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Networking for a greener Africa.

# PELUM KENYA

## Participatory Ecological Land Use Management

# A STUDY AMONG SMALL-SCALE FARMERS ON ORGANIC AGRICULTURE PRODUCT MARKET DEVELOPMENT

## An analysis and assessment of the commercial viability of the existing organic value chains (indigenous chicken, cassava, honey) among small-scale farmers

By The PELUM Kenya Network Marketing Committee

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# A PUBLICATION OF PELUM KENYA


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# LIST OF ACRONYMS AND ABBREVIATIONS

| | |
|---|---|
| **ACEP** | Agricultural Community Empowerment Programme |
| **ADSE** | Anglican Development Services – Eastern |
| **BIIDI** | Benevolent institute of development initiatives |
| **BERMA** | Busia Environmental Resource Management |
| **CEO** | Chief Executive Officer |
| **C-MAD** | Community Mobilization Against Desertification |
| **CSO** | Civil Society Organization |
| **ELUM** | Ecological Land Use Management |
| **FGD** | Focused group discussions |
| **GBIACK** | Grow Bio-Intensive Agriculture Centre of Kenya |
| **KDC** | Kitui Development Centre |
| **KII** | Key Informant Interview |
| **KEBS** | Kenya Bureau of Standards |
| **MO** | Member Organization |
| **NECOFA** | Network for Eco-farming in Africa |
| **NGO** | Non-Governmental Organization |
| **NASARDEP** | Nyanza Sustainable Agriculture and Rural Development Programme |
| **PELUM** | Participatory Ecological Land Use Management |
| **PENELI** | Promoting Elum and Networking for Livelihoods Improvement |
| **PGS** | Participatory Guarantee System |
| **TTWF** | Taita taveta wildlife forum |
| **UDO** | Utooni Development Organization |

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# ABOUT PELUM KENYA

Participatory Ecological Land Use Management (PELUM) Kenya is a national network which currently comprises 46 member organizations located in 19 Counties and operates in 42 Counties countrywide. PELUM Kenya works with member organizations to promote ecological land use and management practices for improved livelihoods among small holder farmers. PELUM Kenya is mandated by its members to promote Ecological Land Use Management (elum) practices and principles in Kenya through networking and capacity building, information sharing and advocacy.

The members of PELUM-Kenya are Non-Governmental Organizations (NGOs), Community Based Organizations (CBOs), Faith Based Organizations and other networks working with small scale farmers. PELUM Kenya's Country Secretariat is based in Thika at the SACDEP Training Centre.

## 2.1 The PELUM Kenya Vision

Empowered and prosperous communities deriving their livelihoods from sustainable land use

## 2.2 The PELUM Kenya Mission

To promote participatory ecological land use management practices for improved livelihoods among smallholder farmers in Kenya.

## 2.3 The PELUM Kenya Core Values

- Innovativeness and Creativity
- Equity and Justice
- Gender Sensitivity
- Transparency and Accountability
- Commitment to partnership and action for result and impact

## 2.4 Our Strategic Focus Areas

PELUM Kenya has four Strategic focus areas namely:

1. Research, Information Management and Marketing (RIMM)
2. Campaign, Advocacy and Lobbying (CAL)
3. Capacity Enhancement and Networking (CEN)
4. Results Based Management (RBM)

# EXECUTIVE SUMMARY

The current study aimed at analyzing the existing organic value chains (indigenous chicken, cassava and honey) among small holder farmers and offering options for improving marketing of organic products in Kenya through an analysis of the marketing channels. The study findings are meant to guide in the development of a market strategy document giving an in depth understanding of the roles of stakeholders in promoting organic agriculture markets. The study also delved into the identification of the challenges and opportunities related to organic markets for indigenous chicken, honey and cassava value chains. The organic products market development study was conducted in the six PELUM Kenya operational zones. It was undertaken by the PELUM-Kenya network's marketing thematic committee. Two Focus Group Discussions (FGDs) and two Key Informant Interviews (KIIs) from each of the six PELUM Kenya zones were undertaken.

