To prevent soil depletion, stimulate yields and increase food security by establishing a branded private sector distribution channel through which farmers have access to a reliable supply of fertilizer of a reliable quality, available in affordable packages, sold by a knowledgeable agro dealer/village promoter (VP).

**Impact on the poor**

- **Box 10**: VP capable of organizing demonstrations and providing correct information on cultivation and fertilizer application
- **Box 11**: VPs organise demo plots and conduct market storms to sell 1kg packs
- **Box 12**: Other VPs are hired and they also make profits by selling 1kg packs
- **Box 13**: Farmers reached through demo plots and market storms are able to apply good agricultural practice, understand value of fertilizer application and are aware of existence of 1kg bags
- **Box 14**: Farmers buy and use fertilizer as recommended by VPs
- **Box 15**: Other farmers reached by the new VPs use fertilizer and apply it correctly
- **Box 16**: Productivity (Yields/ha) increased for farmers due to correct application
- **Box 17**: Other farmers copying also have increased yield
- **Box 18**: Additional profit from additional investment in fertilizer and correct application
- **Box 19**: Additional profit for copying farmers from additional investment in fertilizer and correct application

**Core market**

- **Box 4**: Market Study on Open container fertilizer prices to help Notore price product appropriately
- **Box 6**: NPqCom contracts FIPS Africa to provide technical assistance to Notore to train VPs

**Support market**

- **Box 5**: Notore and their Distribution Partners identify & select Village Promoters (VPs)
- **Box 7**: Notore agrees to incentivize VPs to sell and organize demo plots
- **Box 8**: Notore provides training to VPs with the support of FIPS Africa
- **Box 9**: VPs trained on good agric practices, organizing demos and small pack sales

**Activities**

- **Box 2**: Selection of target areas for scaling up
- **Box 3**: PrOpCom contracts FIPS Africa to provide technical assistance to Notore to train VPs
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