



Better Markets, Better Lives

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Turning Laikipia conflicts into a blessing

The recent conflict in Laikipia in Central Kenya is a complex web of violence that's been a feature of the region as well as its neighbouring counties for the last two decades.

Recently, the conflicts have involved large-scale ranchers and the herders.

Just the other month, one of the most prominent ranchers was shot dead by raiders. More recently, renowned conservationist Kuki Gallmann was shot and injured in a conflict that is increasingly taking on a much more dangerous trend, resulting into huge economic, habitat, trust and social capital losses.

The Kenya Markets Trust Livestock Sector Lead, Abdikarim Daud, wrote [**this article**](#) on how these conflicts can be turned into a blessing.

Pictured above: A herder grazing cattle in Laikipia. The region has experienced cases of conflict which have had great economic impact.

Diversifying Agriculture, improving lives

John Ouma is among the numerous farmers in Bungoma County who specializes in maize farming.

He however says that his average harvest from his 6-acre farm has been a mere 18 bags, against an expected average of 40 bags per acre!

An ardent listener of the local radio station like most farmers, he heard the announcement that an agribusiness expo had been organised in Bungoma town by a local agro inputs distributor, Bungoma Chemist. He attended the expo with two objectives: to learn why he has been harvesting so few bags of maize from his shamba; and to know how he could increase his productivity.

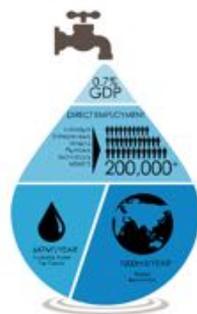


[Read this article](#), and [watch this video](#) on the lessons he and thousands of farmers learnt from Bungoma Expo and how they stand a chance to get better yields from their farms moving forward.

Pictured above: Bungoma County officials arrive at the Bungoma Kilimo Expo which encouraged farmers to take up soil testing and diversify farming to increase their income.

Unlocking the Financing gap in Kenya's water sector

In Kenya approximately 45% of the population do not have access to clean and safe drinking water and one of the major constraints contributing to this is inadequate financing for the water sector.



- The water supply sub-sector contributes approximately 0.7% of GDP and is a source of direct employment for over 200,000 people as well as individual entrepreneurs (masons, plumbers, technicians) and Micro, Small and Medium Enterprises (MSMEs).
- Per capita available water is about 647m³/year against a global benchmark of 1000m³/year. Future projections show that by 2030, per capita water availability will drop to 475 m³/year as a result of population growth.



The Kenya National Water Master Plan estimates that to meet the goal of achieving universal access to clean and safe water by 2030 approximately KES 1.7 trillion is required. However the Kenyan government can only provide KES 592 billions of this amount leaving a funding shortfall of 1.2 trillion.

Read more on how we can unlock financing in the water sector [here...](#)

Pictured above: Statistics on the water sector in Kenya. Get more at [here](#)

Franchising in agribusiness: Farmers Pride

In a bid to improve timely access to quality agro inputs and information to over 3000 farmers in Eastern Kenya, KMT is supporting [Farmers Pride](#) to establish a sustainable franchise model business.

Farmers Pride provides these at affordable prices through their innovative franchise model of agro dealers targeting Kenya's Eastern Region.

[Read more here...](#) to find out how the model is fast transforming farming in these arid regions including growth of other economic activities in the once dormant area.

Pictured above: Farm inputs on display at the Farmers Pride franchise in Masinga, Machakos County. The franchise has opened outlets in the region to bring quality inputs and information to farmer to help boost their productivity.



Dealing with the fake seeds menace

Season in, season out, Kenyan farmers have been complaining about the quality of seeds on sale.

