FARM TO MARKET ALLIANCE

Making markets work better for farmers

Kenya COUNTRY BRIEF

August 2018

Farm to Market Alliance's mission is to create a thriving and sustainable agricultural sector that **empowers** farmers, **forges** strong markets and **improves** global food security. FtMA takes a demand-led approach in servicing smallholder farmers and the surrounding ecosystem. FtMA's holistic value chain solution - **PATH** - supports African farming families to transition to commercial agriculture through four integrated strategic pathways. In Kenya, FtMA has been active since July 2017, delivering a full set of services across the PATH solution.

PREDICTABLE MARKETS

- Pre-planting and pre-harvest forward delivery contracts
- Aggregation and delivery linkages
- Aggregation centre capacity building

AFFORDABLE FINANCE

- Input loans
- Weather-based crop loss insurance

TECHNOLOGIES AND QUALITY INPUTS

- Trainings on Good Agricultural Practices
- Soil testing
- Improved Seeds, Fertilizer and Crop Protection
- Personal Protective Equipment

HANDLING AND STORAGE SOLUTIONS

- Trainings on Post-Harvest Handling and Storage
- Equipment for post-harvest crop management

FtMA DIGITAL

- Input and equipment orders
- Live aggregation data

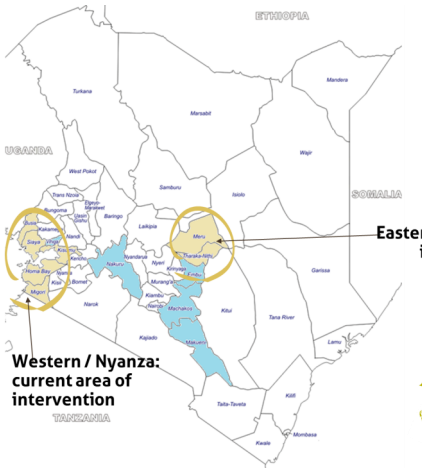
SEASON 2018 IN NUMBERS*

18,250	farmers (54% women)
295	crop aggregators supported
231	crop aggregator managers trained
7,200 mt	total volume contracted
US$ 92,300	total value of input loans
10,300	farmers trained on Good Agricultural Practices
US$ 77,000	total value of inputs purchased by farmers
15,700	farmers trained in post-harvest management practices
US$ 17,800	total value of post-harvest equipment purchased by farmers
113,000	farmers profiled in 14 counties in preparation for strategic expansion

**Snapshot (interim) figures.*
Activities across all PATHways are ongoing.

AGRA Growing Africa's Agriculture · BAYER · GROWAFRICA · IFC International Finance Corporation World Bank Group · Rabobank · syngenta · WFP World Food Programme · YARA Knowledge grows · UKaid from the British people · Federal Ministry for Economic Cooperation and Development · GAFSP · USAID FROM THE AMERICAN PEOPLE

CROPS, AREAS OF INTERVENTION AND IMPLEMENTING PARTNERS



- Busia
- Siaya
- Kisumu
- Homa Bay
- Migori
- Meru
- Tharaka Nithi

sorghum

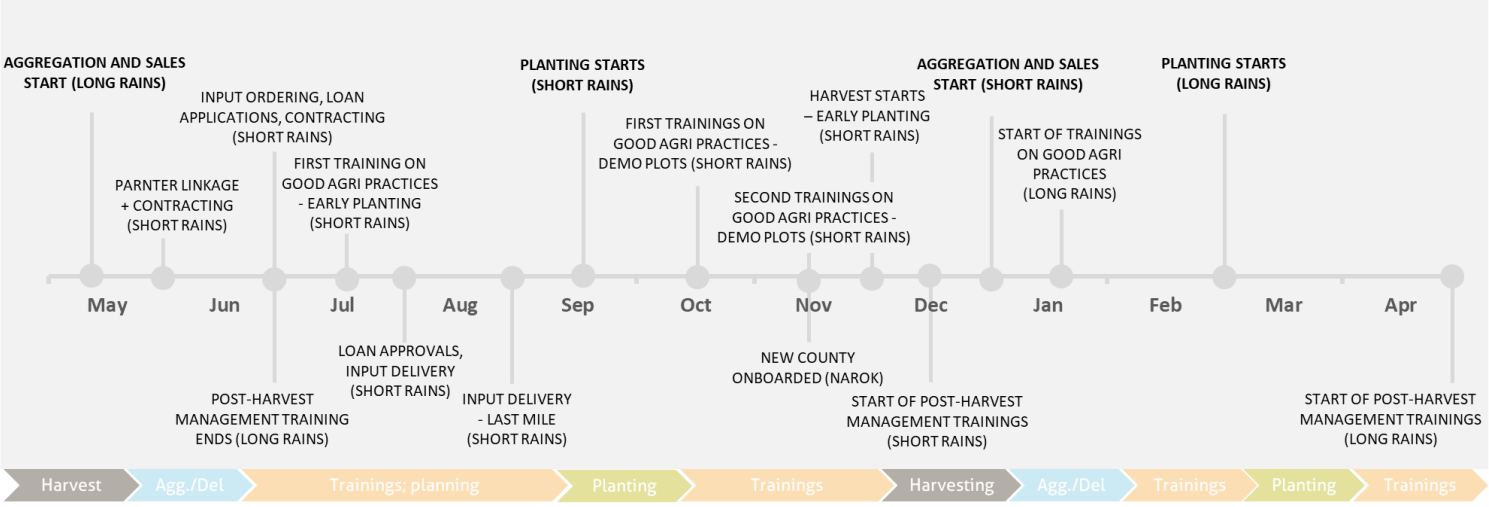
soya beans

green grams

BUYERS	FINANCIAL INSTITUTIONS	INSURANCE PROVIDERS
6	3	2

INPUT SUPPLIERS	EQUIPMENT SUPPLIERS	COOPERATING PARTNERS
9	2	2

IMPLEMENTATION TIMELINE



2019 TARGETS

- expansion of local and global partnerships across four PATHways
- full digitalization
- financial literacy and business skills development of farmers and aggregators
- fintech engagement
- 100,000 farmers by 2021

FtMA farmers bringing their crops to an aggregation centre, Kisumu county, July 2018.

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