



**Rural Logistics for Smallholder Farmers to Meet New Agricultural Market Demands**



**Project AFCAP/GEN/060**

## **Media Book-Launch Report**

Kenya Network for Dissemination of Agricultural Technologies  
[KENDAT]  
International Forum for Rural Transport and Development (IFRTD)  
and  
TCP International GmbH  
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Launched in June 2008 and managed by Crown Agents, the five year-long, UK government (DFID) funded project, supports research and knowledge sharing between participating countries to enhance the uptake of low cost, proven solutions for rural access that maximise the use of local resources.

The programme is currently active in Ethiopia, Kenya, Ghana, Malawi, Mozambique, Tanzania, Zambia, South Africa, Democratic Republic of Congo and South Sudan and is developing relationships with a number of other countries and regional organisations across Africa.

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For further information visit

<https://www.afcap.org>

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## **Media Report on KENDAT book Launch**

This report presents the media breakfast launch of the two end user books on Horticultural Value Chains. The books are informed by the study findings and have been designed to create understanding on the challenges that face the smallholder horticultural practitioner across the value chain, while presenting best practices and practical solutions to the challenges. The Principal Secretary, Ministry of Agriculture Livestock and Fisheries, National Government was represented by Ms. Anne Onyango, the Agriculture Secretary. A total of seventy invitations were sent out. The event was graced by thirty nine invitees drawn from different organisation.

### **Purpose of the launch**

The aim of the breakfast launch was:

- To share findings of the research carried out in the different counties,
- To explore areas where partnerships between the government and private sector could be cultivated for the growth and development of the horticultural sector,
- To present an opportunity to interact and exchange with a wide range of practitioners including farmers, business people, regulators, and policy makers in the horticultural sector.

### **Attendance**

The occasion was graced by Ms. Anne Onyango, the Agriculture Secretary, Ministry of Agriculture Livestock and Fisheries, National Government. Also present were KENDAT board members, various stakeholders in the horticultural sector, including the Potato Council of Kenya, the Dutch Embassy, Netherlands Development Organisation (SNV) and members of the press among others.

A complete list of attendees is attached as an appendix.

### **The Launch and Presentations**

The welcome note and opening was done by Dr. Elizabeth Waithanji, a KENDAT board member, currently working with the International Livestock Research Institute (ILRI). She reiterated the importance of gender perspectives and the significance on the agricultural values chains.



A cross-section of Media Breakfast participants: From Left: Alphonse Muriu, SNV and KENDAT Board member; Willem Dolleman Jr of AGRICO East Africa; Marnix Sanderse, Office of the Agricultural Counsellor, Embassy of the Kingdom of the Netherlands; Anne Onyango, Guest of Honour and Agriculture Secretary; Wachira Kaguongo, CEO National Potato Council of Kenya

### **Presentation 1: Dr. Pascal Kaumbutho, CEO, KENDAT**

He presented the findings of the study to the audience. In his presentation, he highlighted the challenges of the first mile, which included, poor infrastructure, the many challenges of transportation, especially during the rainy season, exploitation of farmers by middlemen, improper use of pesticides among other issues.

Some key highlights of the presentation were:



Presentation of Research findings by the Project Team Leader, Dr. Pascal Kaumbutho

1. The organization of farmers into farmer groups ('Commercial Villages') as platforms for farmer training, improved farm practices and yields, resource support, gaining voice of all - including women and youth, and improved prices at the farm gate.
2. The power and cost saving aspects or profitable wider market reach associated with improvement of infrastructure, produce aggregation and bulking structure (increasing vehicle size and capacity), cold chain, access to international market, value addition etc.

3. The use of mechanization to enhance various aspects of the value chains and the resulting attraction of youth to farming, paving way for cottage industry for women etc.
4. Applications of modern farming techniques such as green houses and hydroponics, use of solar power for irrigation water pumping and general use of renewable energy for crop drying - to remove market supply gluts, reduce weight of transport loads and increase shelf life, etc.,
5. Investment opportunities in the sector, necessary steps of engaging with horticultural value chains, their compartments from a logistics and transport perspective and the power of influencing rural development and industrial growth through readily exploitable Public Private Partnerships (PPPs),

The presentation is included in the Appendices.



