



Asia

About Heifer International

Since 1944, Heifer International has focused on empowering smallholder farmers to sustainably address hunger and poverty in their communities while caring for the Earth. Heifer operates in 19 countries across Africa, Asia and the Americas, investing in agricultural value chains to provide farmers with the opportunity to earn sustainable living incomes.

We help integrate rural women, youth and Indigenous populations into more inclusive markets. In doing so, vulnerable rural households are more resilient to shocks, allowing them to thrive, not just survive. To date, we have supported more than 46 million farming households.

Poverty and hunger remain critical challenges in Asia, despite the region's significant economic growth. Over 60% of the population in South Asia relies on agriculture for their livelihood, yet smallholder farmers often face challenges such as limited access to markets, finance, and modern technology.

Heifer International currently works in Bangladesh, Cambodia, India and Nepal. We partner with Heifer Korea, an affiliate based in South Korea, on work that amplifies our impact.

As we work with farmers to increase access to food, we implement solutions that address climate change, inadequate infrastructure and limited access to resources.

**350
million**

people in Asia lived in extreme poverty, surviving on less than \$1.90 a day, according to the World Bank as of 2020.

According to the Asian Development Bank, climate change could reduce agricultural productivity in Asia by up to **10% by 2030**, exacerbating food insecurity.

**418
million**

people in Asia were undernourished in 2020, accounting for more than half of the world's hungry population.

Our Approach

Our decades-long experience shows that strengthening social capital within farming communities, based on recognizing shared values, builds a solid foundation for program success. We have seen that establishing mutual trust, accountability and respect leads to solidarity and commitment toward a common goal. Building on this foundation, our key interventions include:

- **Supporting Community Development:** Our Values-based Holistic Community Development (VBHCD) model supports total community transformation and is grounded in societal values or principles. It strengthens social capital and catalyzes personal transformation to build a strong foundation for sustained collective action.
- **Caring for the Earth:** Our Caring for the Earth approach helps farmers generate positive environmental and climate impact while producing healthier food for themselves and their communities. The goal is to support food systems that are both more productive to feed a growing global population while also contributing to a healthier planet.
- **Passing on the Gift®:** This approach amplifies the impact of our work, as every family we directly work with shares the offspring of their animals with others in the community. Additionally, they share their resources, training and skills with other families in need, setting up more farmers for success and sustainably improving communities.
- **Strengthening Farmers-Owned Agribusinesses:** Working alongside Heifer, farmers build social capital through farmer-owned collectives and women self-help groups, which evolve into farmer-owned agribusinesses, thereby improving the rural economy.
- **Facilitating Access to Finance:** Through our Heifer Impact Capital unit, we leverage partnerships with financial institutions, governments, businesses and others to increase farmers' access to capital. This means farmers have the resources to design and commercialize new products and services, create local jobs and support more inclusive and resilient rural economies.
- **Promoting Technology and Innovation:** We connect farmers to technologies to improve production and help them manage and scale their businesses.
- **Adapting Digital Solutions:** We bridge the digital divide by implementing digital solutions that enhance agricultural productivity, market access and financial inclusion for smallholder farmers.
- **Building Strategic Partnerships:** We work with hundreds of partners to achieve greater scale and sustainable impact by offering holistic solutions to local challenges. Our partners include farmer organizations, women's groups, businesses, governments, funders, researchers and more. We leverage generous financial support from thousands of individual donors to further scale our impact.



Alignment with the Sustainable Development Goals 2030

Heifer's work is aligned with 10 of the 17 UN Sustainable Development Goals.

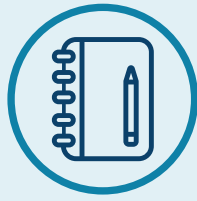


Cornerstones for Just and Sustainable Development

Heifer's 12 core values known as the Cornerstones for Just and Sustainable Development serve as a guide for our employees, partners and the people we support as we work toward common goals.



