



SWITCH Africa Green
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green to grow



GREEN TO GROW

An overview of a revenue generation approach to sustainable consumption and production (SCP) dissemination in Kenya

November 28 2019

SAG Regional Sector Meeting
on Sustainable Agriculture

UNEP





Switch Africa Green (phase 2)

Focus: Green Business Development

How: incentivizing Sustainable Consumption and Production practices to MSMEs along the **mango, dairy and coffee** food value chains in Kenya by means of a revenue generation dissemination approach.

Period: January 2018-January 2021

Grant: €1.271,000.00



Coffee – Mango – Dairy



The pathway...

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graph LR; A[Mapping] --> B[Capacity Building]; B --> C[Network development]; C --> D[Knowledge sharing];
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Mapping

Capacity
Building

Network
development

Knowledge
sharing

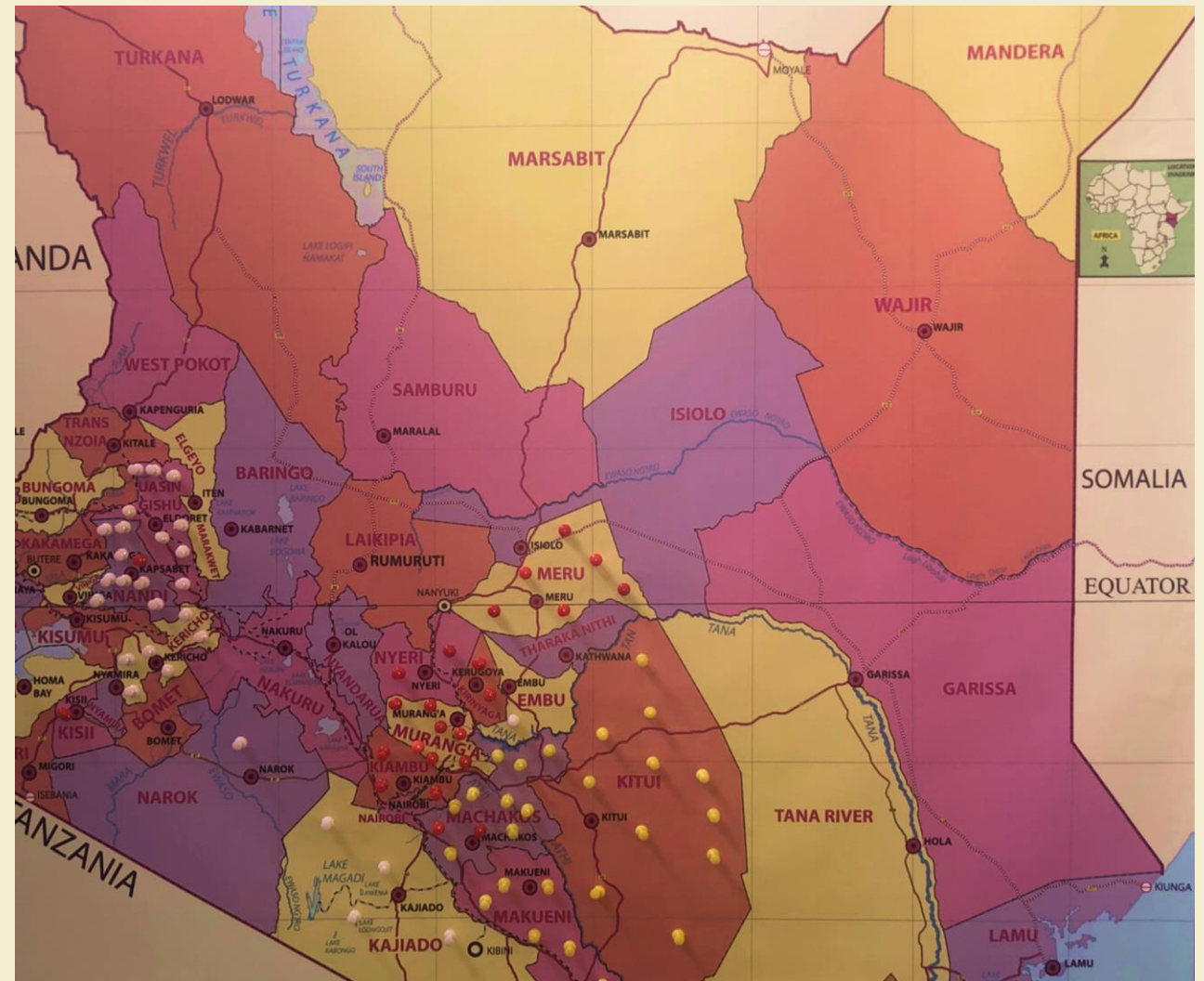
to SCP dissemination.

