



## The Good Growth Plan Progress Data – Smallholder Reach 2017

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Empower  
smallholders

## 1. Summary

The Smallholder Outreach dataset shows the number of smallholders reached by Syngenta between October 2013 and September 2017 aggregated by country.

## 2. Metadata

<b>Description of the dataset</b>	The dataset includes for the number of smallholders reached by Syngenta through sales and field force activities between 2013 and 2016.
<b>Date of first publication</b>	April 23, 2015
<b>Date of last update</b>	March 24, 2018
<b>Date of next update</b>	Spring 2019
<b>Frequency of updates</b>	Annually
<b>Reporting period</b>	October 1, 2013 – September 30, 2017
<b>License for re-using the data</b>	<a href="#">The contents of this dataset and all supporting documentation are licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.</a>
<b>Text to use when citing the data</b>	The Good Growth Plan Progress Data - Smallholder Reach 2017
<b>URL to use when citing the data</b>	<a href="http://www.goodgrowthplan.com">www.goodgrowthplan.com</a>
<b>Geographic coverage</b>	Algeria; Bangladesh; Belize; Brazil; Cameroon; China; Colombia; Costa Rica; Dominican Republic; Ecuador; Egypt; El Salvador; Ethiopia; Ghana; Guatemala; Honduras; India; Indonesia; Iran; Ivory Coast; Jamaica; Jordan; Kenya; Lebanon; Malawi; Malaysia; Mexico; Morocco; Nicaragua; Nigeria; Panama; Peru; Philippines; Puerto Rico; Saudi Arabia; Senegal; Tanzania; Thailand; Venezuela; Vietnam; Zambia; Zimbabwe
<b>Data language</b>	English
<b>Key words</b>	smallholders; agriculture; The Good Growth Plan
<b>Subject</b>	Smallholder reach
<b>Copyright year</b>	2015-18

<b>Copyright holder</b>	Syngenta AG
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### 3. Structure of the data

Variable name	Definition	Unit	Type of data
<b>Country</b>	Country		
<b>Smallholders Reached</b>	The number of smallholders reached through sales	Smallholders	Numeric
<b>ReportingYear</b>	Syngenta definition of reporting year for non-financial indicators		String

### 4. Background and methods

#### 4.1. Description of smallholder reach activities

Over half Syngenta’s sales are made in developing countries dominated by smallholder farmers. As the company’s contact with smallholders is largely through vendors of our products, we use sales volume data to estimate the number of smallholders reached.

#### 4.2. Sources of data

Data	Data source
<b>Data on quantities sold by product</b>	Syngenta SAP records
<b>Data on average smallholder farm size</b>	Assumptions are based on Syngenta local commercial knowledge and, where available, this is supported by further external public sources and / or market research studies
<b>Data on dosage rates</b>	Syngenta product labels, or market research

#### 4.3. Data collection tools and process

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

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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 marketed 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 by 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

We are continuing our program of impact assessments, and in 2018 will have the findings from our first studies in Africa.

As our strong portfolio of products and services earns increasing recognition, we expect this to generate valuable new collaborations and opportunities for us and the farming communities we support, particularly in Asia.

## 5. Changes versus previous release

- Data for Reporting Year October 2016 – September 2017 were added
- Smallholders reached shown by country (previously by Syngenta territory)

## 6. Approval of non-financial performance data

The Good Growth Plan data is published as a global aggregate in the Non-financial performance summary of the Sustainable Business Report 2017. This summary was approved by the Board of Directors on February 6, 2018. 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 Sustainable Business Report 2017.

## 7. Contact information

For questions and inquiries regarding this dataset and documentation, please contact [goodgrowthplan.data@syngenta.com](mailto:goodgrowthplan.data@syngenta.com).