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

### 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

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

Eastern current area of intervention

- sorghum
- soya beans
- green grams

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

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