



# ORGANIC MARKETS AND TRADE

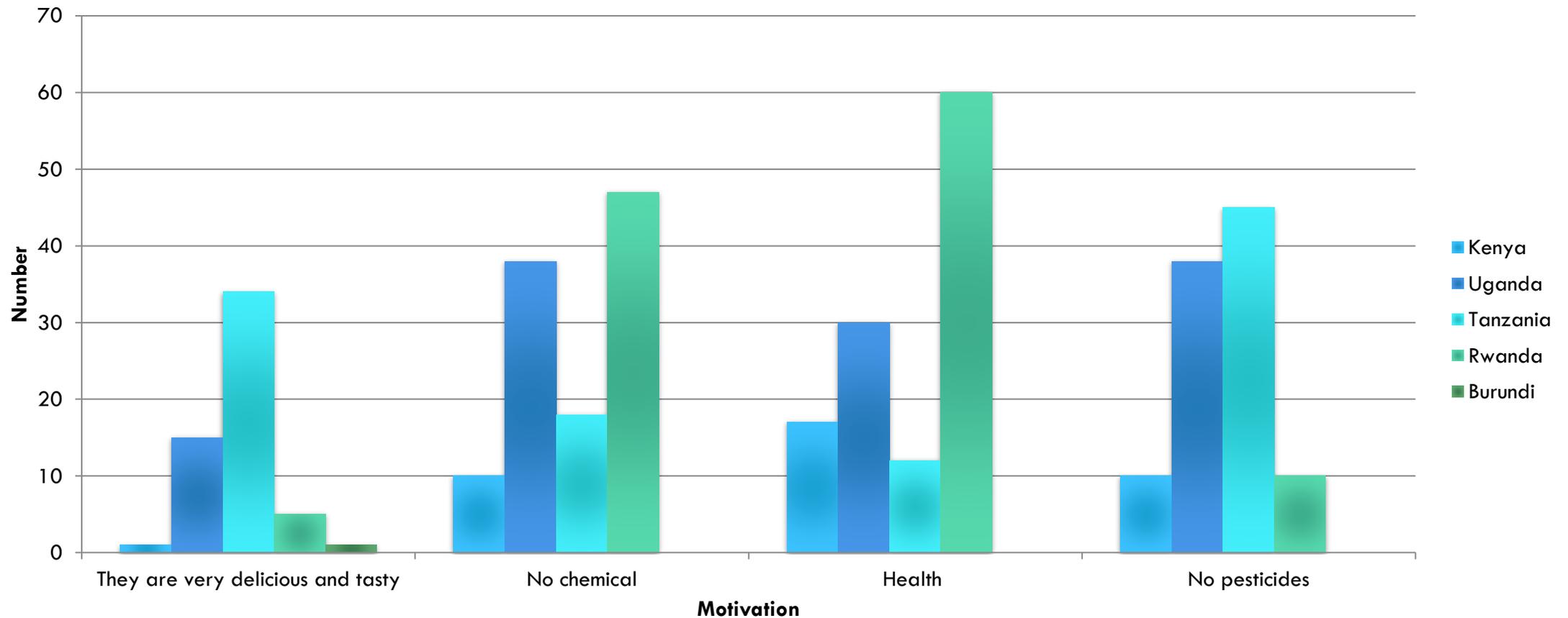
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Organic Farmer and  
Entrepreneur

# WHAT ARE ORGANIC PRODUCTS?

Organic products are **grown under a system of agriculture without the use of chemical fertilizers and pesticides with an environmentally and socially responsible approach.**