The books were unveiled with a Surprise Bang and “Fireworks”. As matters settled, The Guest of Honour was handed copies of the End-User Books by the CEO KENDAT and Project Team Leader.

## Presentation 2: Address by The Agriculture Secretary, Ministry of Agriculture, Livestock and Fisheries: State Department of Agriculture

The chief guest, Anne Onyango, highlighted some of the achievements and initiatives the Government had put together to support the sector. She challenged the youth to take up agri-business as a means of earning a living and the need for financial institutions to support the various and highly popularised ***Kilimo Biashara*** (Business Farming) initiatives by Government in order to sustain the sector.



Address by Guest of Honour: Agriculture Secretary Anne Onyango

Ms Onyango emphasised that:

- There is need for partnerships by stakeholders in the value chains to ensure they met objectives especially supporting farmers to get a better bargain.
  - The value chain development and approach is an important undertaking and strategy grounding of the Ministry.
  - The aim of the Government is to develop agriculture and agri-business to fulfil Vision 2030 objectives (<http://www.vision2030.go.ke>) where agricultural development was a pillar.
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- The government is promoting agri-business through initiatives like the Smallholder Horticulture Marketing Programme (SHOMAP) where the aim is to make available facilities and infrastructure such as markets and stores. African Development Bank (ADB) is funding this initiative whose aim is also to rehabilitate and certify irrigation schemes. Kenya Agriculture Productivity Promotion Project which is supporting small scale farmers across the country (<http://www.kilimo.go.ke>).
  - Partnerships are important to create synergies and produce would be marketed better if resources are consolidated. There is need to boost capacity building of producers and other actors who support the sector.

- Credit is a constraint to farmers and the Government is already working with Banks such as Equity, Family Bank, Cooperative Bank and Kenya Women Finance Trust to support farmers (small and large).
- There is need to encourage the Youth to take up farming as Agriculture offers a better option. She was particularly impressed by the proprietor of Goshen Enterprises (Mr Alex Mutua) a young University graduate who started a successful agri-export business.
- County Governments had no choice but to adopt agribusiness. Those that supported agriculture would prosper in the long run, as Agriculture is the mainstay for rural populations and the country in general.
- She was pleased with the reference to gender equity by the KENDAT Board member and noted, the dissemination effort by KENDAT and partners would in turn benefit farmers and stakeholders in their quest to improve production systems.

## Reactions from Stakeholders and Partners<sup>1</sup>

### 1. Ms. Lucy M'ikiira (Agricultural Officer from Nyeri County)

According to the County Agricultural officer, understanding value chain dynamics was important for agricultural sector development. *"You have actually touched the core of the major impediment to our achievement of agribusiness"*. She reiterated the challenges farmers faced such as post harvest losses, *"In Nyeri, we can plant everything, the diversity of horticulture but the post harvest losses have been a major impediment to our achievement of the agribusiness we have been talking about. People farm, they produce very good crops but they incur wastage"*.

The research findings have positive outcomes where for example, she observed: *"So with the integration of the technology and then transportation system, in short - when you evaluate the value chains, I think this is going to be a solution"*.

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<sup>1</sup> The entire Media Breakfast was captured on Video. This is available on request.



Lucy Ikiara from Nyeri County addresses the audience

It is a context analysis, where we involve the locals and where we are coming up as a cooperative to solve the impediment in a collective way, so, cooperative movement is the vision of our Governor, he normally talks of let's pull together, so that we can have the solution.

The officer further pointed out that the study would make a particular impact; *"I think this is a very good study; it has come at the right time. In Nyeri, we already have a taskforce looking into problems in horticulture and I think these findings are going to give us a way forward. We are going to integrate all this into our taskforce that is looking into the issues in horticulture"*.

## **2. Mr. Joseph Mutuma (Agricultural Officer from Nyandarua County)**

From his view the study findings would go a long way to support the County which is a major horticultural producing zone. He observed that *"We have established platforms to look at the issues that are especially affecting the production and also the marketing of these crops, so that we can improve through the value chain approach because the various value chains have different challenges and Potato being a major crop in Nyandarua County, the County government is targeting to establish collection centres which are quite near the producing areas. Our farmers are also forming farmer commercial producing groups (5 – 10 groups) and*

*we are bringing them together to form a Commercial Village - So that they are able to get the volumes they want to take to the market”.*



Joseph Mutuma from Nyandarua County addresses the audience

Mr. Mutuma pointed out that in the future, *“we also want to change the position of the farmer, we want the farmer to dictate the price of their produce because they are the ones who know what it costs them. We also need to bring in other stakeholders. Especially in the storage of potatoes, we want to be able to store potatoes for 2-3 months after the harvest”.* The remarks by the officer clearly showed the importance of the findings of the study to the agricultural sector and associated services in logistics and marketing.