Green to Grow aims to reach

100 MSMEs through training activities

200 MSMEs through awareness raising activities

40 Member Based Organizations (MBOs) in Kenya, Ethiopia and Uganda

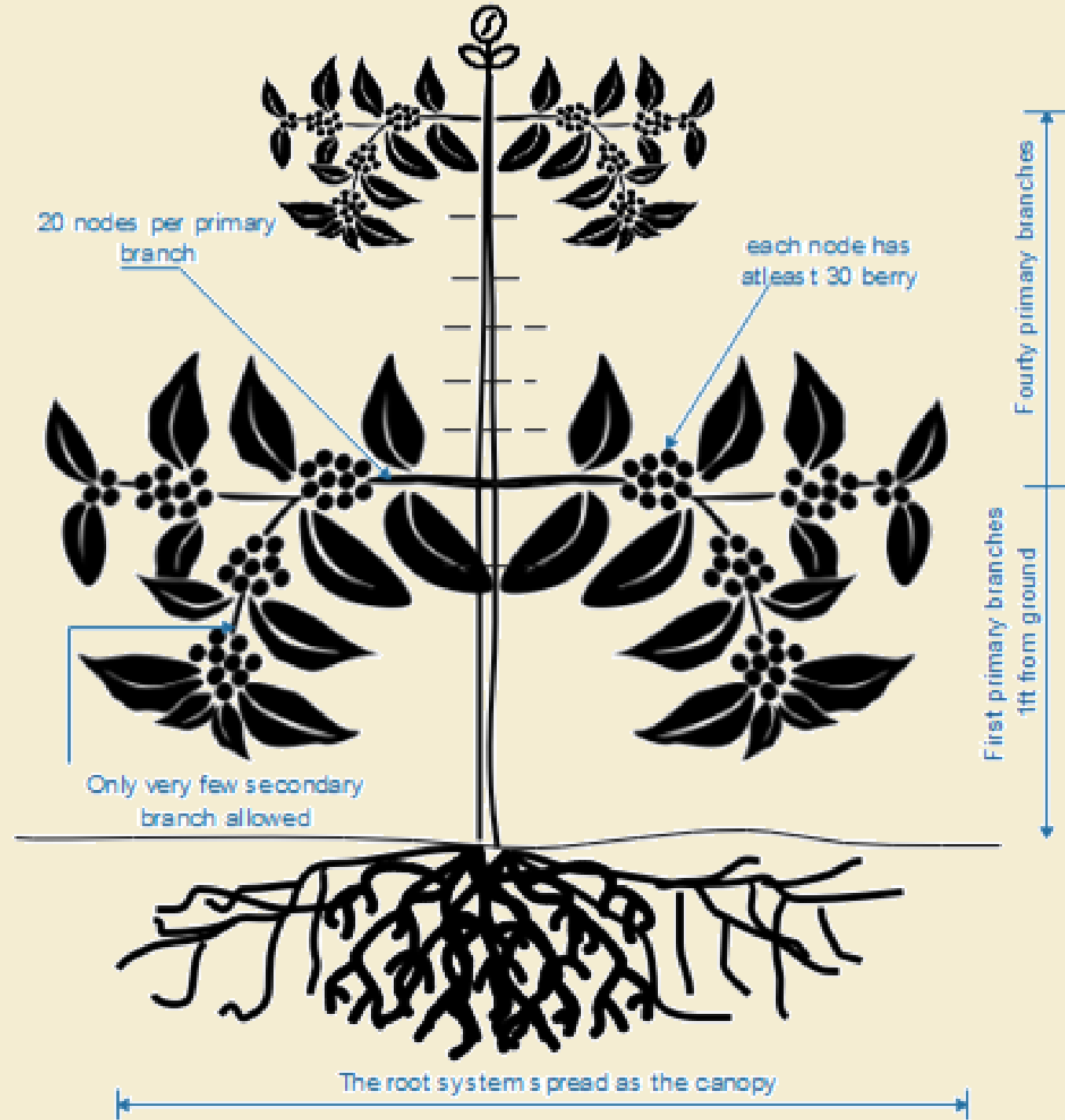


SCP



Single stem system

- Zero use of synthetic fertilizer
- Reduced use of pesticides and insecticides
- 100 % organic



Terracing

- Conserve soil moisture
- Protect soil stability
- Eliminate use of herbicides



Compost

- High nutrient content
- Boost coffee yield
- 100% Organic





Eco-Pulper

- Reduces Water use
- Reduces on carbon foot prints
- Daily processing rather than 3 days

Solar water pumping

renewable energy



Fruit fly trap



- Pest management approach
- Protein bait laced with toxicants to kill the female fruit fly
- Not harmful to people, animals and environment