Results indicate that the small holder farmers are practicing organic agriculture. However, high among their needs is more capacity building for them to be able to meet the market demand in terms of quality, quantity and consistence in the supply of organic products as they improve their livelihoods. Each FGD expressed different challenges but generally farmers felt that there is need for more capacity building and trainings on organic farming so that their products can meet the organic market standards. Of their other major concerns are the challenges in market sourcing/identification, low consumer awareness on organic products and the benefits associated with the consumption of organic products as compared to the other conventionally farmed produce, organically sound pests and diseases management systems during production, unavailability of organic seed and planting material.

The study suggests imperative interventions around productions and policy that can be used to improve marketing of organic products in Kenya. This includes; More training for individual farmers to perpetuate consistent supply of quality products and in the required volumes, good coordination between farmer groups to get their production organized to complements rather than compete with each other, formalize their organizations while strengthening their record keeping systems for certification, improving market information transmission, reforms in legal framework to facilitate contract farming and improved transport infrastructure.

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# CHAPTER ONE: INTRODUCTION

## 1.1 BACKGROUND OF THE STUDY

Participatory Ecological Land Use Management (PELUM) Association is a network of Civil Society Organizations/NGOs working with small-scale farmers in East, central and Southern Africa. It is a membership networking organization founded in 1995 with the mandate of promoting community driven development towards sustainable land use management. The organization facilitates learning, networking and advocacy on sustainable natural resource management for improved livelihoods. PELUM-Kenya envisions 'empowered and prosperous communities deriving their livelihoods from sustainable land use.''

PELUM Kenya is implementing the Promoting Elum and Networking for Livelihoods Improvement (PENELI) II programme under implementation since 2014-2016. The issues that are addressed by PENELI II Program are as a result of PELUM Kenya's past activities and programs. It is also addresses issues identified in the strategic plan for the years 2010-2015. The program's overall objective is to increase the application of elum and networking among the member organizations to enhance sustainable natural resource management and improved food security for livelihood improvements.

As part of PENELI II planned activities, the marketing subcommittee was formed to provide guidance on market development strategies for PELUM Kenya member organizations. The members were selected from each of PELUM Kenya six zones[1], a co-opted marketing expert and a PELUM-Kenya board representative. In the committee's work plan and mandate to implement activities of PENELI II activities, the committee planned to undertake a study in order to understand the current marketing situation in the member organizations. This report documents the findings of the market study conducted in the six PELUM Kenya zones; Western Zone, Nyanza Zone, Rift Valley Zone, Upper Eastern and North Eastern Zone, Lower Eastern and Coast Zone and Central and Nairobi zone by the committee.

## 1.2 OBJECTIVES OF THE STUDY

The main objective of the study was to analyze and assess the commercial viability of the existing organic value chains (indigenous chicken, cassava, honey) among small holder farmers.

**Specific Objectives**

1. To identify the existing organic agriculture markets for cassava, honey and indigenous chicken value chains
2. To identify the role of other stakeholders in promoting organic agriculture market on existing value chains (indigenous chicken, honey and cassava).
3. To identify the challenges and opportunities related to organic agriculture markets for chicken, honey and cassava value chains

[1] Nairobi & Central Kenya zone, Lower Eastern and Coastal region zone, Nyanza zone, Rift Valley zone, Western zone and Upper Eastern and Northern zone.

# CHAPTER TWO: REVIEW OF RELATED LITERATURE

The nature of marketing of high value agricultural products such as Organic products has evolved over time, resulting into well-coordinated physical exchange and facilitating functions. However, the degree of market efficiency and effectiveness of these functions usually influenced by the nature of interactions between actors is very low and un-developed especially in Kenya.

The Kenyan organic market has been growing remarkably since the introduction of formal organic agriculture in the mid 80's. Organic food has slowly developed from what has been perceived as traditional/indigenous to modern contemporary healthy lifestyle. There has been a big push to shift from conventional and fast foods to more local, indigenous and organic foods. The value of the organic market in the country is estimated to have reached Kshs. 10 million worth in annual turnover. Organic foods are now finding their way into the supermarkets where they are distinctively placed in a section like in Nakumatt supermarkets or mixed up with conventional products.

