



SUSTAINABLE TRADE AND MARKETS

Promoting Agri-Entrepreneurship in Kenya

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Agriculture

- The greatest resource we have in Africa is Arable Land
- 60 to 80 % of women in developed countries are in food production



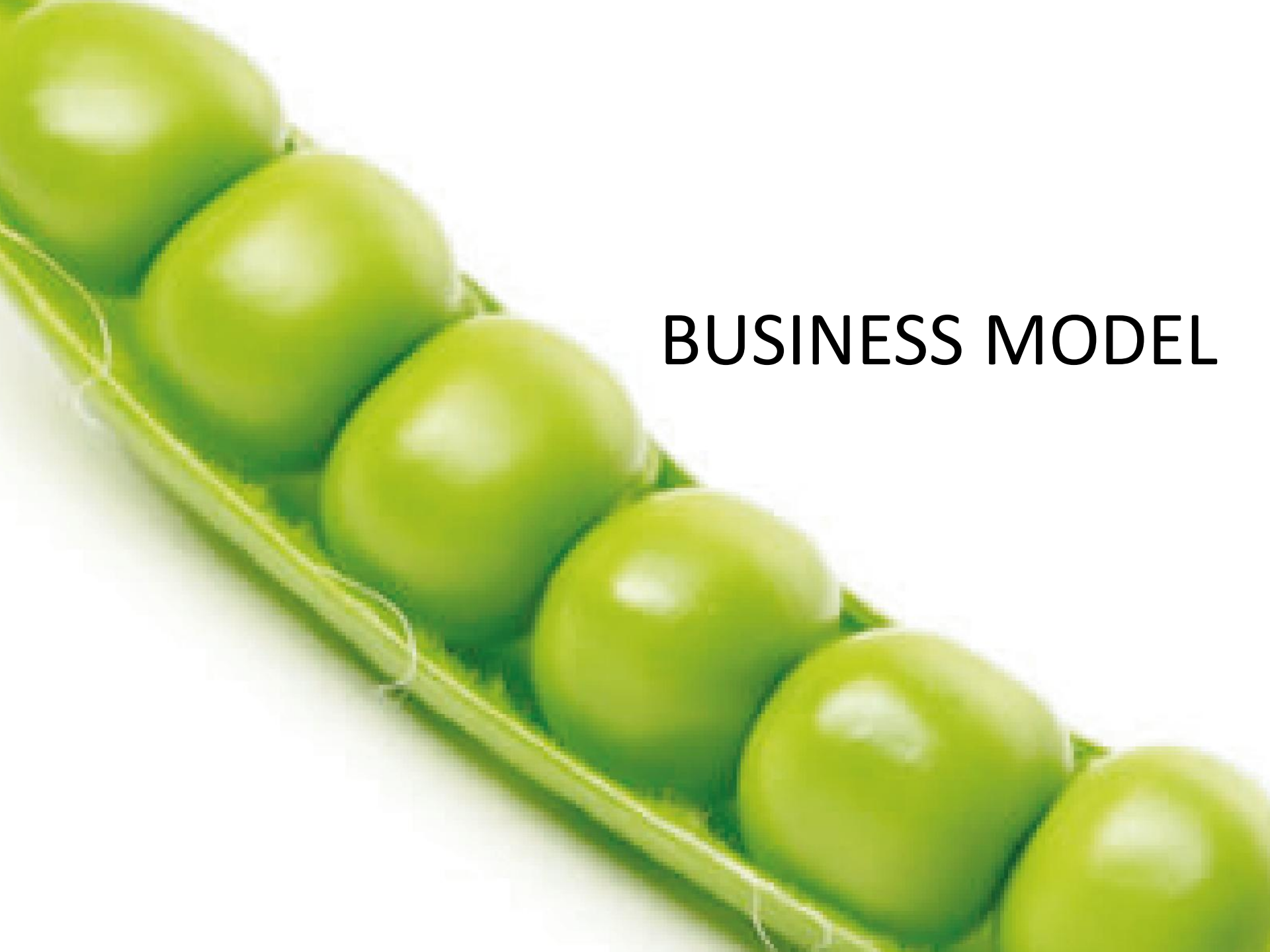
Background

- 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

أجبان و

Hot Food

خضار و فواكه
Fruits & Vegetables

خضار و فواكه
Fruits & Vegetables