Pruning

- Vigorous vegetative regrowth
- Restore productivity of old tree
- Multiplication of the mango stem borer



White washing



- done to treat mango tree stem infestation with termites.



Water harvesting
pans and drip
irrigation



Water conservation

Value addition

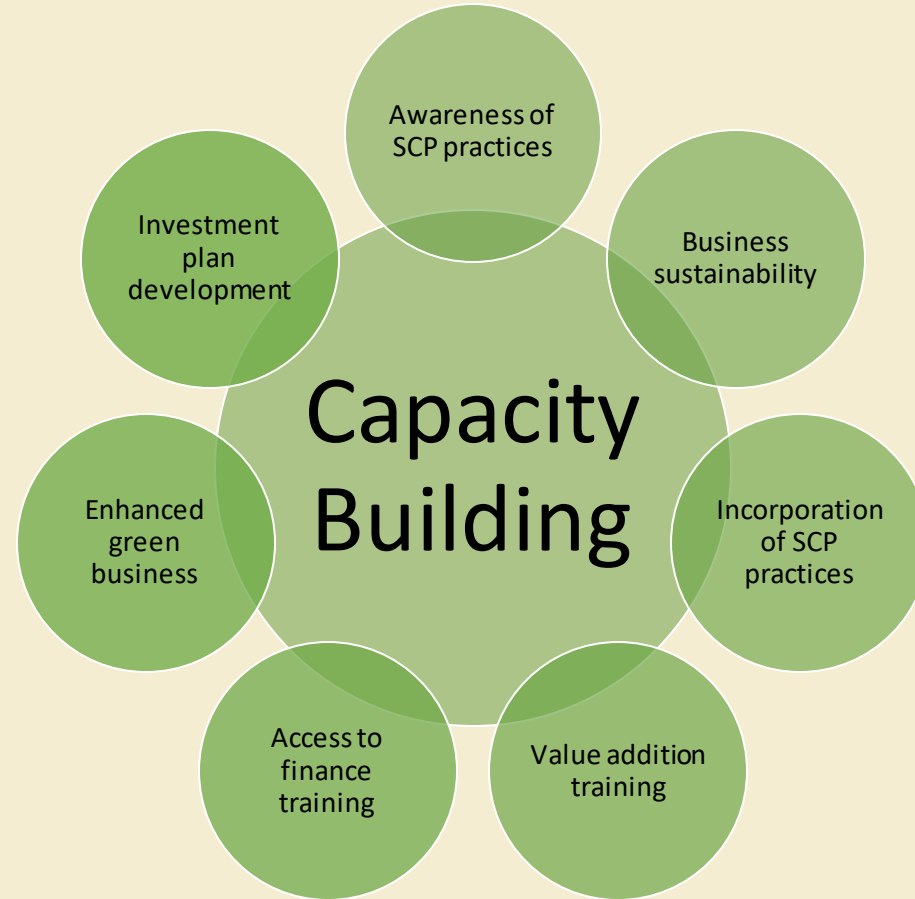
- Local market
- Increasing revenue stream
- Increasing the value chain branches





Coffee briquettes and charcoal

- Alternative energy
- Sustainable waste management
- Revenue stream





Mango value addition training

26 MSMEs from Machakos, Kitui and Makueni were taught sustainable consumption and production practices and technologies to process value-added products. These products will increase their profit margin and reduce post harvest losses and the environmental footprint of their businesses.