Hotels and restaurants have also shown interest in serving organic menus especially for tourist hotels and lodges. Currently, we have a restaurant dedicated to serve organic food. This restaurant, Bridges Organic Health Restaurant, is situated at the heart of Nairobi. Organic consumption is currently concentrated to the upper-middle income population with more consumption and awareness recorded among expatriates and higher educated population (consumer survey on attitudes and preferences towards organic foods in Kenya, Uganda and Tanzania, 2006).

Farmers can supply directly to formal organic shops, hotels, restaurants and in supermarkets. This requires a farmer to be able to supply consistently throughout the year.



New branded shelves at Nakumatt Prestige with KilimoHai mark

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If a farmer has access to irrigation water, this will be a good opportunity to sell their products because the volume moved in these markets is high. Currently, the available markets in this category are only in Nairobi where large supermarkets such as Nakumatt and Uchumi have expressed the willingness to buy organic produce (among them honey and indigenous chicken) but they have not managed to get enough quantities. Hotels such as Dusit D2, Fairmount and Intercontinental have expressed the same need. Since 2007, Bridges Organic Health Restaurant and Kalimoni Greens Organic shop have been purchasing organic products from farmers. All these if well exploited will therefore provide a good market avenue for organic produce.

Farmers can also start basket delivery scheme where they can deliver produce to the homesteads of their consumers. Home basket deliveries require a wide variety of produce and working out logistics for delivery of produce to the consumers. The variety of products is therefore put in basket, which is delivered to a consumer's doorstep, office or other agreed pick up point. The products are therefore priced in terms of the whole basket not individual produce

Most shopping malls in the upmarket have seen development of healthy shops most of which are selling imported health supplements. This trend will continue to facilitate faster development of organic markets in Kenya. The organic market in Kenya has been growing steadily. Consumers especially in the major cities of Nairobi, Mombasa and Kisumu have been enquiring on how they can get consistent supplies of organic products. This is an opportunity for organic farmers to produce and sell their organic produce for livelihood improvement.



Shoppers picking organic vegetables at Corner-shop


Organic products on sell at Zucchini shop


Organic products on sell at Zucchini shop

Cassava local value addition processes in Ghana

# CHAPTER THREE: METHODOLOGY AND SCOPE OF THE STUDY

## 3.1 DESCRIPTION OF THE STUDY AREA

The study was conducted within the PELUM Kenya Member Organizations' (MOs) six operational zones namely: Western zone, Nyanza zone, Nairobi and Central Zone, Rift Valley Zone, Lower Eastern and Coastal Zone and Upper Eastern and Northern Zone.

## 3.2 SAMPLING TECHNIQUES

The respondents were randomly selected by the MOs within the different zones through the leadership of the zonal marketing committee representatives and the Zonal Networking Coordinators.

## 3.3 RESEARCH TOOLS

### 3.3.1 FOCUS GROUP DISCUSSIONS

Two Focus Group Discussions (FGDs) were conducted in each of the six PELUM Kenya zones. The focus value chains were indigenous chicken, cassava and honey as identified by the baseline study of PENELI II programme. The members organizations' were selected based on their active participation in the three focus value chains (cassava, indigenous chicken and honey) especially in the production and marketing activities of these products. Each of the FGDs consisted of eight to twelve participants from farmer groups working with PELUM Kenya MOs. A standard FGD moderator's guide was shared by PELUM Kenya and administered by the lead facilitator.

### 3.3.2 KEY INFORMANT INTERVIEWS

Two Key Informant Interviews (KIIs) were organized and undertaken in each of the six PELUM Kenya zones. The key Informants were resourceful persons identified based on their knowledge, skills, expertise in the identified value chains of focus. A standard KII guide (which was shared by PELUM Kenya) was administered by the lead facilitator.

