

John Deere Thailand and Mercy Corps has assembled creative assets to promote the partnership, program and impact the Hug Khao program is creating in Thailand.

Partnership

- Mercy Corps and John Deere, have partnered since 2014 to address hunger and economic opportunity for smallholder farmers.
- In Thailand, John Deere, Raks Thai Foundation, and Mercy Corps are working together to improve livelihoods for smallholder farmers in Thailand.
- We are aligned in our commitment to smallholder farmers, whom we see as change makers with the ability to drive huge impact for their communities and beyond, if given the right support.

Hug Khao Program

Mercy Corps and Raks Thai Foundation, in partnership with John Deere, are implementing Hug Khao. The 3-year program is designed to improve the livelihoods of smallholder rice farmers by connecting them with the resources they need to grow more food and earn higher incomes. Through the Hug Khao program, Mercy Corps is strengthening local farmer organizations, improving farmer financial and business practices and connecting farmers to essential advisory services. Additionally, Hug Khao aims to enrich the agricultural ecosystem by introducing machinery, other important technologies, and expert John Deere volunteers to smallholder farmers, ensuring more sustainable increases in farmer productivity and incomes in the future.

Overview/Context



Rice farmers in Northeast Thailand routinely yield less than half the harvest of their counterparts elsewhere in Thailand. There are many factors that contribute to this, including a heavy reliance on low-yield sowing practices and limited access to quality fertilizer and seeds. John Deere is working with Mercy Corps and Raks Thai Foundation to change that by connecting rice farmers to the training, tools, and experts they need to grow more food, earn higher incomes, and thrive.

Intervention



John Deere is committed to helping rice farmers in Northeast Thailand grow more food and earn higher incomes. Working with our partners Mercy Corps and Raks Thai Foundation, we are strengthening community-based farmer organizations, encouraging good financial practices and promoting improved farming practices. The result is higher rice yields and increased incomes for rice farmers and their families.

Impact



Rice farmers in Northeast Thailand routinely yield less than half the harvest of their counterparts elsewhere in Thailand. Together with our partners Mercy Corps and Raks Thai Foundation, we are working to change that. Working alongside communities and farmers, we are bringing training, tools and resources to support farmers and their families. One way we're helping is to connect farmers to mechanized planting equipment which can be more efficient and effective than sowing seeds by hand. And we are seeing positive results – farmers that have switched to mechanized seeding have achieved an average rice yield increase of 16% and reduced the amount of seed they use by over 50%!

John Deere Employee Volunteers



John Deere is working with Mercy Corps and Raks Thai Foundation to support rice farmers in Northeast Thailand. This is a team effort that involves John Deere employees, who volunteer their time and expertise to make a positive impact. Throughout the year, John Deere employees travel to rural communities in Northeast Thailand to spend several days connecting with local farmers, to learn from one another and to volunteer their time and skills to help rice farmers improve their income-earning potential. One way that John Deere employees help rice farmers is through business skills training and mentorship to farmer organizations.

Farmer Testimonial



Mr. Somphone, pictured above, is a rice farmer in Ban Na Kham, Thailand who has participated in this program and benefitted from working alongside John Deere employee volunteers. He shared, "I am very happy and proud to participate in this volunteer project. Our group struggles because we lack structure and business management. John Deere volunteers helped us to better identify where our capacity gaps are and may encourage our members to take action. I am optimistic that we can improve our group management functions."