IMPROVING PARTICIPATION IN AGRICULTURAL MARKETS FOR SMALLHOLDER FARMERS IN KENYA: ASSESSING GROWTH OPPORTUNITIES FOR MARGINALIZED GROUPS

Introduction and Workshop Objectives

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Outline

- Background on project/study
  - Phase II study objectives
  - Highlights on Phase I of the study
  - Enterprises and study sites
  - Data collection and analysis
- Presentation of results
- Workshop objectives and programme
Introduction

- Agricultural growth is critical to economic development and poverty reduction in largely rural societies, e.g. SSA, Kenya

- However most of agriculture in these rural societies is characterized by subsistence, low productivity systems incapable of generating the required broad based growth and important linkages with other sectors

- The need to transform agricultural production from the traditional subsistence to a commercially oriented system cannot be over emphasized (ASDS)
  - Surplus for the market
  - Access and participation in markets

- Increased mkt participation increases household income but also more broadly agric productivity and poverty reduction
Introduction contn

- While SSF in general experience several challenges in the marketing of their produce, there are specific groups that are heavily disadvantaged/face tremendous constraints
  - Marginalized groups (women, poor, youth, etc)

- Need for interventions that target/meet the needs of such groups
  - Identify specific agricultural commodities/value chains that offer best opportunities
  - Identify nodes along the value chain with opportunities for growth
  - Investments with high impact

- We assess opportunities for growth in some specific value chains with a view to identifying investment areas for increased market participation especially for women
Background of Project/Study

- Improving Participation in Agricultural Markets for Smallholder Farmers in Kenya: Assessing Growth Opportunities for Marginalized Groups

- Period: From August 2011 (Phase II)

- Collaborative Work:
  - Tegemeo Institute, Egerton University
  - World Agroforestry Center (ICRAF)

- Main objective of the Phase II/study:
  - Conduct detailed studies on a specific set of commodities/value chains that could hold promise in integrating marginalized groups to markets
  - Identify critical challenges and assess growth opportunities in these value chains that could be exploited in improving market access and participation by the marginalized groups
Background of Project/Study

- Phase I: Participation in Ag commodity markets among the Poor and Marginalized: Analysis of factors influencing participation and impacts on income and poverty reduction

- Objective: assess the extent of market participation by smallholder farmers with a view to identifying value chains which hold promise for marginalized groups

- Countries – Kenya and Uganda

- Marginalized groups: Poor, women, marginal areas

- Collaborative Work:
  - Tegemeo Institute, Egerton University
  - World Agroforestry Center (ICRAF)
  - Makerere University

- Using existing data sets and other secondary information
The study identified promising enterprises for the marginalized groups based on:

- the importance of market participation for the respective groups and/or
- growing trends in market participation by the groups relative to other enterprises

Also assessed household level factors that promote market access and participation by the marginalized

- Collective action – group membership
- Financial services
- Information
Background of Project/Study

- Phase II Study Process
  - Results of Phase I
  - Additional data analysis and key informant interviews
    - Enterprise and site selection
  - Validation
    - Key informant interviews
    - Focus group discussion (FGDs)
  - Final identification of enterprises and study sites
## Background of Project/Study

**Enterprises and Study sites**

<table>
<thead>
<tr>
<th></th>
<th>Sweet potato</th>
<th>Avocado</th>
<th>Indigenous chicken</th>
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</thead>
<tbody>
<tr>
<td><strong>Site 1</strong></td>
<td>Rachuonyo District (Kabondo Division)</td>
<td>Kandara District (Kandara Division)</td>
<td>Bomet District (Longisa Division)</td>
</tr>
<tr>
<td><strong>Site 2</strong></td>
<td><strong>Kaloleni, Kilifi ??</strong></td>
<td>Marani District (Marani Division)</td>
<td>Mwala District (Mwala Division)</td>
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Background of Project/Study

Data Collection and Analysis

Data Collection
- Household survey
- Key Informant interviews
- FGDs
- Case Studies
  - 2 case studies on collective action in each site

Data Analysis
By individual value chains
- Quantitative - Production, Sales, Prices, Margins
- Qualitative – Constraints and Opportunities
Presentation of results

- Importance of enterprise
- Value chain mapping
  - Actors
  - Producer marketing outlets and gross margins
- Women’s participation in value chain
- Constraints
- Opportunities
- Conclusion
Workshop Objectives

Main objectives of workshop:

- Present preliminary results to stakeholders with a view to eliciting debate and feedback from the experts in this area.
- Share findings and lay some background for a wider discussion on critical challenges and growth opportunities for integrating smallholder farmers especially the marginalized groups into markets.
- Lay basis for future policy analysis and outreach.
Programme

Session II: Comprehensive presentation of the study results by Tegemeo and ICRAF researchers

Session III: Panel discussion: Chain experts on exploiting growth opportunities

- Public, private sectors, NGOs, etc
- Brief on their activities
- Exploiting growth opportunities and marketing innovations in the selected value chains

Session IV: Plenary and Way Forward
Recognition

- Support from various organization and institutions recognized
  - Relevant value chain actors (farmers/groups, traders, processors, service providers, etc) for proving the data
  - FORD Foundation support for the data collection/analysis and for enabling the collaboration between the 2 institutions
  - USAID for long term support of Tegemeo Institute in data collection and research team on the study
  - Research team
  - Institutional support from our institutions

- Most of all appreciation to you all for availing yourself today
THANK YOU