



FARM TO MARKET ALLIANCE

Making markets work better for farmers

Kenya Country Brief

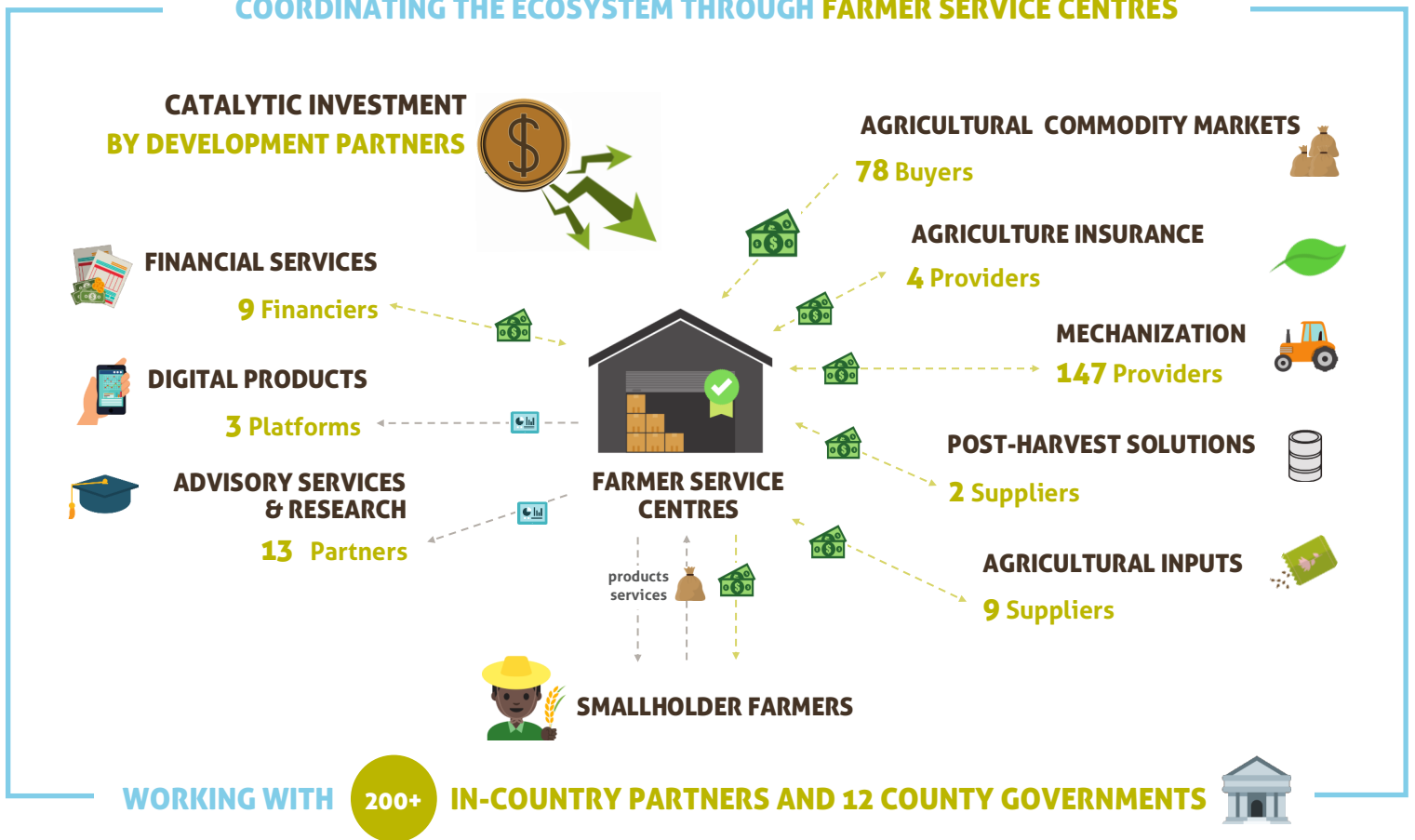
JULY 2020

FtMA, a consortium of six agri-focused organisations (AGRA, Bayer, Yara, Rabobank, Syngenta and the World Food Programme) was established to bring benefit to all actors involved in the smallholder food sector. It collaboratively works to overcome any bottle necks that might exist in smallholder value chains, co-innovates new products and services and brokers the necessary partnerships and linkages between smallholders and private sector players.

