

# Sugar

The sustainable sugarcane programme in the Madhya Pradesh region has been running since 2013 thanks to the combined efforts of Olam with IFC\*, Hindustan Unilever Foundation, Solidaridad and New Holland. Over the last year, it embraced more than 750 additional farmers and was awarded the 2016 Most Notable Project of the Year by the Confederation of Indian Industry.

**18,171 farmers<sup>1</sup>**



## Charter Principles 2016 key facts

<b>1. Finance</b>	• <b>US\$707,263</b> in financing
<b>2. Improved yield</b>	• <b>13,421 farmers</b> trained in Good Agricultural Practices • <b>15%</b> increased in overall productivity since 2013 • <b>70 demonstration plots</b> and <b>1,000 model farms</b> for a practical, 'hands on' approach to training.
<b>3. Labour practices</b>	• <b>13,421 farmers</b> trained in good labour practices
<b>4. Market access</b>	• <b>1.05 million tonnes</b> procured from 23,931 hectares
<b>5. Quality</b>	• <b>First global metric standard for sugarcane</b> – the partnership aims to develop the market for sustainable sugarcane, to train and support the mills and producers for certification for the Bonsucro standard.
<b>6. Traceability</b>	• <b>100%</b> tonnage is traceable
<b>7. Social and infrastructure investment</b>	• <b>US\$76,327</b> was invested in economic infrastructure including drip irrigation systems and farming equipment
<b>8. Environmental impact</b>	• <b>3,584 farmers</b> managing 9,111 hectares received training in water stewardship, including drip irrigation - with better water-use efficiency and demand management, about 62bn litres of water-use avoidance was achieved by the project. • <b>2,978 farmers</b> received training on soil fertility, including trash mulching to increase organic levels of carbon in the soil. • <b>2,937 farmers</b> received training on Integrated Pest Management to minimise negative impacts of chemicals on the environment and help farmers manage costs • <b>Improving water and fertiliser efficiency</b> not only reduces environmental impact, but reduces costs and discourages the growth of weeds.

## Thank you to our partners and supporters

CNH, Hindustan Unilever Foundation, IFC\*, Solidaridad Network.

\*International Finance Corporation, a member of the World Bank Group.

<sup>1</sup> Fewer than 1% are women



## FARMER CASE STUDY



Radheshyam Patidar is 70 years old and from the village of Ghatwa in Barwani district.

## Helping farmers to diversify incomes through innovative intercropping techniques

Radheshyam has been planting sugarcane for the past 20 years. Previously he used traditional, water intensive methods of cultivation but has now become one of the most innovative farmers, particularly with regard to intercropping. In November, he planted sugarcane in 1.7 hectares (ha) with 4.5 feet between each row, laying drip irrigation and intercropping chickpeas.

Cultivating the chickpeas cost him about Rs 20,000 (US\$300) and produced 32 quintals. His gross income was Rs 160,000 (US\$2,385) and net income was Rs 140,000 (US\$2,090).

He has since suggested that if we plant sugarcane in wider rows, the intercropping could be increased without impacting the cane.

Mr Patidar also experimented with garlic intercropping. In the 2015/2016 season he planted a new variety of sugarcane (Co-3102) provided by Olam. He realised that pests on the sugarcane were reduced due to the allelopathic (biochemical) effect of the garlic.