



Better Markets, Better Lives

May 2016

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Learning from the Best: Isiolo County Officials in Ireland for Livestock Processing Tips

With devolution taking effect in Kenya, working with county governments for sustainable development is inevitable. KMT partners with several counties to drive development that will see the economies in those counties, and in Kenya at large, grow. We partnered with Isiolo county government in support of the county's development of the Livestock Sector - it's key economic growth pillar.

The County Government has committed KSH 4 billion to Livestock Processing and Marketing, including rehabilitation of an abattoir inherited from the national government, which was constructed under the Economic Stimulus Programme. The county government will equip the abattoir with modern export quality equipment, construct supporting auxiliary structures like feedlots and quarantine zones to support consistent supply of quality livestock for both local and export markets.

Our partnership with the county government is anchored on facilitating market information and linkages, reaching to investors on a Private Sector Engagement model, and conducting feasibility studies.

In May 2016, we facilitated a delegation of officials from the county government to visit Ireland to link with best practice experts in livestock processing, including abattoir equipment manufacturers, feedlot technology providers, food safety and traceability systems service

providers and research and development in meat technology experts. The delegation comprised of the Governor Hon. Godana Doyo and county officials in charge of agriculture and livestock.

Find out [here](#) why benchmark with Ireland and see what it means for the County Government's zeal to transform livestock sector.

Pictured above: Isiolo County delegation at Kenyan Embassy in Ireland.

KMT Partners with Leowa Associates

KMT has partnered with Leowa Associates to professionalize the management dairy hubs, in a bid to ultimately realize increased farmer incomes. Dairy Hubs aim to secure a long-term supply of locally produced quality milk without increasing the cost of collection and, at the same time, to help smallholder farmers move from subsistence farming to running milk production as a profitable business.

By improving the management of dairy hubs, they will provide a better range of services to farmers and catalyze other actors including feed manufacturers, milk processing companies to provide value to dairy farmers through increased dairy hub negotiating capacity. In the long run, Dairy Hubs are expected to see value in the services provided by Leowa and thus invest in paying for the services.

Leowa has been part of the KMT Dairy initiative working to professionalise management of dairy hubs. KMT wishes to scale up this initiative and to work with a broader range of dairy hubs throughout Kenya.

Our partnership with Leowa will see hubs improve service delivery, thereby supporting dairy farmers to increase productivity and ultimately incomes.

Pictured above: From Left, KMT Dairy Sector Lead Dr. Chris Silali, Leowa Associates CEO Ms. Josephine Ngethe, and KMT Head of Finance Ms. Mary Ngugi during the signing of KMT/Leowa partnership agreement in the KMT Office



Climate-smart Demo-farms to the Aid of Farmers

Kenya Markets Trust together with Agri Experience, are supporting development of a farmer-centred crop seeds distribution system. We do this by:

- Empowering agrodealers to become more active and knowledgeable partners in crop seed distribution to increase farmers' yields
- Enhancing agrodealer linkages with seed companies, each other, and other market actors
- Encouraging agrodealers to plant customer-focused, climate smart crop seed demos using new varieties
- Facilitating and strengthening sustainable advocacy platforms for agrodealers



- Developing mechanisms for farmers, through partners, to voice complaints about seed quality, paying particular attention to women farmers and their needs

In encouraging agro-dealers to plant climate smart demonstration plots using new high quality seed varieties, we focus on increasing uptake of quality seeds with improved genetics, properly positioned according to farmers' climatic conditions in order to optimize yield and adapt to the changing climate.

Agrodealers are a vital link between seed companies and farmers, and having them lead the activity positions them appropriately to showcase new climate smart varieties that will benefit their customers. In addition, the initiative seeks to impart good agronomic practices to farmers.

A total of seventeen demo plots have been planted thus far, four in Kakamega County (Butere, Khwisero and Mumias sub-counties), five in Busia (Teso North, Teso South, Port Victoria and Bunyala), and eight in Kilifi County.

Read more about this initiative [here](#).

Pictured above: Maize crop on a demo farm

Creating a New Purchasing Experience for Farmers

To improve productivity, smallholders need access to quality inputs, product information, services, as well as new technologies.

