



Transforming and Improving livelihoods through Market Development and Smallholder Commercialization in Sub-Saharan Africa

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**Mission**

To build Pro-poor market development initiatives and commercialization of poor households in Sub-Saharan Africa for enhanced community empowerment

**Vision**

Commercialized African households with increased incomes and better livelihoods

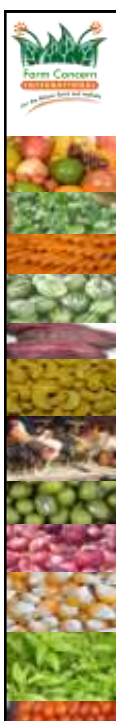
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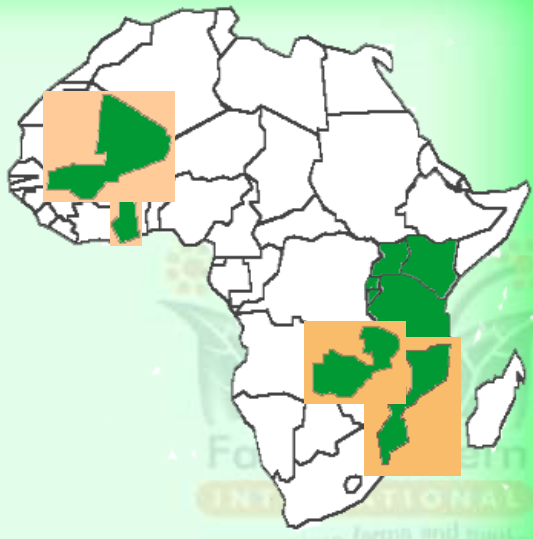


**About us: Farm Concern International, FCI.**


- A Market development agency implementing smallholder commercialization interventions in Sub-Saharan African
- Promoting pro-poor marketing models and strategic alliances to enhance economic growth among small scale farmers
- Designed market development initiatives , benchmarked along private sectors approaches
- Aims at enhancing competitiveness of smallholder farmers in the market place
- Benefiting hundreds of thousands directly and millions through partners
- Working on different commodity chains(Crops, Livestock, others opportunities- ASAL opportunities) for; commercial, food security and nutrition




**SCOPE**







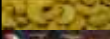



The map shows Farm Concern International's operational areas in West Africa (Ghana, Nigeria, Sierra Leone, Liberia, Ivory Coast) and East Africa (Kenya, Uganda, Rwanda, Burundi, Tanzania, Malawi, Mozambique, Zimbabwe, Botswana, Namibia, South Africa).




## Projects components



- Root and tubers (Cassava and sweet potatoes)
- Vegetables: Indigenous and exotic
- Irish potatoes
- Bulb onions
- Cereals
- Pulses
- Poultry
- Rice





## Target Clients





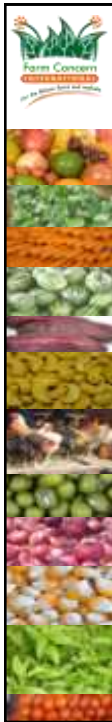





- Smallholders farmers :
- Market intermediaries
  - Domestic traditional markets
  - Private sectors : supermarkets, processors and green grocers
  - Institution markets
- Business development services (BDS) providers
  - Agro-input suppliers
  - Transporter



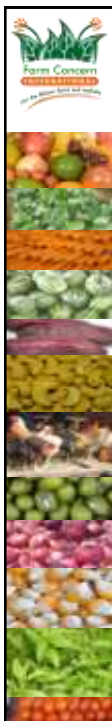
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## Challenges

- Rural Production is isolated and poor organized
- Poor access of farmers to certified , improved seeds
- Lowly commercialized
- Poor/minimal market access
- High transaction cost
- Low wholesale and retail marketing margins
- High post harvest losses

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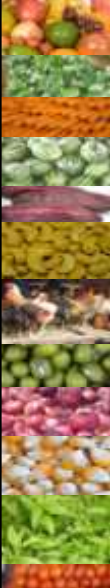


## FCI Strategic Pillars for Livelihood transformation

1. Market Research and opportunity analysis
  - ❖ The Value Network and Marketing System' VNMS Analysis
  - ❖ To identify, map, target and expand viable domestic market opportunities for SME within regional and domestic Marketing systems
  - ❖ Market Intelligence by the FCI marketing team

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## FCI Strategic Pillars

### 2. Commercial Village Model

- ❖ A market led commercialization process
- ❖ Graduating social and subsistence villages to into Trading Blocs branded as 'Commercial Villages'
- ❖ Structured and market led production systems
- ❖ Equal opportunity for each village to produce 3-5 crops for identified market
  - Village Business Forum

### 3. Commercial Village Saving and Investment

- ❖ Savings from sales income
- ❖ Increased capacity of rural livelihoods to utilize own savings for; input purchases and asset acquisition

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## Cont.....