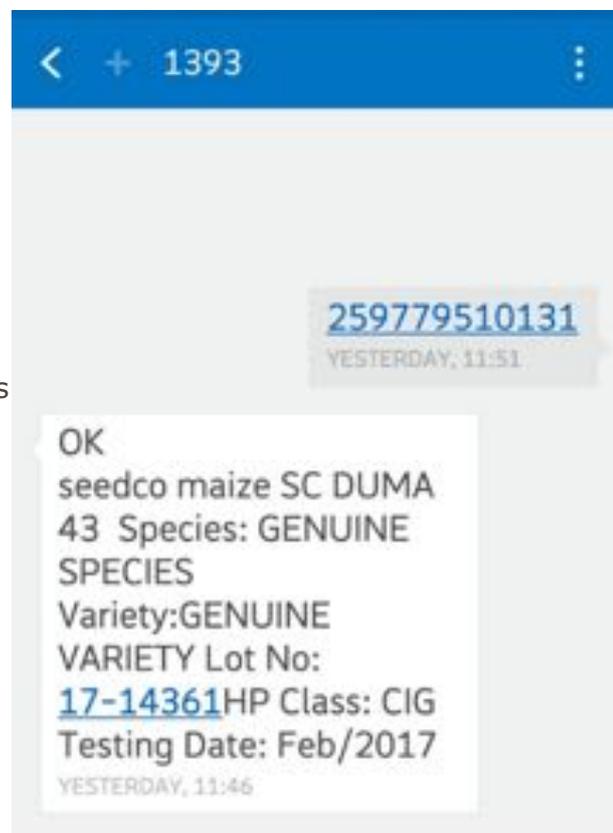
Most seeds have a low germination rate and in some instances they do not germinate at all and farmers have been suffering in silence. This is because the planting season is characterised by high demand for certified seeds against low supply. As a result, shady seed merchants take farmers for a ride by selling to them counterfeit seeds. These seeds are packaged in similar packets as that of certified ones.

Although some farmers have good judgement, when it comes to detecting fake seeds it is never fool proof. If the business of fake seeds is allowed to flourish, it will be a threat to the seed industry which each year loses millions of shillings in potential sales.

There is however a reason to smile as the seed industry in the country has now moved to have all seed packets for crops and vegetables labelled using scratch-off sticker labels.

[Read more here...](#)

Pictured above: Sample validation confirmation from mPedigree. using the innovation, farmers will be able to confirm the validity of crop seeds they purchase from agrodealers



Farmer loyalty in milk processing business

KMT, through PKF Consulting, has developed and rolled out a farmer-value based model to enhance farmer loyalty, joint investments and long term farmer support system.

The program is being implemented through processors and farmer producer organizations/ cooperatives. PKF has identified middle-level processors to pilot this innovation and are currently working with Lattana Dairy Ltd in Thika.



To Lattana Dairy Ltd, this innovation could not have come at a better time as they currently face huge shortages owing to the prolonged drought coupled with disloyal farmer groups. Lattana has gone ahead to invest over KES. 1.2 Million in Kibugu CBO in Embu to solidify its stable milk sourcing model

[Read more here...](#)

Pictured above: Packaged Lattana whole milk

New Arrivals

Felister Mwangi joins KMT as the Head of Human Resources & Administration.

She joins us from IntraHealth International where she worked as Head of HR, Operations & Administration for the last seven years. Felister also worked with East African Portland Cement for four years as Personal Assistant to Managing Director and as a Career Development Officer in the HR Department. Previously, she served 7 years at Standard Chartered Bank as Marketing Assistant and later as a HR Assistant.



Felister brings to KMT a wealth of experience in Human Resource Management and Administration.

She holds an Executive Masters in Organization Development, a Bachelor's degree in Education and a Higher Diploma in Human Resource Management. She is a registered practicing HR Professional.

When not working, Felister enjoys socializing and travelling. She is passionate about creating a culture in which people thrive and a HR environment that leads to employee satisfaction and commitment.

Karibu sana to KMT Felister.

[Kenya Markets Trust](#), funded by [UK's Department for International Development \(DFID\)](#) and [Gatsby Africa \(GA\)](#), works in partnership with the private sector and government to make agricultural markets more inclusive and competitive. This involves finding, testing and scaling new business innovations in products, services, information and outreach. At the same time, we support improvements to the business-enabling environment.

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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