**Below is a summary of the FGD sessions:**

| NAME OF THE ZONE | FGD FARMER GROUP/S | VALUE CHAIN | DATE | PARTICIPANTS |
|---|---|---|---|---|
| **1. Nairobi and Central Zone** | GBIACK | Cassava, Indigenous chicken | 9th July 2015 | 12 farmers |
| | Mothers of Faith | Cassava, Indigenous chicken | 12th June 2015 | 12 farmers |
| **2. Lower Eastern and Coast Zone** | 10 farmers from UDO, BIDII, KDC AND ADSE | Indigenous chicken | 25th May 2015 | 10 farmers |
| | Inkiitoip women group | Honey | 2nd June 2015 | 10 farmers |
| **3. Nyanza** | Farmer representatives from ACEP, NASARDEP, C-MAD | Cassava | 25th May 2015 | 12 farmers |
| | Ondisore women group | Indigenous chicken | 26th May 2015 | 12 Farmers |
| **4. Rift Valley Zone** | Ogiek farmers | Honey | 9th June 2015 | 13 Farmers |
| | Ogiek farmers | Honey | 11th June 2015 | |
| **5. Western** | Esikholobe Food forest | Indigenous chicken | 25th May 2015 | 12 farmers |
| | A network of 40 farmers working as members of BERMA | Cassava | 10th June 2015 | 12 farmers |
| **6. Upper Eastern and Northern Zone** | Kasafari Self Help Group in Mbeere | Indigenous chicken | 8th June 2015 | 10 farmers |
| | Tharaka Poultry Self Help Group in Marimanti | Indigenous chicken | 9th June 2015 | 9 farmers |

**Below is a summary of the KII sessions:**

| ZONE | EXPERTISE OF THE KEY INFORMANT | DATE |
|---|---|---|
| 1. Nairobi and Central zone | District Agricultural Officer, Thika East | 3rd June 2015 |
| | District Agricultural Officer, Thika West | 3rd June 2015 |
| 2. Lower Eastern and Coast Zone | An organic farmer, Kiserian | 26th May 2015 |
| | Agriculture Extension Officer, Voi | 2nd June 2015 |
| 3. Nyanza Zone | Rongo sub –county crops officer | 25th May 2015 |
| | Organic farmer | 26th May 2015 |
| 4. Rift Valley Zone | Ministry of Agriculture Officer | 10th June 2015 |
| | Non- Governmental Organization | 10th June 2015 |
| 5. Western Zone | Indigenous chicken farmer | 25th May 2015 |
| | Cassava farmer | 10th June 2015 |
| 6. Upper Eastern and Northern Zone | Member of County Core Group on local chicken value chain supported by Agriculture Sector Development Support Program | 8th June 2015 |
| | Angaza Prime Services (a private enterprise) | 9th June 2015 |

Ms. Sarah the Western zone Zonal Networking Coordinator with Maurice the key informant from BERMA in a cassava plantation

FGD underway for BERMA farmers

FGD underway for Esikholobe farmers

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# CHAPTER FOUR: KEY STUDY FINDINGS AND DISCUSSION OF THE RESULTS

## 4.1 ORGANIC AGRICULTURE MARKETING

### 4.1.1 PRODUCTION PLANNING FOR THE MARKET

Most of the groups indicated that they are aware of the concept of planning for the market. One of the groups had an elaborate system of ensuring they can consistently produce for the market by staggering their production. Other groups however few, didn't know how to do production planning as a way of ensuring consistent presence in the market. However, in the demand side there are many concerns. Foremost is the need for a more consistent supply of high quality organic produce. Markets lament of having good products sporadically— never knowing when or how long a product will be available. This is primarily because most farmers rely on rain and therefore plant and harvest crops for one planting and harvest season, rather than adopting technologies and systems that guarantee continuous propagation. Another concern, particularly with groceries and restaurants selling organic products, is that farmers need to become certified to ensure quality of produce is of required standards.

More training is needed for individual farmers to perpetuate their harvest of continually needed items. Good coordination between farmer groups is needed as well to get their production organized so that it complements rather than compete with each other. They should also be helped to formalize their organizations as they grow and expand while strengthening their record keeping systems for certification and strengthen their capacities to be able to create and sustainably run a continuous production and harvest calendar that meets market demand.