The approach is demand-led and holistic, tackling all challenges simultaneously with partners and utilising an innovative *Farmer Service Centre* model to do so. The *Farmer Service Centres (FSCs)* act as key hubs in the farming community, run by rural entrepreneurs, aggregators, farmer groups or cooperatives and serving approximately 200 farmers each.

In Kenya, FtMA has been active since 2017, delivering a full set of services through a network of 336 FSCs.

COORDINATING THE ECOSYSTEM THROUGH FARMER SERVICE CENTRES



ACHIEVEMENTS TO DATE

 336 farmer service centres (FSCs) serving a total of  51,025 farmers (50% women)

 USD 163,831 earned by FSCs in commissions from partners through an average of 3 income streams

 USD 9.1 million generated in farmers crop sales* to commercial buyers

 903 linkage meetings and trade fairs organized with partners

* Data inclusive of sales from Short Rains 2019 and part of Long Rains 2020.



syngenta



World Food Programme



Knowledge grows

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Federal Ministry for Economic Cooperation and Development



AGRIFIN ACCELERATE



Norad



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

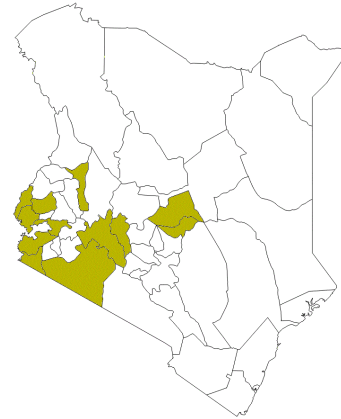
- Higher value transactions
- Lower transaction costs
- Wide customer pool through FSCs
- Improved forecasting
- Introduction of new products

COUNTY GOVERNMENTS

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

CROPS AND AREAS OF INTERVENTION

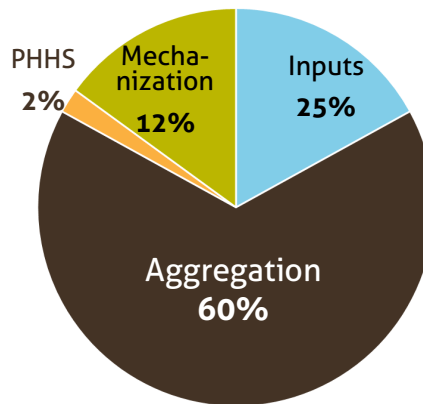
- maize
- Potatoes
- Rice
- sorghum
- soya beans



- Elgeyo Marakwet
- Busia
- Siaya
- Kisumu
- Kakamega
- Homa Bay
- Migori
- Meru
- Tharaka Nithi
- Nakuru
- Narok
- Nyandarua

2020 FARMER SERVICE CENTRES BUSINESS PERFORMANCE

The majority of Farmer Service Centres (FSCs) are involved in post-harvest activities, sale of inputs and equipment.



200 average number of farmers served per FSC

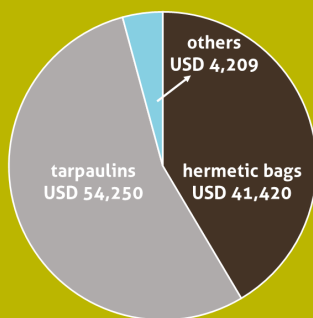
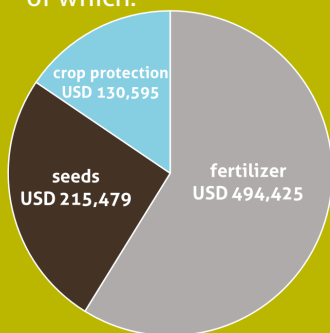
USD 1,000+ income of the top 5% best performing FSCs

EXPANSION PLANS

Number of	2020	2021	2022	2023
Farmer Service Centres	363	620	1,074	1,650
Farmers	72,500	124,000	214,750	330,000
Value chains	5	5	5	5

2020 SALES THROUGH FARMER SERVICE CENTRES IN FTMA'S NETWORK

over **USD 940,378** worth of inputs and equipment sold, of which:



5,820 hectares of land mechanically prepared for **USD 422,243** worth of mechanisation services.

USD 206,787 facilitated in finance for smallholder farmers.

USD 2.1M value and **6,221 MT** volume of aggregated crop sales to commercial buyers.

29 FSCs using FtMA supported digital platforms — **4,187 farmers** and **USD 414,990** recorded digitally.