Passing on the gift



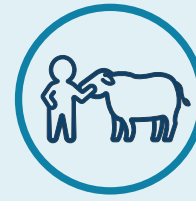
Accountability



Sharing & Caring



Sustainability & Self-Reliance



Improved Animal & Resources Management



Nutrition & Income



Gender & Family Focus



Genuine Need & Justice



Improving the Environment



Full Participation



Training, Education & Communication



Spirituality

Areas We Focus On:

1. Economic Growth and Livelihoods:

We promote inclusive economic growth by empowering smallholder farmers with the tools, training, and market connections they need to improve their livelihoods. By enhancing market opportunities and developing sustainable business models, we help communities achieve sustainable living income.

2. Agriculture and Food Security:

We work to strengthen agricultural value chains and ensure food security by providing farmers with access to resources, knowledge, and innovative practices. Our efforts focus on improving productivity, diversifying crops and connecting farmers to markets. This helps strengthen value chains, ensuring, farmers can sustainably feed their families and communities.

3. Environment and Climate Change:

We integrate environmentally sustainable practices into farming to combat the effects of climate change and protect natural resources. By promoting regenerative agriculture, reducing carbon footprints and enhancing biodiversity, we help communities build resilience against the impacts of climate change.

4. Gender Equity and Women's Empowerment:

Heifer International supports women farmers to mobilize into self-help groups, through which they receive training on gender issues and technical services, while also accessing finance, cooperatives and new markets for their goods. These groups are women-led and serve as an important platform for building self-confidence, social capital and experience in decision-making and leadership at different levels. Heifer International's programs focus on value chains that women are already involved in and have the most potential for women entrepreneurs.

5. One Health:

We support 'One Health' by taking a community approach to raising awareness among smallholder farmers about the interconnectedness of humans, animals, and environmental health. This approach promotes biosecurity, farm management, and animal nutrition and connects farmers to Community Agro-vet Entrepreneurs who ensure sustainable sources of animal health services.

6. Nutrition and Water:

Our programs focus on enhancing food quality and availability, promoting kitchen gardens, and implementing efficient water management systems to ensure healthier lives for communities.



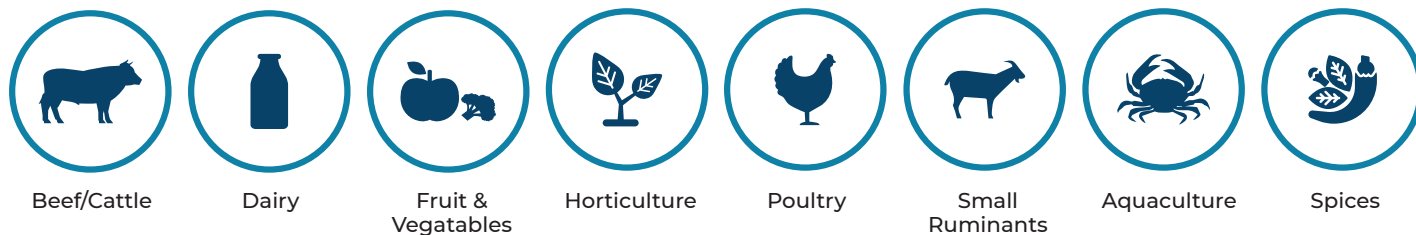


Impact

In Asia, we are actively working with more than **457,668 households** (FY 2023 data).



Current Value Chains



Signature Programs

Our work in Asia is organized into 'Signature Programs' focused on the large-scale and sustainable impact of building strategic partnerships. Each program supports smallholder farmers through time-bound projects designed to increase household income by:

- Building social capital through cornerstone training, forming women's self-help groups, and farmer cooperatives to help them work together and strengthen cooperative governance.
- Developing farmers' technical capacities in agriculture and livestock management for sustainability and productivity and supporting them with business management for viability and profitability.
- Facilitating access to information, knowledge and finance through Heifer's partnerships with banks, financial institutions and investors.
- Connecting farmers with food system actors and markets.

Programs and Projects:

Bangladesh

Promoting Safe Beef and Goat Meat Brand

Encourages agribusiness development centered on safe, hygienic beef and goat meat production, the project is supporting the creation and marketing of reputable brands. The goal is to help 52,800 smallholder farming families achieve a sustainable income. The project prioritizes forming women-led organizations and supporting improved livestock management, establishing integrated infrastructure, such as transportation and warehouses, improving access to formal financing and promoting climate-smart agriculture.