Mango value addition training

The workshop provided the skills to improve efficiency along the whole mango value chain, while reducing costs and making mango producers more competitive in the local, regional and international markets.



Mango value addition training

By the end of the training, participants had successfully processed and packaged three products from the mango fruit:

- mango jam,
- mango concentrate,
- mango juice.





Capacity building in Coffee Value Chain

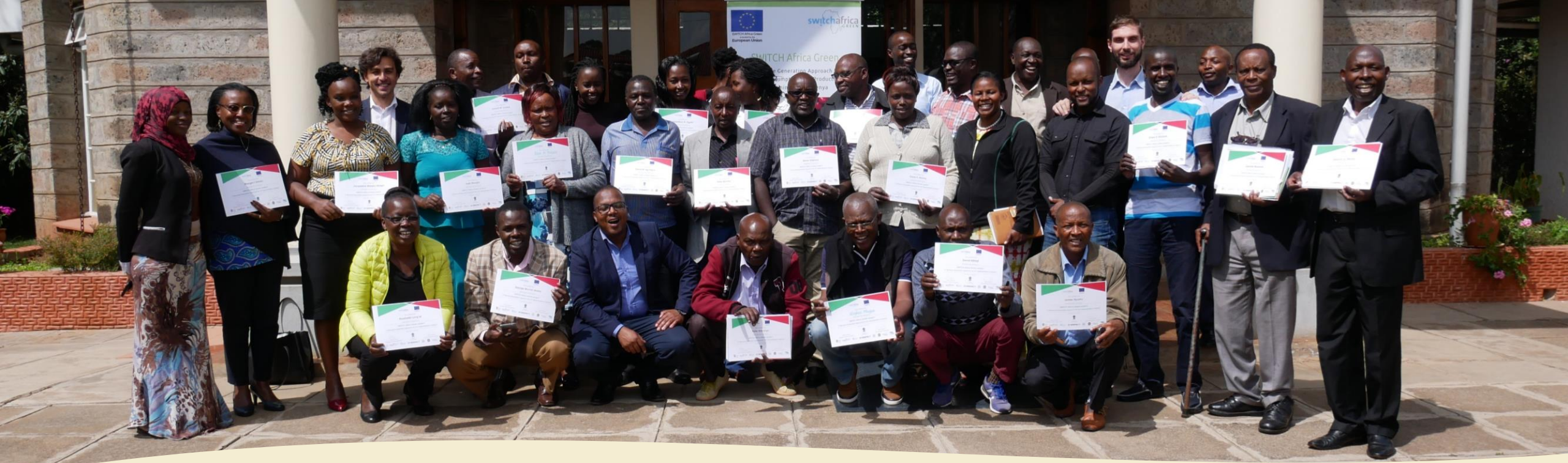
Training on managerial and sustainable consumption and production practices and technologies to 27 MSMEs in Kenya's coffee value chain.



1. Improvement of coffee farmers' profitability and product quality
2. Increasing production area
3. Market access and value-addition in coffee products

Capacity building in coffee value chain

The project beneficiaries were taught management skills and methods on how to incorporate sustainable consumption and production practices and technologies in their business models.



A course on how to acquire quality certification was held by a certification specialist, who presented strategies to achieve high quality yields at higher premiums.

Coaching

Coaches assist MSMEs in the development of new business models based on sustainable consumption and production solutions.





