



Kenya BDS

Kenya Business Development Services Program

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Kenya BDS Market Intervention Brief

<i>Name of Activity</i>	Facilitation of Quality Assurance Services and Market Access with Smallholder Mango Farmers, Coast Province (A01/005/03)
<i>Facilitator</i>	Kenya Gatsby Trust (KGT), Kenya Agricultural Research Institute (KARI) Mtwapa, KWETU Training Centre
<i>Period of Performance</i>	30 September 2003 – 30 September 2004
<i>Intervention Objective</i>	To increase incomes among smallholder mango farmers in Coastal Province through the demand and supply stimulation of essential extension services and promotion of market linkages.

Program Description

The lead facilitator for this program is Kenya Gatsby Trust (KGT), a Kenyan-based non-profit organization that was established in 1991 to facilitate the development of the micro- and small-enterprise sector in Kenya. KGT will be accompanied by KWETU, a local non-governmental organization, and KARI, a government parastatal which focuses on agricultural research.

The consortium will address constraints arising from the lack of knowledge and skills in crop husbandry among small-scale mango growers in the Watamu/Msabaha region of Malindi District. On the demand-side, KWETU will assist in the identification and formation of smallholder mango producer groups. Farmers will be sensitized on the value of extension services, as well as the values of producer group formation. On the supply-side, KARI will provide training on mango husbandry practices to potential private extension workers (school leavers, select farmers, retrenched government extension officers). KWETU will further the capacity-building of extensionists through training in business management skills, such as how to market and price their services.

In addition to building the capacity of locally available extension service providers, the program will forge market linkages with mango buyers operating in the Malindi District. KGT will facilitate brokerage workshops between mango buyers and farmer groups, as well as develop a market information database that will continuously provide market information and linkage opportunities with local export buyers, processors, and business service providers. A linkage has already been developed with Watamu Dried Fruits (WDF), which has expressed interest in entering into supply contracts with the farmer groups.

Key Results

The key result of this program is a strengthened BDS market for commercial extension services at the rural level through increased awareness and availability of private extension services. Market linkages will also be brokered with mango exporters and processors, providing increased incomes and commercial growth opportunities. At the end of this intervention, the following key results will be achieved:

- 70 private extension service providers created
- 300 farmers accessing commercial extension services
- Over 3,000 farmers sensitized and aware of the value of crop extension services
- Market linkages established for at least 700 smallholder mango farmers