Strengthening Climate-Smart Vegetable and Flower Value Chain (C4VFVC)

The project aims to help 12,000 women farmers adapt to climate challenges and build more robust livelihoods. The project builds resilience by encouraging farmers to organize into self-help groups and producer organizations and promoting appropriate climate-smart solutions, including renewable energy, sustainable water use, stress-tolerant crop varieties, and nature-based adaptation measures, such as using organic fertilizer and vermicomposting. The project also facilitates access to equitable markets, affordable finance and other services to support women's ability to invest in their farming businesses and earn a living income.

Cambodia

Cambodia Vegetable Value Chain Development

The project is designed to reform vegetable farming using sustainable practices and advanced technologies, such as superior seeds, solar water pumps, advanced grading, processing, and packaging methods, and digital business platforms. By 2027, it will advance the productivity and market access of 10,150 farming families, with the goal of increasing crop yields, promoting environmental sustainability and improving livelihoods.

Poultry Project of National Pride

The project is working to restore Cambodia's poultry industry by developing cooperative networks and integrating them into broader market systems. Targeting 88,300 farming families by 2026, this project improves the entire value chain from production to sale. It focuses on establishing infrastructure, such as processing operations and hatcheries, and improving poultry health, breeding techniques and market access to raise incomes for smallholder farmers and promote self-sufficiency in rural communities.

India

Accelerating Income

The Accelerating Income signature program will directly engage 180,000 families while reaching more than 19 million people in Andhra Pradesh. These farming families will be supported with Heifer's technical expertise and other resources as they integrate into the poultry, spice, fruit and vegetable value chains. The program will strengthen the operations of 45 women-led Farmer Producer Organizations as they connect local food producers to profitable markets.

Bihar Sustainable Livelihood Development (BSLD)

Implemented in six districts in Bihar state, this project targets improving the nutrition and incomes of 70,000 smallholder farming families through strengthened enterprise opportunities. Farmers, organized into self-help groups, receive technical and business training and access to financial services to improve goat, poultry and crop production and engage in more inclusive markets. As self-help groups grow into farmer-owned agribusinesses, they are supported in selling their products in bulk and competing in larger markets.

Hatching Hope

In Odisha, smallholder farmers are participating in this program that aims to improve the livelihoods and nutrition of 100 million people worldwide by 2030 through the production and consumption of backyard poultry. By engaging in the poultry value chain, women farmers in India are increasing their incomes and improving the nutrition of households by selling eggs and chickens.

Odisha Goat Value Chain Program

This signature program targets improved goat production and market opportunities for smallholder farmers in Odisha state. It prioritizes establishing partnerships that connect smallholder farmers to resources, providing specialized livestock and business training and services, and developing farmer-owned enterprises. The overall goal is to support 30,000 women farmers to build a sustainable living income.



Nepal

The Milky Way Program

Designed to transform the dairy sector, this signature program strives to significantly improve the livelihoods of more than 500,000 smallholder dairy farmers and double milk production by 2030. The initiative collaborates extensively with government bodies, development banks, private sector actors and South Korean partners to address systemic barriers across the dairy value chain. By reforming policies and practices crucial for dairy development, the program focuses on creating sustainable institutions and structures within rural economies to ensure permanent impact.

Strengthening Smallholder Livestock Value Chains (SLVC)

This signature program targets the meat goat and dairy value chains to connect smallholder producers with profitable formal markets. It aims to scale up the enterprises of 125,000 directly participating families and an additional 225,000 families indirectly across 29 districts by improving access to innovative technology, finance, business development services, technical assistance, insurance, markets and other resources.

Value Chains for Inclusive Transformation of Agriculture

Funded by the International Fund for Agricultural Development (IFAD), the project aims to strengthen the capacities of Nepali farmers by building social capital, developing agricultural businesses and improving community relations while promoting sustainable economic growth. Financial inclusion is a key aspect, facilitated by the "Bank Sathi" concept, where local facilitators – translated as "Bank Friends" – assist farmers in accessing necessary financial services like loans.

For more information and partnerships: asia@heifer.org
To learn more about Heifer International: www.heifer.org

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