Rosebella Langat joined Green to Grow in 2018

TULON
COFFEE
www.tuloncoffee.com

Chepsanger Hills Coffee
www.chepsangerhillscoffee.com



Christine Makomba joined Green to Grow in 2018



Greening Coffee production in Nandi Hills



- Eco Pulping machine
- Single Stem System
- Canopy farming and Forestry
- Hydraulic system



- Environmental and economic sound practices
- conserving the environment,
- better livelihoods for producers

Strengthening the mango value chain in Kitui

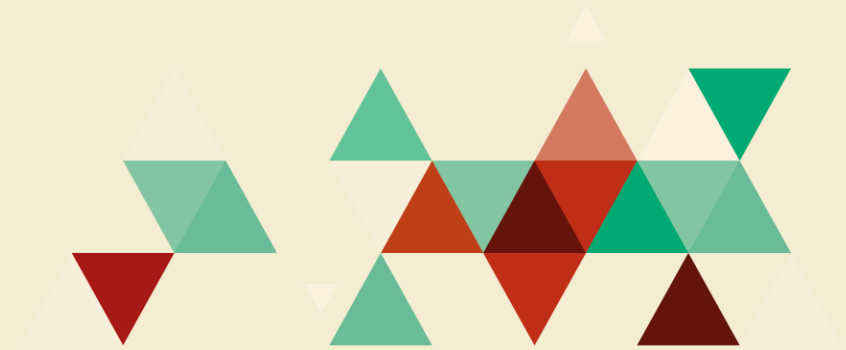


- Use of fruit fly traps
- Sustainable pruning techniques



- Higher quality produce and increased yield
- Passed on the knowledge from the training to fifty members

Disseminating & Catalyzing



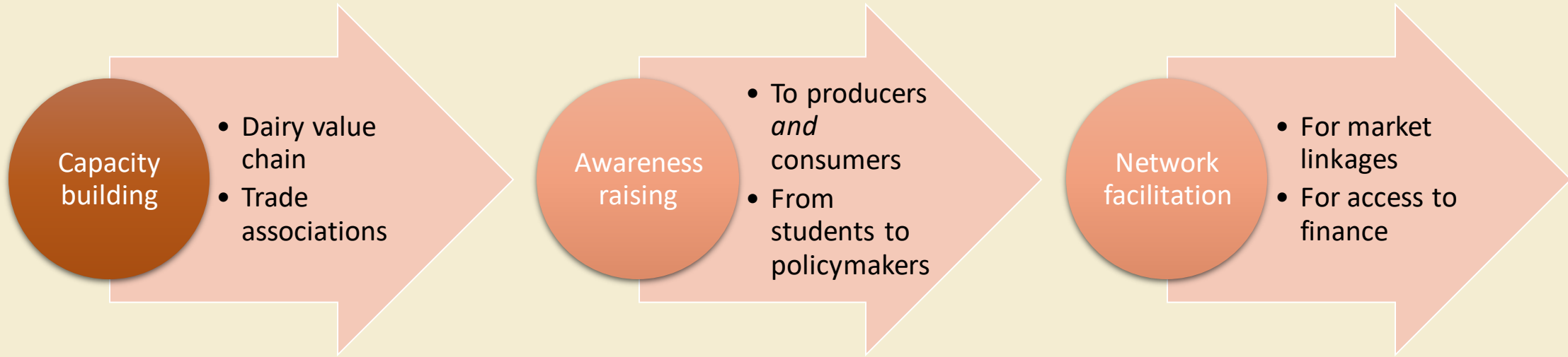
Coffee producers in Nandi Hill





A revenue generation approach
for SCP dissemination in Kenya

The way forward



It was motivating to interact with entrepreneurs who have been in the coffee industry for decades! I learnt a lot on sustainable consumption and production practices and built synergies that will be beneficial for our coffee estate in Nandi.”

Rosebella Langat





“Now understand the benefits of adopting sustainable mango farming to my family, the community and my fruit farming enterprise. We can now eat healthy fruits that are free of chemical residues and get improved yields that can eventually reach export markets, increasing our profit margins.”

Christine Makomba



Asante!

Thank you!

email: communication.sag@etimos.org

facebook: Switch Africa Green - Green to Grow www.etimos.org

