



Keivan Fruit Processing Project

Country	Kenya
PPP typology	Value chain/subsector development
Subsector and commodity	Mango processing
Partnership duration	2006–2008
Overall objective	Promotion of mango marketing and value addition/sector development
Investments	Total: US\$233 411 (Public: 46% – Private: 46% – Others: 8%)
Public partners	Ministry of Agriculture Role: Harvesting, post-harvest handling and marketing training German Technical Cooperation (GTZ)* Role: Fund training, equipment, packaging materials, collection centres, and personnel Kenyan Federation of Agricultural Producers (KENFAP) Role: Organize farmers into farmer groups and associations; Training; Assist farmers in drawing up business plans; Networking farmer groups with other stakeholders
Private partners	Keivan Company Role: Quality control; Purchase a fruit processing plant; Organize collection of produce; Promote domestic consumption of fruit juices
Intermediaries partners	N/A
Beneficiaries	Small-scale mango farmers
Main driver of the PPP	GTZ
Activities	Implementation of fruit value-addition activities; Development of mango value chain intervention strategy (for domestic, regional and overseas markets)
Results to date/Impacts	<ul style="list-style-type: none">• 2 collection centres with cottage industry facilities established;• Increased farmers' incomes by an average of 42%;• Reduced losses at farm level by 40%;• Reduced wastage up to 40%;• Employment generation (at least 7 members at each collection centre).

FAO. 2013. *Agribusiness public-private partnerships – A country report of Kenya*. Country case studies – Africa. Rome

* GIZ after 2011