For the indigenous chicken value chain, the production plans are in place in some groups. Each member donates one chicken to the group to ensure availability of the product always. Quality control is also observed by all members including ensuring that there is no interbreeding. Value addition is done through mixing of the eggs from the local chicken and also administering additional supplements which in addition produce a heavier chicken, continuous laying of egg and hatching of the eggs usually done at maturity. Local chicken farmers have also gotten additional knowledge whereby they feed the chicken with cotton seeds and macadamia nuts while kerosene is also added to the water so as to reduce stress.

For organic farmers, there are easy steps that can be followed to access and maintain organic markets that will guarantee higher returns than with conventional farming methods. First, there is need to ask three key questions, which will help in planning for production:

- Which products do I need to produce for the market and for household use?
- What volume will I be able to produce per season?
- Can I be able to produce throughout the year?

If you are able to answer the above questions, you will have already started planning for production, which is an important step towards securing a market for your produce. We plan so that we can make good decisions on production. For example, you can decide to produce only one or two organic products for marketing while other produce can be used to feed your family. It is better for a farmer to concentrate on producing three to four products that they can grow well for the market than many products.

### 4.1.2 SOURCING FOR MARKET INFORMATION

Market information is very critical to successful marketing of smallholder producers. The groups indicated that they source their market information from the following sources:

- Visits to potential markets and taking samples
- Cooperatives
- Media

The Organic farmer interviewed as a Key Informant at Kiserian spoke about how popular her organically grown vegetables, tubers and corn are as well as her organically raised indigenous chicken. Because of the fact that organic farming does not follow rainfall cycles but rather farmers use simple irrigation methods, the farmer has been able to ensure a constant fresh food supply not only to the local market but also to other markets like the up-market Karen Shopping Center where the farmer supply every Saturday throughout the year and the growing pool of large scale buyers especially those operating restaurants specializing in organic food in the capital Nairobi.

**Identifying possible markets**

Information on market availability is important in completing the production planning process. This is because it will provide the basis for selecting the products to focus in when in production, and determining the volume to be produced and the area to be allocated for production.

**Importance of market surveys**

Although farmers are usually not engaged in conducting formal market surveys to find out this information, there are simple ways that this can be done. These includes attending and participating in trade fairs, agricultural shows and farmer field days, listening to farming Programmes on radio and TV, visiting markets and talking to traders. Organic products are not available in local markets and where they are available, they are usually in short supply. The information about them can be sourced from specialized organic shops like Kalimoni Greens Organic shop, Bridges Organics and other organic food and produce outlets in Nairobi, Mombasa, Kisumu and other towns.

**Examine trends**

Farmers should study organic products' markets. The trend for organic products is similar to that of conventional products. This means that once the prices for certain conventional products increase, the organic prices also go up.

### 4.1.3 RECORDS AND TRACEABILITY SYSTEMS

All the groups indicated that they adequately keep records at the group management level and also at the farm level as an enterprise. Most of them also have a monitoring mechanism which helps them to enforce record keeping as a practice for all group members. The groups however were not aware of the concept of traceability and did not have it in mind during their production, value addition and marketing operations.

### 4.2 ROLE OF STAKEHOLDERS IN ORGANIC AGRICULTURE MARKETS

1. **Farmers/producers-** All the farmers who were sampled and participated in the FGDs reported production (planting, weeding, harvesting) as their primary activity. However many individually or in groups also were engaged in post-harvest handling, processing, storage, value addition and marketing.

2. **NGO's and CSO's**

   Trainings on agronomic, management, value addition and marketing. PELUM and her Member Organizations (MOs) have been key in providing the necessary capacity building to small holder farmers. In Tharaka, participants reported that Plan International (an NGO), trained them on feeds formulation which has helped them in formulating their own chicken feeds.