### 4. Youth and Women Empowerment

- ❖ Participatory identified enterprises that are less time consuming and not labor intensive
- ❖ Identifying Crops that do not require big pieces of land
- ❖ Campaigns geared towards changing youth mindset and attitude towards agriculture.
- ❖ Exposing youth to peer role models who have succeeded in agricultural enterprises

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5. Capacity Building of Commercial Village and market players

- ❖ Simplified and action-oriented training

6. Sustainable Use of Natural Resources

7. Strategic Partnership with Government and Government Institutions

- Provincial Administration: Village entry
- Ministry of Agriculture: Extension services
- Local government: Market information
- Forestry department

8. Market Information Exchange

- ❖ Buyers –Seller forums
- ❖ Village and market notice board
- ❖ Market Exposure Visit

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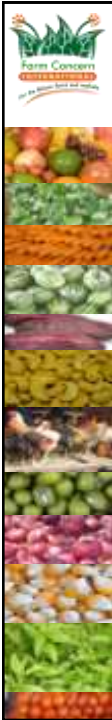
**Cont...**

9. Monitoring and Evaluation

10. Market Hubs and Business partnership development

- ❖ Establishing profitable relationships that are nurtured with market players in various market category ;
- Traditional Informal Market/open air market
- Agro-processing companies
- Supermarkets and green groceries
- Institution markets
- Regional and International trading companies

- ❖ Informal market development

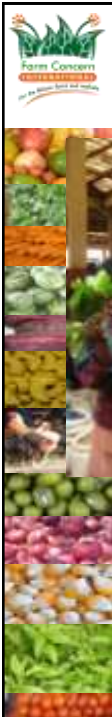


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- Strategic business alliances: Partnership with buyers is a fundamental element in the market engagement of smallholders.



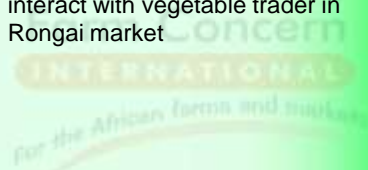
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Kiambu farmers during a visit to Wangige market



FCI marketing and trade officer interact with vegetable trader in Rongai market



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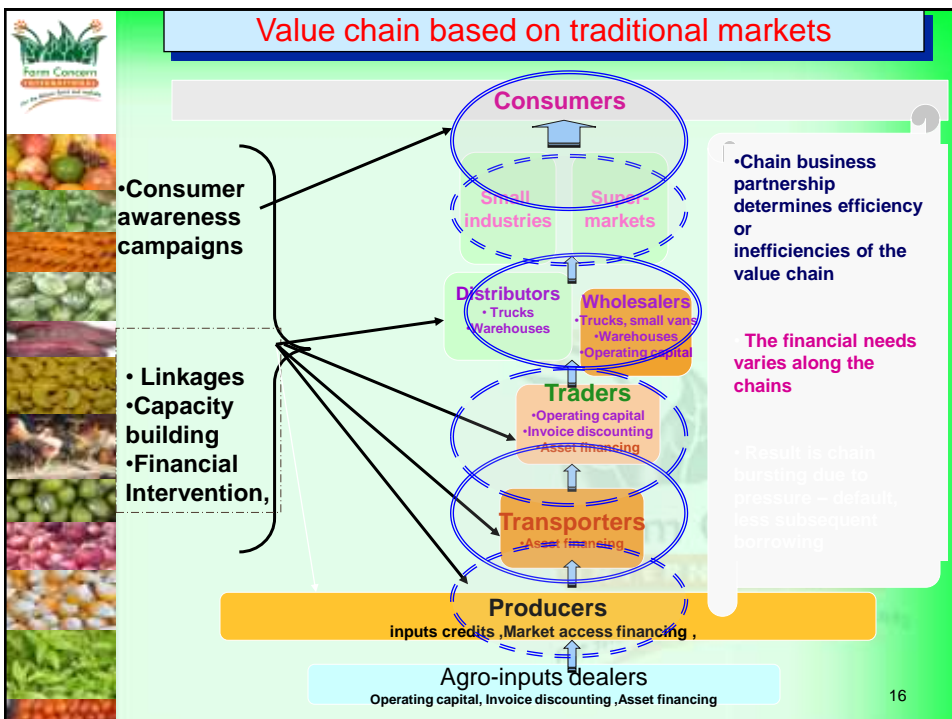
## Informal Market Development

- Market selection and Targeting

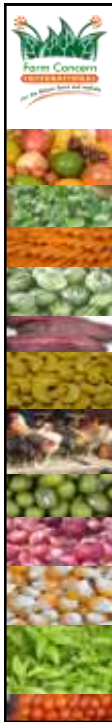
Selection criteria ( attractiveness of a market )

