Farm to Market Alliance (FtMA) works through a demand-led approach to sustainably improve farmer livelihoods and develop commercial viability of value chain stakeholders. FtMA promotes the growth of viable smallholder facing business models through strategic partnerships and catalyses farmer-friendly investments into crop value chains. FtMA coordinates the agricultural ecosystem, co-innovates products and services and provides digitally enabled informational management to overcome critical value chain bottlenecks in smallholder crop markets.

In Kenya, FtMA has been active since 2017, delivering a full set of services through a network of Farmer Service Centres (FSCs). These centres are managed by influential local business leaders and groups and serve as key service hubs connecting private and public sector partners with smallholder farmers.

**2019 RESULTS**

- **116** farmer service centres with an avg. of **3** income streams earning **$20,000** in commissions from partners
- **38,500** farmers accessing **$1.2 million** in input finance and generating so far **$4.2 million** in crop sales
- **400** linkage meetings and trade fairs organized with partners leading to **$337,000** of input sales

*Includes sales from Long Rains 2019 season only; sales for Short Rains 2019 will take place in early 2020.*
FTMA VALUE PROPOSITION TO ECOSYSTEM PLAYERS

FARMERS
- Increased yields and incomes
- Improved knowledge
- Reduced logistics costs
- Established credit history
- Better prices through collective sales

FARMER SERVICE CENTRES
- Income streams diversification
- Increased business capacity
- Closing the last mile linkage gap
- Connection to key agri suppliers
- Economies of scale

BUYERS
- Stable supply
- Increased volumes and quality
- Improved traceability and monitoring
- Increased sourcing efficiency
- Working capital loans

PRODUCTS AND SERVICE PROVIDERS
- Higher value transactions
- Lower transaction costs
- Wide customer pool through FSCs
- Improved forecasting
- Introduction of new products

COUNTY GOVERNMENTS
- Higher county productivity
- Better farmer reach and coordination
- Complementary knowledge transfer system

CROPS AND AREAS OF INTERVENTION
- potatoes
- sorghum
- soya beans

2019 FARMER SERVICE CENTRES BUSINESS PERFORMANCE

The majority of Farmer Service Centres (FSCs) are involved in post-harvest activities and the least part in soil sampling.

200 average number of farmers served per FSC

USD 1,000+ income of the top 5% best performing FSCs

EXPANSION PLANS

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<tr>
<th>Number of</th>
<th>2019</th>
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<th>2022</th>
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<tr>
<td>Farmer Service Centres</td>
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<td>Value chains</td>
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FTMA KENYA FUNDING STRUCTURE AND REQUIRED INVESTMENT

FtMA operations are co-funded through two major funding streams:

1. Donor funds and private sector investments into core FtMA operations
2. Complementary investments by FtMA partners into activities within the relevant value chains
3. Value chain investments by all actors in the targeted smallholder value chains

USD 5.5 million
The total requirement for FtMA Kenya operations in 2020-2022

USD 8 million
Expected complementary investment by partners in 2020-2022

USD 11.2 million +
Projected investments into value chains spurred by FtMA Kenya in the same time period