# CUSTOMER MOTIVATION TO BUY ORGANIC PRODUCTS

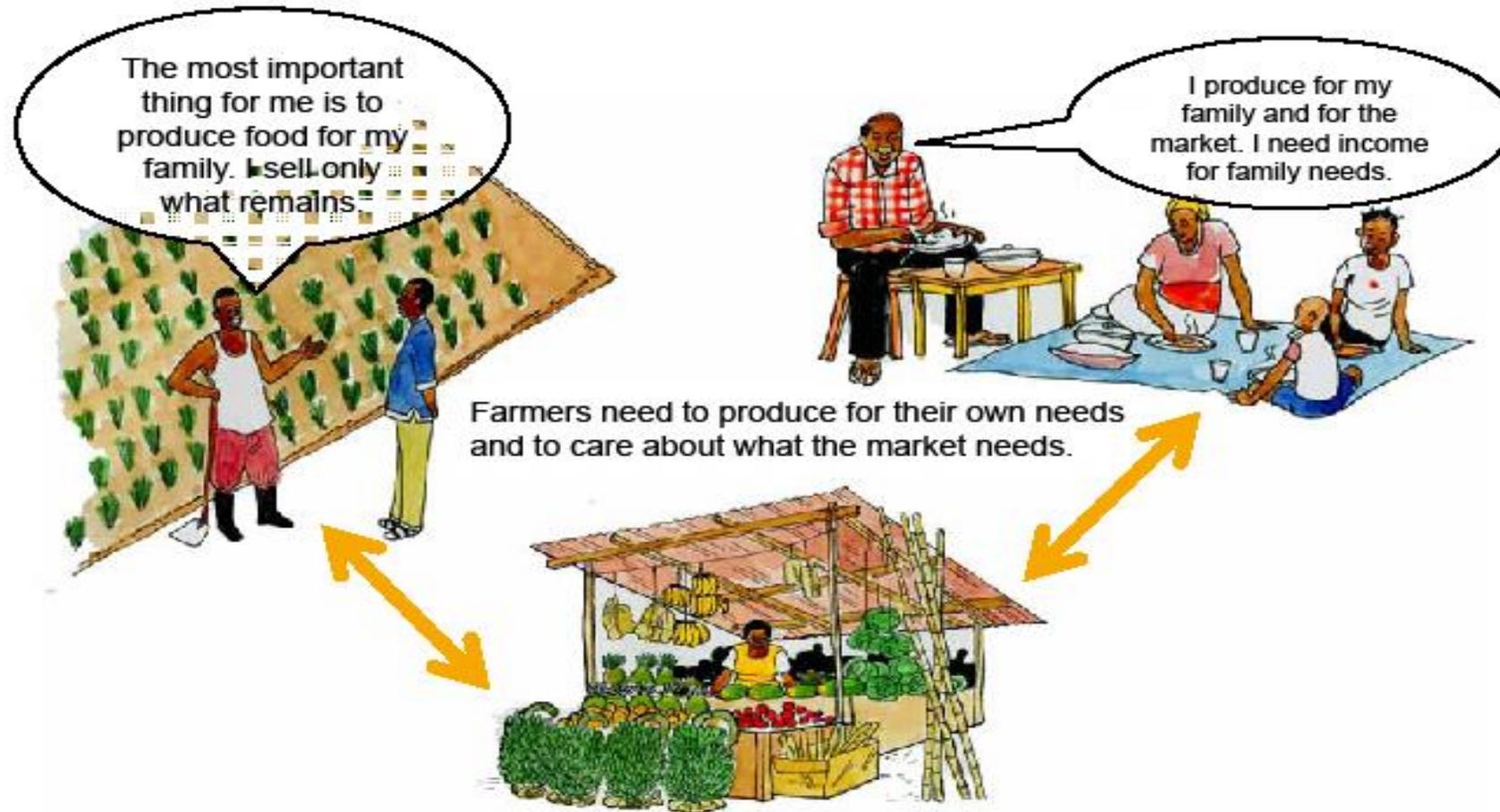


# CONSUMERS DRIVING ORGANIC MARKETS

## Meeting consumers concerns



# Self-sufficiency versus market-oriented farming



# SHORT FOOD SUPPLY CHAINS

**Short food supply chain (SFSCs)** is a term that describes a broad range of **food** production-distribution-consumption configurations, such as:

- farmers' markets, farm shops, collective farmers' shops,
- box schemes,
- community-supported agriculture (CSA),
- solidarity purchase groups,
- cooperative movements, etc.



# FARM TO FORK : EXAMPLE OF SYLVIA'S BASKET



**Factors to consider when marketing organic produce:**

- Managing organic farms
- Pricing
- Logistics
- Planting program
- Unpredictable weather patterns

# HOME DELIVERY BASKETS



# LOGISTICS AND MARKETING

Logistics Partner



Social Media Marketing



# Quality requirements



I buy organic products because they:

- Are free of contaminants
- Have a high nutritional value
- Taste good
- Are free from additives
- Look nice and are well-packaged
- Are clearly labelled



# DEMAND VS PRICE

- Increased prices means organic is for the rich.
- Organic farmers will not have access to markets
- Increased prices means increased **fraud** if fraud prevention systems are not effective.
- . **Fraud in turn is the biggest long-term risk to maintaining consumer demand.**
- Participatory Guarantee Systems (PGS) and the Kilimo Hai mark are buffers against fraud and exorbitant prices for organic produce.



# RETAIL FOR ORGANIC PRODUCE

Physical location creates trusts and credibility

Availability of organic produce daily

Opportunity for home delivery and walk in clients

Retail outlets **provide a platform where a customer can see what they are buying as opposed to online stores.** The customer gets instant satisfaction and the customer move off with their purchases immediately.



FOR A HEALTHIER YOU

## SYLVIA'S BASKET

DELIVERY TO YOUR DOORSTEP AT YOUR CONVENIENCE

contact:  
+254 738 895395  
+254 725 023235

[www.sylviasbasket.co.ke](http://www.sylviasbasket.co.ke)

Soko Safi MaMall,  
Shop A3.

# CHALLENGES AND OPPORTUNITIES OF ORGANIC MARKETS

## Challenges

- Working capital for a start-up
- Poor consumer awareness
- Working in silos
- Access to reliable farmers
- Promoting seasonal produce
- Marketing (online...physical)
- Logistics

## Opportunities

- Increase sales by making produce affordable
- Use social media platforms for Consumer awareness
- Kilimo Hai Mark
- Aggregation of local farmers using PGS
- Daily posting on social media platforms
- Opportunities for cold chain? Bulking?

# ORGANIC & NATURAL MARKETS

- INNOGOF Organic Market
- Karen Organic farmers market
- Bicom organic market
- Kikuyu Organic market
- Kangari Organic Market
- US Embassy Organic market
- CSHEP KISERIAN MARKET



# OTHER ORGANIC OUTLETS

- Sylvia's basket
- Bridges organic health Restaurant
- Corner Shop
- Delgania organics
- Carrefour supermarkets
- Kalimoni Greens Organic shop





Sylvia's Basket



@sylvias\_basket



[www.sylviasbasket.co.ke](http://www.sylviasbasket.co.ke)



@Kuria\_Sylvia



Sylvia Kuria

