

Agricultural Finance

UNLOCKING POTENTIAL AND CULTIVATING HOPE

Nine out of ten Africans have no access to financial services. Seventy-five percent live on less than \$2/day. Opportunity International is working to change this by addressing the specific needs of small scale farmers in Sub-Saharan Africa that comprises 60–70 percent of the population. Our goal is to reach more than 90,000 small scale farmers with comprehensive financial services so they can achieve their potential and in doing so, they will be able to feed their families and become major food suppliers to the growing global population.

SAVINGS

Reaching rural areas with savings accounts through Mobile Banks, cell phone technology and branchless banking, even remote Opportunity clients are able to save a portion of their profits to pay for their children's education, receive medical attention or invest in next year's harvest.

LOANS

Using a combination of crop profiling, household profiling and GPS mapping, Opportunity can identify the profitability of farmers, understand their financing needs and provide the appropriate loan. Farmers use these loans to help maximize their yields, provide food for their families, pay back their loans and diversify their revenue streams.

INSURANCE

Working with industry leading microinsurance provider MicroEnsure, we are able to guard clients against disaster with products like weather indexed crop insurance which insures against crop failure caused by drought or excess rain.

TRAINING

Opportunity forms strategic partnerships with extension service providers to equip farmers with training and market linkages that can help to improve crop productivity and household income. Our clients learn what fertilizers to use, how to use equipment, which seeds to plant on what soil, watering needs and more.



Every morning, Opportunity Ghana Agricultural Finance Officer Abena Agyakowa Nketha Sarpong (left) wakes up early to meet with cocoa farmers before they set out for their fields. She reaches out to hundreds of rural clients to provide financial literacy training and agricultural technical assistance as well as savings, loan and insurance products. Clients like Agnes Fosu Hene's primary concern is for her children to get the education she never did. Opportunity is allowing her to do just that. With Abena's help, she received her first loan of \$264 for agricultural tools – fungicide, gloves, a sprayer and respirator – that enabled her to increase her yield on the acreage she farmed. To manage the seasonal nature of her income, she now has a savings account so money is available year round for expenses like school fees. With each harvest, Agnes grows increasingly self-sufficient.

“Opportunity International focuses on developing cost effective and sustainable solutions that can unlock the potential to create jobs, generate profits, provide for families and ultimately overcome poverty. That strong and core belief in the power of the entrepreneurial poor is one of the reasons we at The MasterCard Foundation are proud to partner with Opportunity as we work together to promote financial inclusion and prosperity.”

– Reeta Roy

President and CEO, The MasterCard Foundation

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