### **3. Mr. Gerald Muthomi (Director and Proprietor: Meru Greens and Mt Kenya Gardens)**

The importance of supporting the various value chain components from production to marketing was emphasized by this local farmer and marketing entrepreneur, of great repute. His family companies have organized farmers into marketers, who they supply with seeds and other inputs as well as contracted marketing of produce.

He reiterated: *“Giving the farmers inputs, training them in horticulture etc.; they accepted this approach as we bought their produce especially for our domestic markets. Today we are looking and serving top end buyers. They were able to accept our services because we are able to produce high quality bananas and mangoes for the buyers and consumers (who generally have*

*little money to spare)*". This demonstrates the need to support the value chain actors if consumers are to be assured of quality, affordable produce.

Meru Greens is a classic example of how important value-chain logistics are. The organization ensures that bananas are harvested and transported using appropriate means in addition to avoiding contamination or damage. This assured Meru Greens of top prices for high quality bananas. *"One of my distributors looked me in the eye and said how come you are selling a kg of bananas at 60/- and I used to buy the same at 25/- and sell at 45/- and they still used to make noise about the prices at that time? But slowly we were able to change that market of course with the quality and the consumers now are able to buy the same bananas at 100/kg or 90/kg and when there is a production glut they buy at 70/kg or 85/kg. So you can imagine the buyers have the money and especially if you are able to push quality to them. Of course give them the right stuff, consistency and timing of stuff that is not toxic. You still make your money and don't complain of no markets any more"*.

Farmers and processors like Meru Greens have adopted innovative ways to address the challenges posed by poor infrastructure, a situation common in many agricultural production areas of Kenya. *"...another intervention that needs to be managed very well is because the roads are very bad, we introduced proper packaging. We are the first company to come up with packaging bananas in cartons and in crates. Because the roads are very bad and we are carrying bananas in pickups, we ensure that we have a polythene liner..."*

#### **4. Mr. Alexander Mutua Muli (Director and Proprietor Goshen farms)**

*"The findings of the research are true and real. Since he team visited me on my farms and challenged me, I have since bought my own truck to stay away from hired transport. There is no reason why I should pay someone an extra Ksh 8000 per trip, money that could go towards paying for my own truck. With your own truck you can travel and sell without anyone pushing you. You can travel half full or as load and clients from whom you purchase produce allow.*

Alex talked about how difficult it was to transport produce, and get a competitive price with very high transport costs. Alex who graduated from Moi University some 4 years ago and sells French beans directly to France. He has recently been to Netherlands and Germany in pursuit of



Alex Muli of Goshen Farm

wider market. He talked of challenges of GAP compliance and the need to add value, like for the recent good yields in mango that saw excellent fruit rotting in the farms of Machakos and Kitui.

Alex visited KENDAT the week after the Media Breakfast. He approached KENDAT over various challenges. KENDAT promised to co-apply with him for funding when the REACT Africa Enterprise Challenge Fund (AECF) call is out in the second quarter of 2014. There is urgent need for solar fruit drying and production of mango puree.

#### **5. Dr. Wachira Kaguongo (Chairman Potato Council of Kenya)**

Potato council of Kenya is in Public Private Partnership between various potato business stakeholders, from the input level up to the consumption level. So we try to bring all the actors, stakeholders and players together to address the issues of the industry and sector and they are many.

According to the Chairman the study had impact on the work of the council *"...I am happy because anybody doing anything good for potato is actually our friend and should be our partner. By coming here I am assuming we have started partnership. The other thing we can say, is that most of the people here; we are working with and one of the things that has impressed me, is when you talked of setting up a Centre of Excellence...Where farmers can access support services when they need them..."*



Wachira Kaguongo of National Potato Council of Kenya

On the issue of the potato bag which varies from 110kg to (the extended bag of) 175 kg, Mr. Kaguongo referred to standardized packaging and transport of potato, “...we need to work together ... We are already working with the Ministry of Agriculture to review all the ways possible so that it can review the law on the 50kg bag so that it’s the same across the country for ease of transportation and portorage by the labourers”.

