

IMPACT BRIEF: SHE FEEDS THE WORLD THAILAND

SHE FEEDS THE WORLD



Overview

Investment: \$1 million

Timeline: 2022-2025

Program area: Chiang Mai, Chiang Rai, Nan, Lamphun, and Phayao Provinces

Objective:

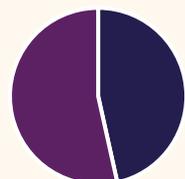
To promote sustainable food systems and ensure equitable access to nutritional food and clean water for young farmers and their families.

Target Population:

- Farmers in low-income households across 20 districts in northern Thailand
- Next-generation farmers age 17-45 years – 46% of all participants
- Women – 61% of participants

Participant Reach:

99,697 direct Reach



86,690 Indirect Reach

Total Reach: 186,387

She Feeds the World Thailand, focused on youth in agriculture and next-generation farmers (SFtW-YANG), was implemented by Raks Thai Foundation (CARE in Thailand) with support from the PepsiCo Foundation. SFtW-YANG tackled water scarcity through climate-resilient agriculture practices using CARE’s evidence-backed, community-led approaches. It improved soil, increased market access, and encouraged equal opportunities. The goal was to increase farming incomes and strengthen local communities.

Keys that led to success:

- Farmer Field and Business School (FFBS) for Producer and Marketing Groups (PMGs), including the use of demonstration farms, to promote climate-resilient and regenerative farming and marketing practices.
- Village Savings and Loan Associations (VSLAs) to improve financial inclusion and resilience.
- Community based trainers to build community capacity and ensure sustainability

Impact



3,362

Young farmers adopted at least 3 regenerative agricultural practices



61%

Average income increase for farmers in producer marketing groups (PMGs)



89%

Of community groups had women in leadership roles by project end.

Outcomes

21

Demonstration Farms established

61%

Farmers accessed new market networks

240

Role Model Men

23%

Increased access to productive resources from 55% to 78%

57%

Of 9,940 VSLA members were women

89%

Of households reported joint decision-making on crop selection.

Key Lessons



Youth engagement is the future of agriculture: Youth are often disinterested in agriculture because they face barriers – limited access to land, capital, and knowledge. Skill-building and creating meaningful opportunities for youth in agriculture can contribute to community resilience.



Keep climate risks in mind: By promoting regenerative practices, crop diversification, and organic methods, farmers effectively mitigated environmental changes and pests, strengthening farming operations.



Focus on local: It is important to build trust through collaboration and regular engagement in new communities, especially for youth and women. Accountability and feedback mechanisms should be in place. Engage with local authorities and adapt to local agricultural cycles and practices.



Demo farms as learning centers: Demonstration farms are effective in providing hands-on learning that is also rooted in community ownership.



Village Savings and Loan Associations and Producer Marketing Groups: VSLAs and PMGs create a robust support system beyond basic financial assistance. They help generate income, improve livelihoods, and access loans, reducing dependency on informal lenders.

Stories from the Field



Amporn Moonsri: Changing Farming, Changing Lives

At 49, Amporn Moonsri returned to her hometown to take care of her parents in Chiang Muan, Phayao, with no farming experience. She learned farming through online courses and hard work, creating a thriving farm with year-round crops.

After joining *SfTW-YANG*, she added a greenhouse, fishpond, and water-saving irrigation systems. She boosted soil health with natural compost from worms and water conservation techniques. Today, she grows rice, corn, vegetables, and fruits on 4 hectares using climate-friendly methods.

In a field dominated by men, Amporn faced doubt but proved that women can lead in agriculture. Today, she trains other farmers in sustainable agriculture practices, acts as a mentor for women in agriculture, and sells to over 900 customers online through Facebook and LINE, a social messaging app.