- Capacity building through Field Farmer exchange learning visits
- Participation in Agribusiness Expos and Exhibitions
- Farmers field schools
- Providing technical support, education and training programs as well as financial needs of the farmers

**3. Government**

- Development of the national Organic Agriculture policy
- Training and sensitization of farmers on organic products. For instance, Ministry of Agriculture – Livestock department has been building capacities of the farmers on organic production with a particular emphasis on climate smart agriculture and eco-friendly agricultural production.
- Helping farmers identify certified seeds.
- Inviting farmers for exhibitions and in forums where farmers can market their products and also learn from other agriculture value chain players.
- The government is financing promotion of promising value chains in Counties where also a lot of effort is being made to stimulate development of both commercial crops value chains and food crops value chains
- Conduct market research on behalf of farmers
- Consumer protection
- Train farmers on livestock management skills
- Link farmers to financial institutions that can give them support
- Train producers on value addition
- Enlighten farmers On Agri-business

**4. Media**

- The farmers get extension information by listening to radio and watching the local television channels

**5. Private sector**

- Winnie's Pure Health however has introduced organic local chicken production among interested farmers and has offered capacity on production and promised market for the chicken produced.
- There is an initiative from Angaza Prime Services (a private enterprise) as told by Mr. Philip Githinji (Key informant and CEO Angaza Prime Services) to link farmers to markets. Angaza is currently developing a production and marketing model to manage the value chain and are also providing capacity on production to farmers. The organization has also entered into a partnership with Neo-chicks, a firm that deals in purchase and sales of indigenous chicken based in Nairobi to buy indigenous chicken from the farmers through Angaza as the value chain facilitators.

## 4.3 CHALLENGES AND OPPORTUNITIES AFFECTING THE SMALLHOLDER FARMERS

The key findings indicate that farmers have a number of market challenges including the lack of markets during peak periods of harvest, high transaction costs especially during transportation, storage and handling of agricultural products.

The respondents agreed on the availability of challenges in marketing of organic products brought about by lack of bulking, limited number market information sources, middlemen who distort the prices of agricultural value chains and lack of skills in marketing and market penetration. They also agreed that the current demand for food products as a result of increased population which is consumer based, expanding economy which has led to increased middle income group. They agreed that there has been growing awareness for ecologically produced products although they observed that the market is still very small.

When probed on the challenges experienced during marketing, the groups indicated the following as the challenges which limit their participation in marketing activities:

- Over supplies after rains and under supplies during off-season periods; lack of production planning
- Inconsistency in production
- Abrupt change in market requirements
- Stealing of farm produce
- Fluctuating prices
- Brokers who exploit farmers taking advantage of the un-developed market systems for honey, Cassava & Indigenous chicken amongst other agricultural products
- Lack of Market Information

- Lack of confidence in the cooperatives
- Lack of funds

Other major challenges facing the marketing of the product is the limited awareness among consumers on the importance of organic products. In addition to the relatively high market prices of organic products consumers, tend to go for cheap products which are conventionally produced and have high chemicals residue levels and which pose health challenges as well as stiff competition due to the price difference to the organic products.

The challenges faced by farmers while engaging in the various value chains and the results were as summarized below:

| Indigenous cassava | Indigenous Chicken | Honey |
|---|---|---|
| • The indigenous cassava varieties are highly poisonous when harvested before maturity.<br>• Poor and slow drying during the rainy season.<br>• Animal pests such as moles.<br>• Inadequate trainings on organic market production and the related market standards<br>• Disease and pest control and management using organically approved farm inputs<br>• Lack of proper storage facilities machines/equipment's for value addition<br>• Inadequate starting capital<br>• Inadequate training on biological control methods to manage disease out breaks<br>• Inadequate information about organic markets<br>• Lack of information and awareness about the financial access services and options in place<br>• Inadequate training on how to source organic seeds<br>• Lack of patience amongst farmers especially during the conversion period to Organic Agriculture<br>• Presence of hard to penetrate market cartels | • Little knowledge on organic products and their benefits by many consumers hence difficulty in convincing the buyers to buy organic products at a higher price than the conventionally produced products<br>• Fragmentation in marketing characterized by individualistic tendencies i.e. lack of collective marketing by the farmers which has led to great losses in the hands of brokers.<br>• Many farmers lose their chicken at a tender age due to high mortality rates due to pests, diseases, stress, among other factors.<br>• Competition in the market with conventionally produced products that usually sell at lower prices than organically produced ones.<br>• *"Sometimes it's a challenge convincing a client why your products are selling at a higher price" (Peter Ngochi).*<br>• Ignorance, lack of awareness about the financial access services<br>• Inadequate training on how to source organic chicks<br>• Presence of hard to penetrate market cartels<br>• Inadequate and Poor housing for indigenous chicken farming<br>• Absence of formulated organic feeds<br>• Theft and predators like hawks and dogs. | • The equipment used during production and processing are inappropriate and outdated and therefore only little amounts are produced.<br>• Also lack of electric power in the rural areas makes processing and packaging tedious and time consuming.<br>• Competition form sellers of similar products thou of low quality and therefore at considerable cheaper prices.<br>• There is also little understanding of the importance of organic produce by the consumers thus promotion of the product is highly needed.<br>• Sometimes the demand surpasses the supply of the product and therefore contributing to increasingly many cases of contractual agreement breakage through side selling thereby resulting to inconveniences especially amongst processors.<br>• The road networks are poor especially during the rainy season becoming impassable and therefore difficult to transport the produce.<br>• Equipment used during processing is not modern and this may lead to poor quality of products besides not meeting the market demand. |