## Media attendance

The following media houses were represented at the Breakfast:

Television:

- Nation TV
- Citizen TV
- KTN
- Media Max (K24)
- Kenya Broadcasting Corporation (KBC).

Print media:

- Business Daily
- The People Daily
- The Daily Nation
- The Standard
- The Star
- Hortinews

Media coverage emanating from the event included episodes or write-ups by: The People Daily, who ran the story in the print media; the television stations that captured the story in various formats, including K24 and KBC. Listeners informed KENDAT of hearing their CEO in radio channels such as Capital FM, in the morning, on their way to work. News was aired on the K24 and KBC TV stations on their business segments on the 24<sup>th</sup> and 25<sup>th</sup> March respectively.

*Hortinews* also published the story in their website ([www.hortinews.co.ke](http://www.hortinews.co.ke)) on March 25<sup>th</sup>, and will be carrying the story in their next print publication.

Various partners attending the Breakfast were also interviewed by the media persons present. Their own programmes such as National Potato Council of Kenya and their challenges such as the extended bag raised media concerns. The 175 kilo bag has a gazetted bylaw against its use but

transporters prefer it in order to save the cost of entering the city markets. Here, as a cess (tax) is charged per bag and not by weight. Muscle men on drugs carry these bags single handed, to the detriment of their health and serious falling accidents have been reported.

**The People** Tuesday, March 25, 2014

# Poor logistics cost farmers

*New study says about 60 per cent of produce lost due to transportation network challenges*

By STEVE OTIENO

KENYA loses about 60 per cent of its horticultural produce daily as a result of poor logistics during transportation to the market, a new report says.

The Horticulture Value Chains and End User Books report says a further 40 per cent loss is incurred on production.

The study released by Kenya Network for Dissemination of Agricultural Technologies (Kendat) carried out over a period of 18 months looked into challenges experienced by farmers during transportation, logistics, infrastructure, planning, socio-economic among other agribusiness areas.

The report launched yesterday in Nairobi targeted four horticulture-producing counties in the Central region of the country.

Agriculture Secretary Anne Onyango said lack of proper farm seeds and modern marketing methods are impacting negatively on the growth of the horticultural sector.

She called for the involvement of other institutions to aid the sector take up modern farming methods and find markets for their produce.

"Our farmers need to be guided in selecting the right farming methods in order to boost their produce especially at the counties where they are faced with inadequate inputs," said Onyango.

She said formation of agri business centres at the counties, training to farmers and irrigation with renewable energy are key in boosting the sector.

Onyango said the ministry would embark on a plan to construct Kendat hub in Timau town targeting farmers with interest in potato farming.

The report further revealed that up to 60 per cent of food produced locally is lost or damaged between the farm and the time it reaches the consumer, with only 27 per cent of the total produce contributing to the growth of the country's GDP.

Onyango called for the involvement of more financial institutions to offer agricultural credit guarantee schemes to farmers to enable them compete with their counterparts in EAC market.

**OFFICIAL LAUNCH:** Acting Agriculture Secretary Anne Onyango cuts the tape to officially launch the Horticulture Value End user book yesterday as Kenya Network for Dissemination of Agricultural Technologies (Kendat) chief executive officer Pascal Kaumbutho looks on.

PHOTO: BERNARD OBIENGO

*Our farmers need to be guided in selecting the right farming methods in order to boost their produce especially at the counties*



**KENDAT / AFCAP in the Media:** *The event was covered extensively by the TV and print newspaper platforms. The caption above shows the Agriculture Secretary, Anne Onyango, declaring the publications officially launched. Looking on is Dr. Pascal Kaumbutho (CEO, KENDAT)*

## Conclusion

The book launch was a success and it opened up room for scale-up and replication of the findings of the research. Like was reported by the Agriculture Secretary, the government will use the end-user books for exposure to matters of planning, scale up and replication, as the challenges

presented there were the same, across the board. A practical basis of agribusiness for food security of the nation is ongoing and the work reported here was very timely. The overall reaction was that the launch was informative. The many challenges raised, such as to the Kenya youth to take up horticulture based agribusiness was made real by the coverage by Alex of Goshen Farms.