05.50 KG

15.75

16.50 KG

16.95 KG

24.95 KG

12.95 KG

06.95 KG

08.50 KG

05.95 KG





27.25 KG

12.50 KG

05.95 KG

26.25 KG

الفاكهة المستديرة - كفاي
AVOCADO MEXICO KG
37.50 KG

الفاكهة المستديرة - كفاي
AVOCADO KENYA KG
15.75 KG

الفاكهة المستديرة - كفاي
CHERRY'S - CHINA KG
15.95 KG



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



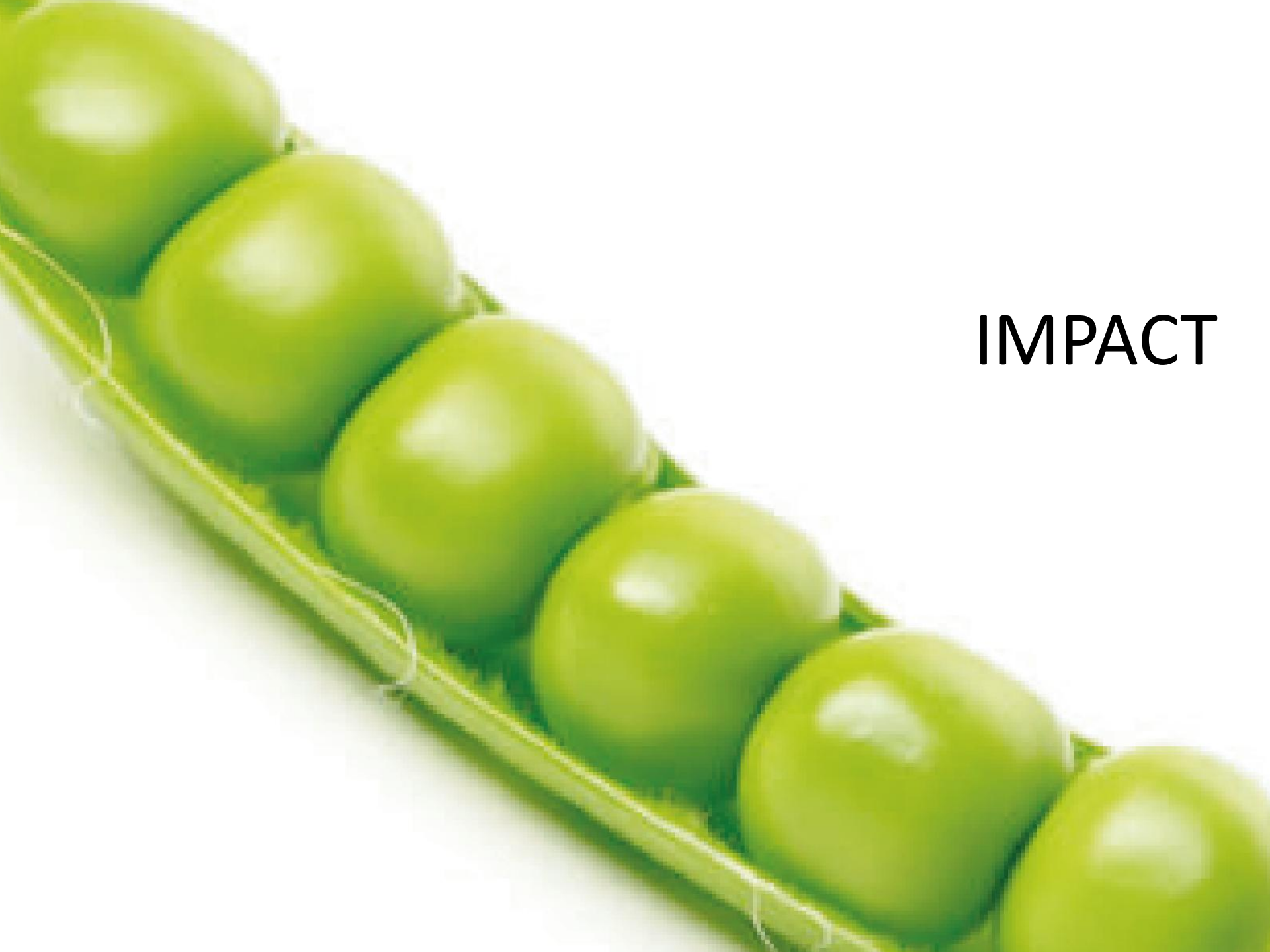
- Medium Tonnage



- 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