

FarmFit Insights Hub: Leveraging data and insights to deliver impact and generate returns for both businesses and smallholders.

Purpose and use

The messaging toolkit is designed for sharing information about the FarmFit Insights Hub within your networks. For questions on how to use this toolkit or follow-ups on emails, Sharon Winnie Barasa (barasa@idhtrade.org) can be contacted.

Email header



How to use email header

1. Find the email header image below in this message. Click on it to select.
2. Once the email header is selected, copy it.
3. Open a new email and paste the copied header at the very beginning of the email body.
4. After pasting the header, copy and paste the relevant email text into your email, just below the header.
5. Feel free to edit or personalize your email text to suit your message and audience.
6. Once your email is ready, send it out to your contacts!

Sample Messaging for Partners

A. Direct Mailings

Subject: Announcing the FarmFit Insights Hub

Email header

Dear (recipient's name),

We are pleased to share great news from our partner at IDH.

They've recently launched the [FarmFit Insights Hub](#), a global resource platform for transforming smallholder agriculture.

Designed to provide companies, investors, donors, support organisations, investors and governments the FarmFit Insights Hub with the information needed to drive more and better

sustainable investments in smallholder value chains. It offers a wide range of insights and practical recommendations to help stakeholders make data-informed business decisions.

Check out this great explainer [video](#) for an overview of what the FarmFit Insights Hub offers. Also, subscribe to their [smallholder-inclusive business newsletter](#) for updates on impactful business models for smallholder engagement and follow [IDH Intelligence](#) on LinkedIn to connect with a community of professionals focused on sustainable smallholder agriculture.

LinkedIn Posts

Post 1 *(Simplifying investments in smallholder value chains)*

Investing in smallholder value chains involves taking complex decisions. To help simplify these decisions, our partners at @IDH have launched the FarmFit Insights Hub. This online resource platform is designed to provide companies, investors, governments, and donors with essential information for driving more and better investments in smallholder markets.

Visit www.farmfitinsighthub.org.

Watch Insights Hub explainer video: https://www.youtube.com/watch?v=exbF_WDYy5sS

#smallholdermarkets #farmfitinsightshub #inclusivebusinesses

Repost Option:

Check out the FarmFit Insights Hub by @IDH, an online resource platform designed to provide companies, investors, governments, and donors with essential information for driving more and better investments in smallholder markets.

#smallholdermarkets #farmfitinsightshub #inclusivebusinesses

<https://www.linkedin.com/feed/update/urn:li:activity:7130896982121832452>

Newsletter teaser:

How can companies make smarter and better investment into smallholder markets? **IDH** launches the **FarmFit Insights Hub**, an online platform resource to transform agricultural investment and development. Watch video:

https://www.youtube.com/watch?v=exbF_WDYy5sS