



# FARM TO MARKET ALLIANCE

Making markets work better for farmers

Kenya



COUNTRY BRIEF

October 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

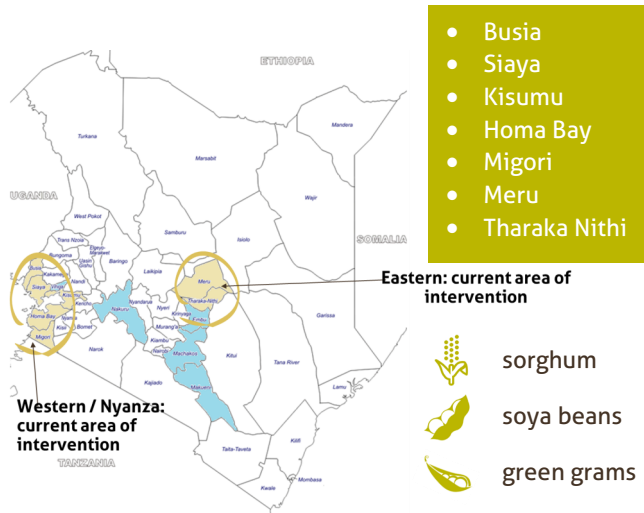
## SEASON 2018 IN NUMBERS\*

- 18,250 farmers (54% women)
- 295 crop aggregators supported
- 231 crop aggregator managers trained
- US\$ 1 million total value generated in crop sales (marketing ongoing)
- US\$ 290,000 total value of agricultural loans
- 10,300 farmers trained on Good Agricultural Practices
- 103 mt total volume of inputs purchased by farmers
- 15,700 farmers trained in post-harvest management practices
- 113,000 farmers profiled in 14 counties in preparation for strategic expansion

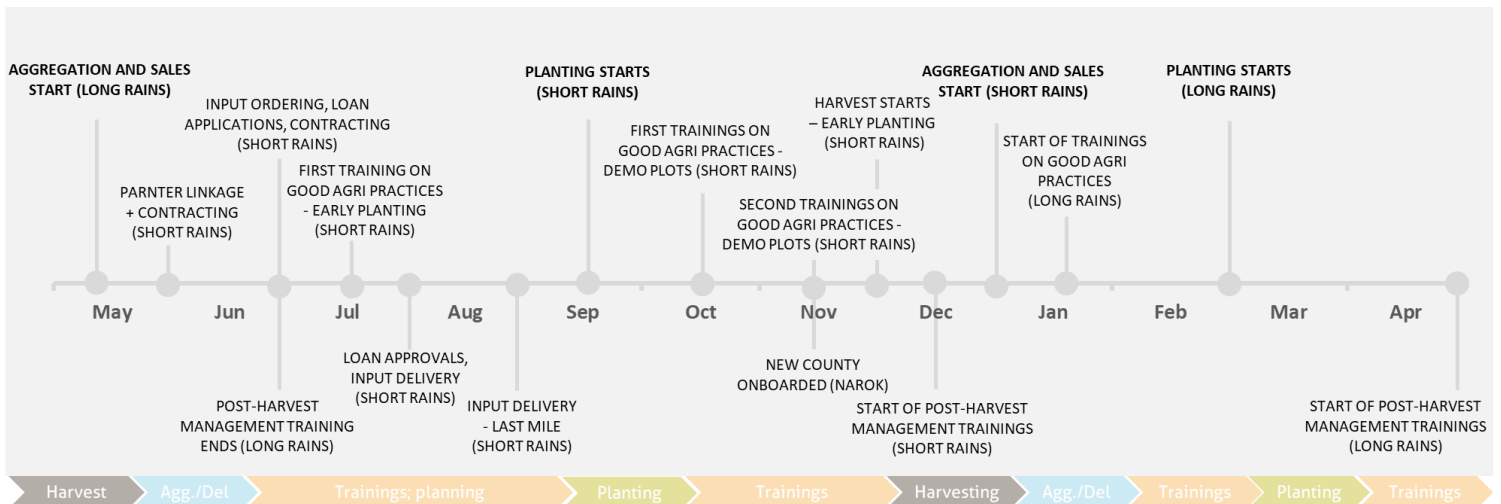
\*Snapshot (interim) figures. Activities across all PATHways are ongoing.



CROPS, AREAS OF INTERVENTION AND IMPLEMENTING PARTNERS



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.

