



Kenya BDS

Kenya Business Development Services Program

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Kenya BDS Market Intervention Brief

<i>Name of Activity</i>	Forward Linkages with Smallholder Mango Farmers in Eastern and Central Province (A01/003/03)
<i>Facilitator</i>	Strengthening Informal Sector Training and Enterprise (SITE)
<i>Period of Performance</i>	11 August 2003 – 10 August 2004
<i>Intervention Objective</i>	To facilitate market access and provision of ancillary business services for groups of smallholder mango farmers through development of commercially sustainable forward linkages with multiple buyers.

Program Description

SITE is a non-profit organization registered in Kenya in 1996 to promote the development of micro and small enterprises (MSEs) through the provision of business development services. The purpose of this intervention is to facilitate access to markets and appropriate business development services for smallholder farmers in the Machakos, Makueni and Murang'a Districts. Using a forward linkage approach, the program will assist smallholder farmers to organize into self-managed producer groups, and link them with multiple buyers of their produce.

To facilitate this linkage, intervention activities will focus at three levels: 1) *Smallholder producer* – Following an analysis of the principal mango growing clusters, the Program will identify viable mango producers, and mobilize them into self-organized groups. SITE will build the initial capacity of the farmers in basic business management and self-governance; 2) *BDS provider* – To address quality and productivity issues, the program will assemble information on commercial providers of extension services, and link them with the producer groups. Extension as a BDS will include inputs towards improved productivity, support in technology choice, upgrading of husbandry practices, quality and standardization, and information relevant to production; 3) *End buyer* – SITE will identify a range of competitive buyers and interest them in developing commercial relationships with the mango producer groups. Activities will include the development of a mango producer/buyer database determining the localities, production calendars, potential volumes, produce sourcing and quality requirements, as well as facilitation of producer and buyer meetings and mango fairs to promote matchmaking opportunities and transactional relationships.

Key Results

At the end of the Program, it is expected that small-holder mango-producing groups will exist that are able to read market signals, identify needs, and access commercial business services, as well as have the capacity and market channels to independently pursue their own contractual arrangements with end buyers. At the end of this Program, the following key results will be achieved:

- 540 MSEs accessing commercial business services
- 10 business service providers delivering commercial services to producer groups
- 2000 MSEs aware of program assisted business services
- 540 MSEs linked with the commercial market
- 10 large buyers identified and linked with mango producer groups
- At least 30% women involved in program activities