Partners reported having gained much from the information and networking. Several persons carried home the presentation made at the event while others such as IFDC requested for the same, upon which a follow-up meeting was held on potato Centres of Excellence, 2 weeks after the media event. Progressive discussions are emanating from this and various other linkages are being built, KENDAT now seen as a horticulture value chain expert.

It was indeed apparent that Horticulture Value Chain logistics fall in a development and business sector with many interested parties, all yearning for knowledge, information and data. There is much research and development scope calling for various interventions.

**09th April 2014 21:00hrs KENDAT in the News**

Citizen Television (Business Centre Episode) conducted an interview with Dr. Pascal Kaumbutho on the achievements by the Jubilee Government in the Agricultural sector over the last one year. Part of his presentation and remarks were informed by the recent study on Agricultural Value Chains

**16<sup>th</sup> April 2014 21 Hours KENDAT in The News:**

At the time of this report, Citizen Television (Business Centre Episode) conducted yet another interview (to be aired as shown) with Dr. Pascal Kaumbutho on the Challenges of tomato farming in Kenya. Issues are why and the how to change the fact that in November a farmer may sell a crate of tomatoes for Ksh 200 (two hundred) while in April the same (and even of lower quality) can be sold at Ksh 4000 (four thousand)



In the next few days, the Kiswahili version of the Picture story will be released. The 500 copies printed will be circulated for free to farm-level agribusiness farmers, transport operators and leadership offices through partners, institutions and persons studied, among others, including County Government officials. The dissemination of these books will be tracked and exploited to the full as KENDAT and partners seek additional research or consultancy work, to build on the knowledge. Recipients of the books will be recorded with as much detail as possible, proof that they will be received by the right persons.

# Presentation by KENDAT CEO and Project Team Leader

(**Double Click** on Document to see full presentation in PDF Format)



**Rural Logistics for Smallholder Farmers to Meet New Agricultural Market Demands**



## Planning and Investment Insights:

## *Horticulture Value Chains Interventions*

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# PRESS INVITATION

EVENT: Launch of Horticulture Value Chains Report and Launch of End user books

DATE: 24<sup>th</sup> March 2014

TIME: 7:00 to 9:30 am

VENUE: Laico Regency Hotel

## EVENT HIGHLIGHTS:

- Key findings of the Horticultural Value Chains Study
- Reactions to the study findings by: DFID-AFCAP project sponsors, Ministry of Agriculture - SHOMAP, Smallholder horticultural farmer
- Launch of the End User Booklet on Horticultural Value Chains
- Speech by Agriculture Secretary
- Remarks/reactions

## INTERVIEW AND PHOTO OPPORTUNITIES

## BACKGROUND:

Stakeholders in the horticultural sector have been making effort to move the smallscale farmer from subsistence farming by enabling them to engage in farming as an enterprise through the promotion of agribusiness – *kilimo biashara*. Research has shown that the horticultural sector holds the key to agribusiness for the smallholder farmer in Kenya. Research into best practices will inform the design and implementation of effective horticultural based programs especially in the devolved government systems of Kenya. The study carried out under the Africa Community Access Programme (AFCAP) sponsored by UK Government (DFID), KENDAT, IFRTD, TCP International, University of Nairobi and farm-level partners conducted an 18 month Horticulture Value Chains study in four counties: Kirinyaga, Meru, Nyeri and Nyahururu. The report has recommendations and best practices for scale up and replication.



