SUSTAINABLE TRADE AND MARKETS

Promoting Agri-Entrepreneurship in Kenya

Mercy Kinoti, CEO
Agriculture

• The greatest resource we have in Africa is Arable Land

• 60 to 80 % of women in developed countries are in food production
Background

• Production for the last 10 years with nuclear farms

• Started Banana Production convert to Avocado

• Outgrowers for short term Crops
Business Angle

• All types of fruits and vegetables all year round
• Supply to hospitals, international schools, hotels and restaurants
• Exports to Europe, Asia and Middle East
  – Largely Fruits
BUSINESS MODEL
MARKETS

• Local Markets

• International Markets
  – Europe
  – Asia
  – Middle East
FINANCING

- Partner with Development Partners for Grants
- Partner with Agri-financing institutions e.g. DigiFarm
- Farmers own financing through table banking
SUSTAINABLE PRODUCTION

• Forward Contracts
• Agronomical Practices for safe and organic Production
  – Variety
  – Quality
  – Tonnage
POST HARVEST HANDLING

• Aggregation Centres

• Packhouses

• Cold rooms
LOGISTICS AND SUPPLY

• Small Tonnage

• Medium Tonnage

• Large Tonnage

• Refrigerated Transport
IMPACT
Production Practices

• Organic farming

• Management of weeds, pests and diseases

• Carbon Emissions and Nitrogen Fixing through Specific Tree Species

• Water Management by setting Water Pans

• Increase of soil fertility through use of organic fertiliser derived from seaweed
Overall Impact

• Sourcing from over 30 Counties

• Increase in Profits from 10% to 30%

• Outsourcing from Uganda and Tanzania
THANK YOU