Within the Agricultural Inputs sector work, a key focus for KMT is to transform the current retail practices by agrodealers so as to provide better value to farmers – mainly through better customer service and information sharing, marketing, product quality, product availability and shop lay-outs.



Through selected partners, KMT is supporting an upgrade of rural agrodealers so that they can become one-stop-solution centers for farmers. KMT is promoting the agrodealer micro franchising model which is a system of stores, all linked by a common brand but owned by individuals, which sell products like seed, fertilizers, pesticides or veterinary medicines to farmers. The Hub agrodealer arranges the distribution of key products from wholesalers to individual shops, ensuring regularity of supply. Franchisees, in turn, agree to maintain minimum quality standards and are able to enjoy fair prices and the quantities they require.

We have partnered with Positive International to set up agro-franchise networks starting off with Machakos and Makueni Counties.

Positive International has been actively involved in the agro inputs sector in Tanzania for over 15 years and 5 years in Zambia, Malawi and Mozambique.

Read more about this model and the benefits it has brought to farmers [here](#).

Pictured above: Farmers being served at Goshen agrovet in Machakos County.

New Arrivals

This month, we receive four additions to the team.

Brenda Wandera joins as Livestock Intervention Manager to lead our Finishing Services and

Live Animal Trade interventions. Brenda brings to the role more than 10 years' experience in Stakeholder and Market Engagement as well as Project Management and Coordination in the livestock sector.

Having worked as Market and Capacity Development Manager for the Index Based Livestock Insurance (IBLI) program at the International Livestock Research Institute (ILRI), Brenda has a wealth of experience in the introduction of new and innovative business concepts to pastoralists and other stakeholders while leveraging advancements in technology and its use in capacity development.



She holds a BSc. in Agricultural Economics from Egerton University and an MBA specializing in Marketing from the University of Nairobi. Brenda has professional training in; Monitoring and Evaluation for Results, Project Management, Professional Mediation and Participatory Rural Appraisal among others. She is passionate about livestock, having been born and brought up in Kajiado later being married to a pastoralist.

Welcome to **Sylvia Wafula**, our new Intervention Manager in the Dairy Sector. Sylvia brings to KMT over 8 years' experience in the Dairy Value chain. She previously worked with World Agroforestry Center (ICRAF) as Program Livestock Feeds Advisor. Her understanding of the feeds and fodder in the dairy value chain will be an important addition to KMT's market transformation agenda. Sylvia has an MBA in Strategic Management, an MSc in Agriculture and Rural Development and a BSc in Animal Production.

June Samo and **Hosborn Oyoo** join as Intervention Officers for the Water Sector. June, a Soil, Water and Environmental Engineering graduate from the Jomo Kenyatta University of Agriculture and Technology, will be in charge of Non-Revenue Water management. In the last one and a half years, she has been working with a consulting company as a Water and Geographic Information Systems (GIS) analyst. In this role, she was involved in the water sector reform program for the Water Service and Regulatory Board of Kenya (WASREB) that involved the Review and the Revision of Water Service Providers Service Area boundaries and mapping of their coverage extents.

Hosborn a Water and Environmental Engineer, will be in charge of our Water Service Delivery Models (SDM) interventions. He has worked for two and half years with Insta Pumps Engineering Ltd and Prime Rigs & Drillers Ltd. Over the course of his career, he has overseen implementation of programs such as the World Bank funded Water Supply and Sanitation Improvement Programs (WaSSIP) and Drought Resilience programs, targeting harvesting of Rainwater and drilling of boreholes in rural and Peri-urban areas.

Pictured above: From left, Brenda Wandera, Sylvia Wafula, Hosborn Oyoo and June Samo.

Kenya Markets Trust is a Kenyan organization that works in partnership with the private sector, county and national government to unleash large scale, sustainable market growth by changing the underlying incentives, capacities and rules that shape how market systems work.

We focus on markets as they are the main mechanism through which wealth is created and growth occurs and our long-term goal is to deliver large scale, systemic change in selected markets that benefits all players including small businesses, larger firms, investors, producers and consumers.

We highly value your feedback, so please write to us at comms@kenyamarkets.org for any comments and suggestions you may have on this newsletter.

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Our mailing address is:

Kenya Markets Trust
P.O. Box 44817-00100 GPO, Nairobi, Kenya.
info@kenyamarkets.org
Nairobi 00100
Kenya

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