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#### 4.3.1 CHALLENGES IN VALUE ADDITION

The groups interviewed during the two focus group discussions enumerated the key challenges in value addition as follows:

- KEBS mark acquisition
- High cost of making driers especially for Cassava
- Labeling
- Public education about the products
- High costs related to the certification of value addition processes and products

### 4.4 OPPORTUNITIES TO IMPROVE ON THE MARKETING OF ORGANIC AGRICULTURE PRODUCTS

The key opportunities for improving marketing of organic agriculture products is as listed below:

1. Have a collective marketing of organic agriculture products by the producer groups as opposed to individual sales for competitive and better pricing.
2. Value addition on organic products to end up with a range of organic products such as Chicken sausages, samosas, etc.
3. Potential contracted indigenous chicken farming through a partnership between Angaza Prime and Neochicks in Tharaka is a good opportunity for farmers to gain maximum benefit from their chicken production.
4. One of the effective ways of engaging in marketing is though cooperatives and organized grouping systems including bulking of produce at a centrally agreed upon collection points of selling.
5. Village Saving schemes and credit/ table banking have immensely contributed to the development of value chains as community members are able to save and gain capital for starting up their businesses. The groups loan each other to ease the burden of financial access and to help other members to startup businesses.
6. Embracing new information and technologies in production so as to improve their output which will in turn increase the income they obtain from selling the same.
7. Establishing effective models of information exchange and communication among farmers and with traders while at the same time developing mutual beneficial guidelines for value chain engagement.


PURE BARAKA
HIGHLAND HONEY
All pure honey will crystallise in cool weather:

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# CHAPTER FIVE: RECOMMENDATIONS AND INTERVENTION AREAS

## 5.1 RECOMMENDATIONS FOR HONEY VALUE CHAIN

1. In order to realize improvement in bee keeping and honey production;
- The farmers need to be trained on modern apicultural practices, equipment and processing methods
- Build the capacity of producers, support and facilitate exposure learning exchange visits to other well experienced groups to learn and share experiences
- Encourage indigenous forest conservation to ensure there is sufficient forage for the bees.
2. Value addition is important hence farmers/producers should be trained on value addition techniques; facilitate their access to modern equipment for honey processing.
3. Certification is essential hence farmer groups should be supported for PGS certification processes.
4. To improve marketing of organic honey and other products, efforts should me made towards:
- Increasing awareness on the importance of using organic honey and other organic products
- Increase production to meet the market demand and
- Encourage the formation of more Organic production farmer groups who will in turn register more PGS so as to have more groups certified.

## 5.2 RECOMMENDATIONS FOR CHICKEN VALUE CHAIN

Based on the research findings, the farmers are in favor of an interventions that will enable them undertake the following;

1. Improve housing, and build their capacity in managing disease. This is likely to increase survival of chicks and increase number of chicken owned by each farmer.
2. Increase availability of low cost feeds and of good quality. This will improve growth rate and egg production.
3. Establish common marketing centers for egg collection and contracted outlets to consumers.
4. Documentation and certification program for the groups undertaking organic based production.
5. The farmers' capacity on indigenous chicken production as a business and management should be enhanced

