



The Good Growth Plan Progress Data – Smallholder Reach 2016



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 for the number of smallholders reached by Syngenta through sales and field force activities between 2013 and 2016.
Date of first publication	April 23, 2015
Date of last update	March 17, 2017
Date of next update	Spring 2018
Frequency of updates	Annually
Reporting period	October 1, 2013 – September 30, 2016
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 2016
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	2017
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
Reporting Year	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

Calculation methodology of “Number of Smallholders reached” indirectly through sales

The process outlined below enables Syngenta’s local representations to track and record interactions with smallholders, and allow Syngenta to report globally on the commitment to “reach 20 million smallholders.”

Syngenta has a range of products that are targeted as suitable for the smallholder segment. Using sales data and a set of assumptions with documented sources (evidence), following the 4 steps-process outlined below will lead to an estimation of the number of smallholders reached via the sale of Syngenta Crop Protection products and/or seeds.

The individual steps are reported with help of Syngenta’s non-financial reporting system, providing a total number of smallholders reached in each of the company’s local representations.

- A. Quantity of product X sold for reported crop to smallholders in reporting period
- B. Quantity applied per hectare with this product as per product label
- C. The reporting system divides A through B to calculate the total Hectares applied
- D. The system then divides the total Hectares applied by the average smallholder farm size to get the total number of smallholders reached

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 2017, 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.

5. Changes versus previous release

March 17th 2017

- Data for Reporting Year October 2015 – September 2016 were added.

July 19th 2016:

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

March 16th 2016:

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

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 page 55 of the Annual Review 2016. This summary was approved by the Board of Directors on February 7, 2017. 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 2016 on page 61.

7. Contact information

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