### **Launch of Horticulture Value Chains Report and End User Books**

Research into best practices will inform the design and implementation of effective horticultural based programs especially in the devolved government systems of Kenya. The horticultural sector holds the key to agri-business - *kilimo biashara* - for the smallholder farmer in Kenya. KENDAT, IFRTD, TCP International, University of Nairobi and farm-level partners conducted an 18-month Horticulture Value Chains study, with bias towards examination of challenges experienced in the transport, logistics, infrastructure, planning, socio-economic and other agribusiness areas. The results were analysed, documented and published in two end-user books. The report has recommendations and best practices for scale up and replication. Some key highlights of the report were:

- The average age of the Kenyan farmer is 61 years old!
- Some 60% of the population are youths under age 20
- By about 2040, there will be as many people in the cities as in the rural areas,
- Kenya will need 70% more food by 2030, if not sooner
- Logistics and Transport : The initial 0.4 to 10% of the supply chain, is incurring up to 40% of the transport cost,
- Up to 60% of food produced expensively, is lost or damaged between the farm and the consumer
- Some 20% to 40% of the price of your fruit and vegetables on the supermarket shelf is a factor of transport, time and damage
- 80% of the population derive livelihoods from smallholder farming and are able to deliver only 27% of the GDP, under fast-deteriorating farm lands
- A farmer in Laikipia may pay 600/- in transport to acquire a 600/- pesticide for fast-spreading caterpillars! The rough journey from Subsistence to *Kilimo Biashara!*
- Women suffer the brunt of the drudgeries of on-farm operations (planting, weeding, transporting etc.) and the patience needed in horticulture processing further up the chain (sorting, grading, packaging etc.) is making yet more demands on them



## Programme



### Media Breakfast: Horticulture Value Chains Interventions

7 to 9:30 a.m. Monday March 24th 2014, Laico Regency Hotel)

7:00 am - 7:30 am	Arrival and registration
7:30 am - 8:20 am	Breakfast
8:20 am - 8:25 am	Welcome (Chair KENDAT)
8:25 am - 8:50 am	Presentation: Horticulture Value Chains Study Findings, Solutions and way Forward
8:50 am - 9:05 am	Responses
9:05 am - 9:10 am	Unveiling of Books
9:10 am - 9:25 am	Address by Guest of Honour
9:25 am - 9:30 am	Presentation of books to participants
9:30 am	Departures





Press Release

24<sup>th</sup> March 2014,

**PRIVATE-PUBLIC PARTNESHIPS THE ANSWER TO THE CHALLENGES  
FACING THE HORTICULTURAL SECTOR**

Public–Private Partnerships (PPOs) have been identified as offering the best solutions to the numerous challenges facing farmers in the horticulture sector in the country. This was one of the recommendations made in a Multi-sectoral study report that examined logistics and transport operations of the horticultural sector in four horticulture-producing counties in the Central region of Kenya.

Speaking to stakeholders during the launch of the report “ From Farm to Market ,”in Nairobi (Monday 24<sup>th</sup> March 2014), the Agriculture Secretary Ms. Anne Onyango endorsed the implementation of private-public partnerships saying that the private sector held immense expertise in agricultural technology that could be harnessed in such partnerships to uplift the welfare of the Kenyan small scale farmer. She recommended the creation of partnerships especially in the devolved county government systems saying that county governments stood to benefit by harnessing the expertise at their disposal without having to rely on the central government. Noting that horticulture held great promise for the Kenyan smallholder, Ms Onyango asked the county governments to prioritize and implement programs that had the potential of helping the farmer realize the benefits of practicing entrepreneurial agriculture which the Ministry has been promoting.

Presenting the study findings, research team lead and CEO of KENDAT Dr. Pascal Kaumbutho, noted that the research findings had the potential to transform the production of horticulture produce in the counties and had been summarized into two user friendly booklets each designed to reach decision makers and farmers respectively. He noted that the biggest challenge requiring urgent intervention was the heavy (40%) cost the farmers incurred in production and the 60% wastage of produce experienced due to poor logistics of the first mile.

Helping farmers out of the challenges is a responsibility that lies with the county governments. “Fortunately, there are many organizations in both the private sector and civil society that are ready and willing to partner with the county governments to assist with the provision of agricultural technology, mechanization, conservation agriculture, and other expertise. These partnerships can make horticulture more attractive and turn it into a major employer even for the youth,” he noted.

The 18 month-long multi-sectoral study was funded by DfID through the Africa Community Access Programme and conducted by agricultural and logistics experts from KENDAT, IFRTD, TCP International and the University of Nairobi.

Present during the launch of the report were representatives from the funding agency DfID, sector regulators HCDA, Potato Network of Kenya, County Agricultural Secretaries and farmers from various counties.

**For any Queries contact: Beatrice on 0722556600**