## 5.3 RECOMMENDATIONS FOR CASSAVA VALUE CHAIN

1. There's is need to focus more on value addition of indigenous cassava though initiatives such as the establishment of adequate drying facilities such as solar and/or electricity drying equipment and appropriate storage that can enable the groups overcome challenges related to drying as well as storage.
2. The groups should be encouraged to integrate into other products of cassava value addition e.g. crisps, flour, cake, wine/beer, etc
3. Efforts should to be made to ensure there is sufficient planting material that is organic in nature
4. Initiatives should also be aimed at educating the public on the benefits of consuming organic agriculture products (print, electronic media, public campaigns and awareness creation forums etc)

## 5.4 SUGGESTED AREAS OF INTERVENTIONS

Based on the major findings of this study, the following are the suggested potential areas of intervention:

**1. Consumer awareness**

The PELUM Kenya Network, and all other stakeholders should strive towards increasing Consumers awareness on;

- the available organic products in the market,
- benefits associated with consumption of Organic products
- Where they are available

This can be done through trainings, seminars, exhibitions, trade fairs, and other forums organized for public awareness creation on benefits for organic products consumption. Learning institutions, public institutions, media, and the private sector also to facilitate training on organic agriculture and craft ways and means for the engagement of all the players whose active participation in organic markets is required for an efficient and working Organic Agriculture market.

This is expected to stimulate demand from the consumers' side for organic products thereby offering an incentive to producers to develop production systems that guarantee qualitative as well as quantitative and consistent supplies of organic product in demand.

2. Farmers should be trained on developing collective sales and facilitated to form sales groups/ clusters/cooperatives.
3. The farmers' capacity on organic agriculture practices and principles should be strengthened. Farmers capacity around Good Agricultural Practices and Organic production requirements and standards will need to be built to enable them tap into formal organic markets including the export markets.
4. **Standardization:** Awareness and education on the organic standardization mark (Kilimo Hai) should be up scaled amongst farmers and traders and they should be supported to ensure they integrate the mark into their labels or stickers for easy products identification.
5. **Certification:** Farmers/producers need to be supported to ensure they get certified as well as their production/processing systems and to allow consumers develop trust in what they buy as organic. Certification will further generate high demand for organic products (honey, indigenous chicken, cassava etc.). This is directed at expanding the market
6. Some organic products are on high demand like indigenous chicken, so through value chain development they can be boosted by identifying the actors and organizing match-making meeting and business to business networking sessions as well as partnership meeting between the actors. Capacity building on value chain development will also be critical in this regard.
7. There are no official policies for organic agriculture in Kenya, even though there is an in-creasing public interest and recognition of organic agriculture. The organic sector has developed to date without any explicit official government policy support. The Ministry of Agriculture has established an organic desk to lead in the development of an organic policy under the department of Food Security and Early Warning Systems. The ministry's approach is to develop both a policy for organic agriculture as well as to incorporate it into other policies relating to agriculture, food security and the environment. So far, Organic Agriculture has been incorporated in the Food Security Policy Draft and the Soil Fertility Policy draft.

# ANNEXES

## ANNEX I: PELUM KENYA MARKETING COMMITTEE REPRESENTATIVES

| NAME | CAPACITY |
|---|---|
| 1. MR. FERDINAND WAFULA | CHAIR, WESTERN ZONE REPRESENTATIVE |
| 2. MS.MARGRET KISILU | BOARD REPRESENTATIVE |
| 3. MR. SAMUEL NDUNGU | NAIROBI/CENTRAL ZONE REPRESENTATIVE |
| 4. MS. ROSINAH MBENYA | SECRETARY, PELUM KENYA SECRETARIAT |
| 5. MR. NICHOLAS PANDE | UPPER EASTERN AND NORTH KENYA ZONE REPRESENTATIVE |
| 6. MS. ANN NASHIPAE | LOWER EASTERN AND COAST ZONE REPRESENTATIVE |
| 7. MS. BEATRICE ACHIENG | NYANZA ZONE REPRESENTATIVE |
| 8. MR. SHEM MECHEO | CO-OPTED MARKETING EXPERT |
| 9. MR. JAMES MAINA | RIFT VALLEY REPRESENTATIVE |

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