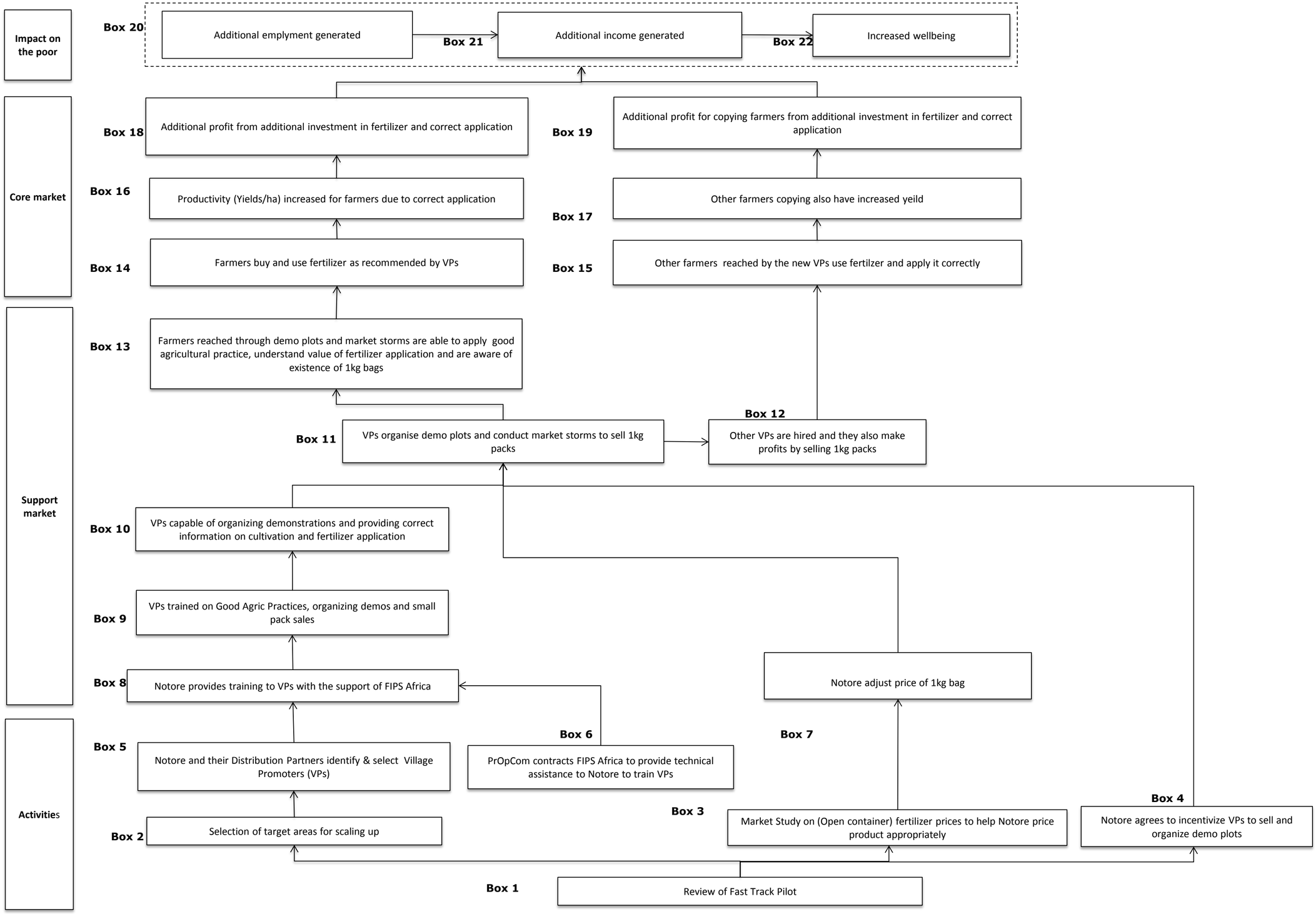
Scale up to 12 states - Ontrack **March 2010 - Jan 2011**

Page 4: Impact logic

Title: To prevent soil depletion, stimulate yields and increase food security by establishing a branded private sector distribution channel through which farmers have access to a reliable supply of fertilizer of a reliable quality, available in afforadable packages, sold by a knowledgeable agro dealer/village promoter (VP)