- ❖ Size of the segment (number of traders and/or number of units)
- ❖ Growth rate of the market
- ❖ Market share (Current/projected)
- ❖ Sales

- Interaction with market authority
- Relationship building with individual traders
- Facilitating partnership :-Traders Forum & Buyer –Seller forum
- Quantifying the market size
- Capacity Building

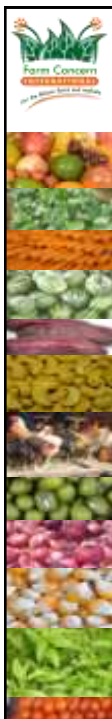







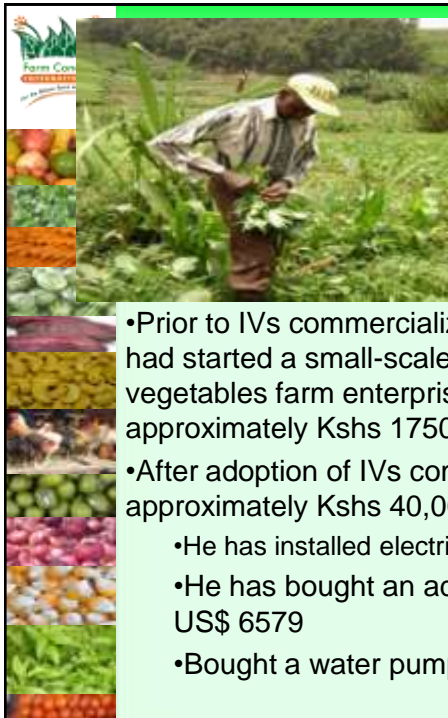
## Case studies

- **A case of bulb Onion** :This intervention started in 2006 targeting 3000 households organized into 3 Commercial Villages as direct beneficiaries in Kenya.
- Currently 11,000 households in Kenya, Malawi and Tanzania benefiting
- Benefits:
  - ❖ Improved access to markets,
  - ❖ quality inputs
  - ❖ improved access to business development Services.
- In the last 4 years, over 15,000 tones of bulb onions worth over Ksh. 500 Million (USD 5.6 M) has been traded by 3000 farmers in Kenya.
- Price for the bulbs onions improved due to the interventions that reduced the number of market players through various strategic interventions *from 5Ksh (USD 0.05) to average of Ksh30(USD 0.3) (2006-2011)*



- **A case of Indigenous Vegetables(Ivs)**
  - ❖ production and marketing of Indigenous Vegetables (IVs) enhanced through Commercial Villages Model in Kiambu District, Central Kenya, and Arumeru –Tanzania with over 5000 Households directly involved.
  - ❖ Indigenous Vegetables are short-term crops and easy to grow taking between 4 to 6 weeks to mature unlike the exotic vegetables
  - ❖ Low cost of production

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Mr. Geoffrey Njenga -Mugima  
Commercial Producer Group (CPG) in  
Kiambu –Kenya Started commercial  
production of IVs in 2005

Farms IV on 0.3ha of land

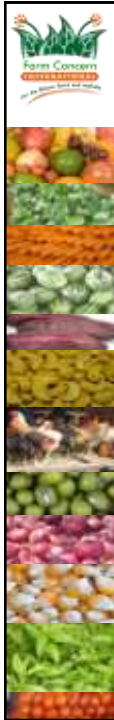
- Prior to IVs commercialization intervention by FCI, Mr. Njenga had started a small-scale cut flowers and other exotic vegetables farm enterprise which could only earn him approximately Kshs 17500 (US\$ 205.8) a month
- After adoption of IVs commercialization, he currently earns approximately Kshs 40,000 (US\$ 470.5) per month
  - He has installed electricity in his home
  - He has bought an additional ½ an acre piece of land at US\$ 6579
  - Bought a water pump and established irrigation system



## Partnership

- Ministry of Agriculture
- Research Institution –CIP, World Vegetable Centre, KARI
- Local NGOs
- International NGO-World Vision
- Government –Provincial Administration
- Local Government : Market Authority
- Universities
- Agro- input companies

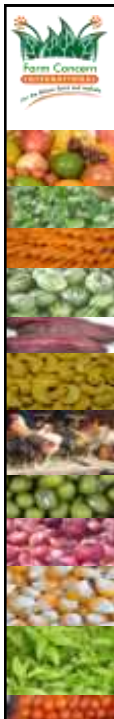
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## Recommendations

- Structured Village/rural trade
- Diversification of food crops
- Enhanced Vertical Integration
- Business partnerships
- Increase business efficiency
- Capacity building of value chain players
- Market information Exchange
- Consumers' nutritional based education

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## THANK YOU

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