



# FARM TO MARKET ALLIANCE

Making markets work better for farmers

Kenya



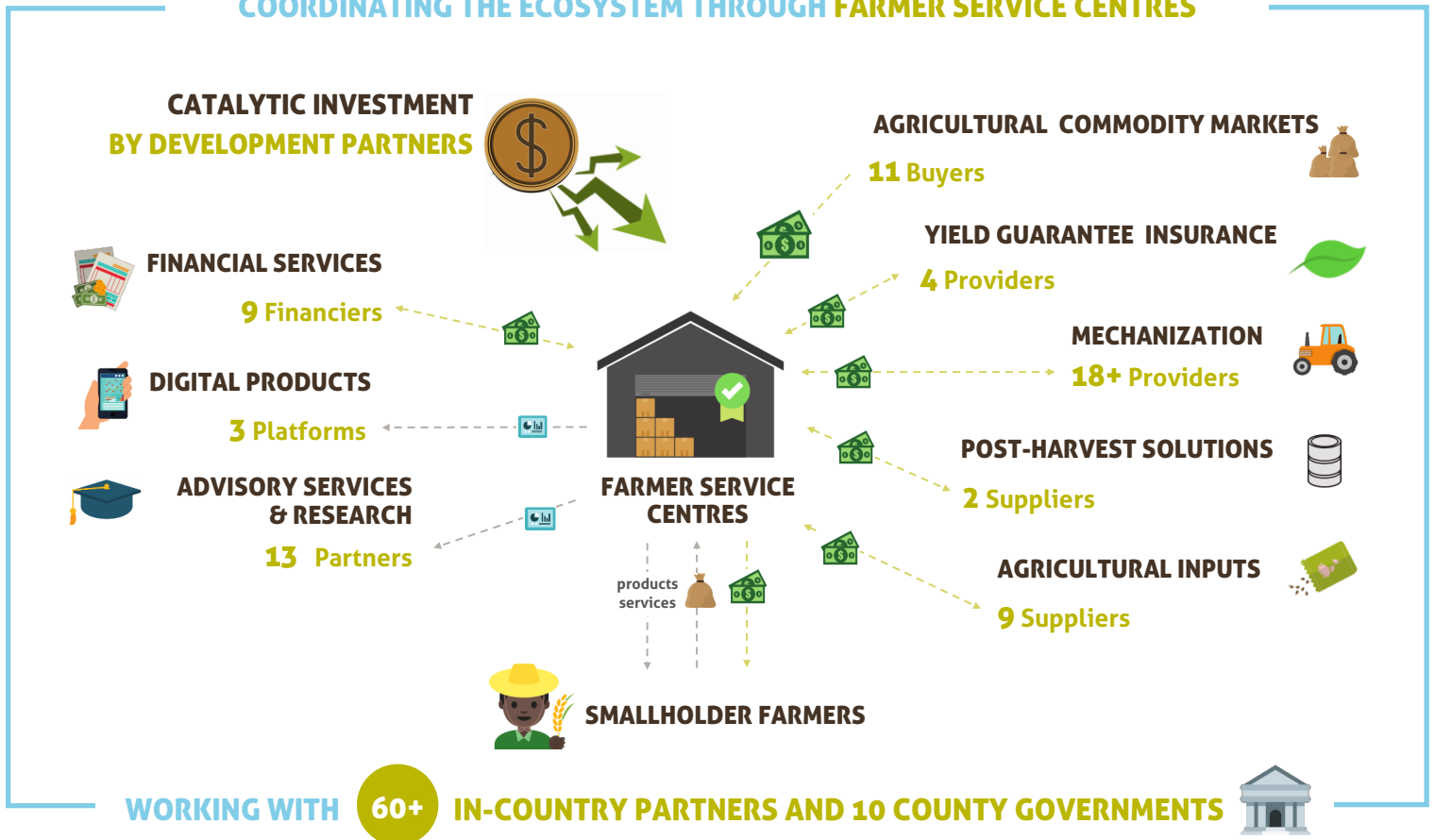
COUNTRY BRIEF

November 2019

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.

## COORDINATING THE ECOSYSTEM THROUGH FARMER SERVICE CENTRES



## 2019 RESULTS

116 farmer service centres with an avg. of 3 income streams earning USD 20,000 in commissions from partners

38,500 farmers accessing USD 1.2 million in input finance and generating so far USD 4.2 million in crop sales\*

400 linkage meetings and trade fairs organized with partners leading to USD 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**

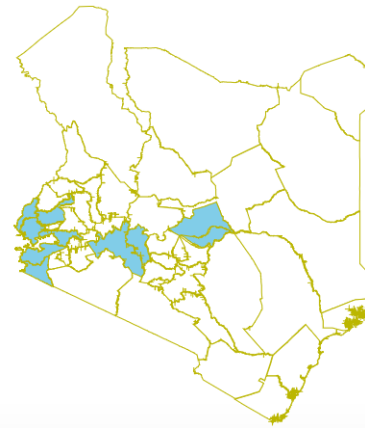
- Higher value transactions
- Lower transaction costs
- Wide customer pool through FSCs
- Improved forecasting
- Introduction of new products

**COUNTY GOVERNMENTS**

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

**CROPS AND AREAS OF INTERVENTION**

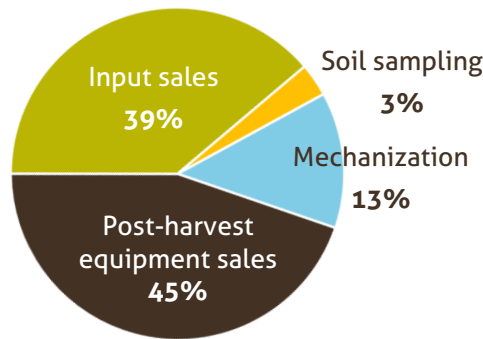
-  potatoes
-  sorghum
-  soya beans



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

**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**

Number of	2019	2020	2021	2022
Farmer Service Centres	116	300	500	750
Farmers	32,000	60,000	100,000	170,000
Value chains	3	4	5	5

**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

*FtMA interventions serve as a catalyst to spur a third type of investment:*

- 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

