Farm Concern International

DENNIS MUCHIRI
FCI Mission & Vision

Our Mission
To build and implement innovative pro-poor market and Business Models that catalyse solutions for smallholder commercialization and Competitiveness in the value networks for household economic growth and Community empowerment in Africa and Beyond

Our Vision
Commercialized smallholder Communities with increased incomes for improved, stabilized and sustainable livelihoods in Africa and Beyond
FCI Business Models

i. Commercial Village Model

ii. Market Hub Model

iii. Youth in Agricultural Trade and Enterprises (YATE) model

iv. Commercial Village Savings Model

v. African Traditional Foods (ATF) Model

vi. Nutri-Dense Model

vii. Market Access Financing

viii. The Green Village Model
The Commercial Village Model

- The **Commercial Village Model** is a hybrid model through which typical social administrative villages are designed and systematically graduated into commercialized competitive market-led agricultural production units branded as **Commercial Villages**.
- The model promotes collective proactive action that is market led responding to customer needs.
The model aims at;

- Evolving social Villages into Trading Blocks branded as ‘Commercial Villages’.
- Mobilizing farmers in the social villages to form Commercial Producers Groups (CPG)
- Integration of smallholder farmers & villages into mainstream value chains
- Increase the Competitiveness of smallholders
- Enhance the capacity of African Villages as respectable market players
COMMERCIAL VILLAGE MODEL

COMMERCIAL VILLAGE
[100-250 Households]

Village Leadership comprising 2 representatives from each CPG

Production & NRM:
Production Inputs/NRM, Village Forests & Water Solutions Sub-Committee

Village Savings:
Savings, Micro-Insurance & Investments Sub-Committee

Marketing & Quality:
Marketing, Quality Assurance & Value Addition Sub-Committee

Village Social Capital:
Village Social Welfare Sub-Committee

Social Technology
Truth & ICT Sub-Committee

All CPGs nominate 2 representatives each to the Village Leadership.

Winning Markets for the Poor!
Commercial Villages are Efficient trading blocks

Communities are organized based on neighborliness

- Organized production systems
- Structured governance
- Business partnership with buyers
- Information exchange platform established
Impact on Traditional African Vegetables (TAVs) Market development

- Turning weeds (previously perceived by urban – lower, middle and upper incomes) to money! Delicacy
- 900% increase in consumption achieved
- TAVs images changed forever from poor man vegetable to all incomes level delicacy
- Nutritional Marketing through mass media (Radio, TVs, Urban open airs, In store promotions )
- 1 USD = 24 USD and touched over 5 million through media
Domestic Horticulture Markets DoHoMa

• Total number of farmers participating - 113,575 HHs (500,000 beneficiaries) Households (Tanzania, Rwanda, Malawi and Kenya)

• Total sales for targeted value chains - 2011-2013 - USD 160 Million.

• Over 1000 buyers
Bulb Onion Revolution in Kieni District, Nyeri County - Kenya

Average Yield per Acre

Years (2005-2014)
Bulb Onion Revolution

......Kieni Cont....

Price Improvement from Ksh. 5 to a high of Ksh.55 per Kg

Land Value Improved from Ksh. 50000 to Current Ksh.½ M
Story of Onion, Daniel Gakuo, and markets

Wholesale Buyers

John Gakuo Makes Ksh.8 M (USD 94,000) annually courtesy of FCI – we have over 13000 households in Kieni.
Turned Same District in Kilimanjaro Tz into an economic Hub

- Price improved by over 66% from USD 0.61 to USD 1.01 per kilogram through strategic linkages with distribution companies and trade buyers.
- Productivity improved by over 50% while priced improved by over 66%

**Improved Rice Seeds**

SARO5 - TXD 306 distribution

Japan (IR-54) is locally called Kubwa Jinga (Big fool) as it is flat in taste, has no aroma and is priced (USD 0.64) 50% SARO5-TXD 306 (USD 1.61) the one introduced by FCI World Vision and partners
Malawi Thyolo and Zomba Districts Irish Potatoes Market Access Success

• Influenced market systems with over 200 wholesale buyers

• Annual Sale increases by 290.7% increase to over USD 4,067,656
Regional Market Influences in Rwanda

• Burundi and Tanzania trader linked to Musanze (North West Rwanda) for potatoes trade where prices improved by over 50%
• Reduction of loss due to weight (bagging) by over 40% through introduction of weighing scales
• Stable Government partnership where FCI attract positive commendation by both local and national government due to market/trade revolution through very strong CVs

Trader from Kimironko Market in Kigali Rwanda Linked to CVs
The greatest challenge in value chain development is the independence of the various actors within a value chain. This causes replication of efforts by various actors hence uncalled for waste.

FCI through the CVM has greatly influenced the synergy between the various actors hence increased effectiveness as the CVM serves as a platform for all the actors in a value chain.
1. Value Networks analysis

2. Value Chain Engagements

3. Chain development

4. Monitoring and Evaluation

5. Learning and Innovations
Vision; Value Chain Wide Intervention and Strategic Investments

- **Collective Action for Economies of scale**

  - UPGRADE VALUE CHAINS
    - Inputs Systems
    - SEED SYSTEMS
    - Good Agricultural Practices
    - Private Sector Partnerships
    - Rural Extension System
    - The Water factor

- **Post harvest Practices, Technologies and Infrastructures**
  - Capacity building
  - Storage Systems
  - Bulking
  - Hygiene & Grading
  - Packaging
  - Labeling

- **Supply chain Efficiencies for market partnership**
  - Informal markets
  - Formal markets
  - Regional markets
  - International markets

- **UPGRADE VALUE CHAINS**
  - Private Sector Partnerships
  - SEED SYSTEMS
  - Good Agricultural Practices
  - Rural Extension System

- **Good Agricultural Practices**

- **Rural Extension System**

- **UPGRADE VALUE CHAINS**
Commercial Villages interaction with other Value Chains players interaction

- **Input suppliers**
  - Seeds, Fertilizers, Agro-chemicals, Packaging materials

- **CVs**
  - Participatory Market Chain Approach
  - Market based Support Services
  - Trade policies and Harmonized standards

- **Pooling Resources**

- **Extension services**

- **Markets**
  - Domestic Markets
  - Regional Markets

- **Households**
Enhanced Value Chain Partnership

New Markets and New landscapes

Increased Rural Investment

Reduced post-Harvest losses

Food Sufficiency and Nutritional Stability

Access to Technical Service

Programmes inputs & outputs

COZO, CV, Markets, Partners,
FCI Upgrades Value Chains through Technologies

Commercial Villages in Northern TZ installs Rice grading equipment after support by FCI
Value Chain-wide Community integration

Demonstration of how solar functioning to villagers in Mtinko
KENYA’S POPULATION STRUCTURE IN 2003

Source: U.S. Census Bureau, International Data Base.
KENYA’S POPULATION STRUCTURE IN 2010

Source: U.S. Census Bureau, International Data Base.
KENYA’S POPULATION STRUCTURE IN 2020

Source: U.S. Census Bureau, International Data Base.
KENYA’S POPULATION STRUCTURE IN 2050

Source: U.S. Census Bureau, International Data Base.
Cleaning Up Nairobi River

State of the River before

State of the River after clean-up
'I can do ALL things through Christ who gives me the strength!'  Philippians 4:13
Winning Markets for smallholders!!!
THANK YOU

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