation Tool (CAT) the quantity of each product sold can be allocated to the reported crop. It should be confirmed with the internal marketing experts that this allocation is also valid for the pack size that is being reported.

If a market study is available that indicates the “Quantity sold of product (kg or l) in the reporting period for the reported crop to growers \leq Maximum SH Farmsize”, this step does not have to be completed.

6. In accordance with the reference document for smallholder definitions, the maximum farm size to be considered a smallholder farm is pre-filled.

SRRUs are instructed to inform the Global Commitment lead if underlying assumptions change - due to the latest research or because new products have been added - to ensure accuracy and completeness of the reference document for smallholder definition.

7. Based on the maximum smallholder farm size, the SRRU defines the percentage of product sold into this smallholder farmer segment and notes the source (evidence) relating to the assumption.
8. If a market study is available that indicates the “Quantity sold of product (kg or l) in the reporting period for the reported crop to growers \leq Maximum SH Farm size”, then this quantity is entered.

Step B: Hectares applied

9. In accordance with the reference document for product dose and application rate, the dose or seed rate in kg or l per hectare per application is pre-filled.

SRRUs are instructed to inform the Global Commitment lead if underlying assumptions change - due to the latest research or because new products have been added - to ensure accuracy and completeness of the overview.

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10. Based on the reference document for product dose and application, the number of applications for each product in one growing cycle is pre-filled.

SRRUs are instructed to inform the Global Commitment lead if underlying assumptions change - due to the latest research or because new products have been added - to ensure accuracy and completeness of the reference document for product dose and application.

11. The SRRU enters the number of growing cycles it has had in the reporting period.

12. The Hectares applied are being calculated automatically:

- a) Firstly the Excel data collection tool automatically calculates the total amount applied per hectare **A** in the reporting period: Dose rate **D** times number of applications per growing cycle **N** times number of growing cycles **G** (**A = D*N*G**).
- b) Secondly, the total hectares applied are being calculated by dividing the quantity **Q** (kg/L) of product sold to smallholders by the amount applied per hectare **A**, i.e. **Hectares applied = Q/A**

Step C: Average smallholder farm size

13. In line with the smallholder definitions provided in the reference document for smallholder definition the average smallholder farm size is pre-filled. The average smallholder farm size is specific by crop. These definitions are based on Syngenta's view on the local smallholder market, where we consider smallholders face significant production and marketing difficulties due to their size.

SRRUs are instructed to inform the Global Commitment lead if underlying assumptions change - due to the latest research or because new products have been added - to ensure accuracy and completeness of the reference document for smallholder definition

Step D: Number of smallholders reached indirectly per product (A/B/C)

14. The estimated number of smallholders reached indirectly is automatically calculated (dividing hectares applied by the average smallholder farm size).

Step E: Number of smallholders reached indirectly through sales

15. To determine the total number of smallholders reached indirectly, steps B to D are automatically repeated for each relevant smallholder product defined in A.

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Country	CU	Region	Territory	Crop	Product	Type of Product	Pack size (SKU in Kg or L)	Quantity sold of product (Kg or L) in reporting period	Crop allocation in %	Quantity sold of product (Kg or L) in reporting period for reported crop	Maximum farm size (ha) to be considered a SH in this crop	% of product used by SH	Direct enter quantity sold of product (Kg or L) in reporting period for reported crop to SH	Quantity sold of product (Kg or L) in reporting period for reported crop to SH	Dose or seed rate (kg or L/ha/ application)	Number of applications (per growing cycle)	Number of growing cycles in reporting period	Quantity applied in reporting period (per ha)	Hectares applied	Average SH farm size (ha)	Number of SH reached indirectly
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		BINA	BINA								BINA			#VALUE!	BINA	BINA			BINA		BINA
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4.4. Progress measurement

The data is reported annually and measures the number of smallholders reached in the respective reporting year. The target is to reach 20 million smallholders in 2020 and increase their productivity by 50 percent.

The productivity increase is measured in the respective smallholder clusters of The Good Growth Plan farm network (The Good Growth Plan – Productivity).

4.5. Outlook

The next data collection for the reporting period is ongoing.

In 2015, and subsequent years, we aim to train 20 percent of smallholders who buy our products in safe use of crop protection solutions.

To provide more qualitative data on productivity increases and impacts on rural livelihoods in smallholder communities, we conduct additional Social Impact Assessments with third parties (NGOs and/or market research institutions), to obtain insights into the interaction of reach and smallholder empowerment.

We will gradually move towards IT-based record-keeping systems in the near future to further manage reporting risks.

5. Changes versus previous release

March 16th 2016:

- Data for Reporting Year October 2014 – September 2015 were added.

July 19th 2016:

- The number of of smallholders reached was corrected for Southeast Asia and South Asia in Reporting Year October 2013 – September 2014.

6. Approval of non-financial performance data

The Good Growth Plan data is published as a global aggregate in the Non-financial performance summary on pages 57 to 62 of the Annual Review 2015. This summary was approved by the Board of Directors on February 2, 2016. Syngenta's Board of Directors and management are responsible for establishing and maintaining adequate internal controls over non-financial reporting. Syngenta's internal controls over non-financial reporting are designed to provide assurance to Syngenta's Board of Directors and management regarding the reliability of non-financial reporting and the preparation and fair presentation of the information published in the Non-financial performance summary. All internal controls, no matter how well designed, have inherent limitations and therefore may not prevent or detect misstatements. In designing internal controls over non-financial reporting, Syngenta used the criteria established in Internal Control – Integrated Framework (2013) issued by the Committee of Sponsoring Organizations of the Treadway Commission (COSO). PricewaterhouseCoopers AG, Switzerland, an independent registered public accounting firm, has issued an opinion on Syngenta's Non-financial performance summary, which is included in the Annual Review 2015 on page 63.

7. Contact information

For questions and inquiries regarding this dataset and documentation, please contact goodgrowthplan.data@syngenta.com.