PRESENTATION ON MARKETING INITIATIVES IN KIRINYAGA WEST

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D.A.O. Kirinyaga West.
VISION

• To be the leading agent towards the achievement of food security for all, employment creation, income generation & poverty reduction.
ROLE OF AGRIC IN THE ECONOMY

• Kenya is largely agro-based economy accounting for 60% of export earnings. Sector employs 80% of Kenya workforce and contributes 57% national income both directly and indirectly.
MARKETING INITIATIVES IN THE DISTRICT

• Training farmers during field days, barazas, group trainings in order to increase produce volumes/improve quality.

• Formation of marketing groups (CIGs)

• Training on formal contracts to eliminate brokers.
INTIATIVES CONTD...

• Training producers on the market requirements including MRLs (Kenya GAP)
• Organize Agricultural, shows/exhibitions for product promotion.
• Conduct market surveys in order for farmers to be market oriented in production- **Grow to sell** instead of **grow and sell** mentality
INITIATIVES CONTD...

• Value addition of promotion – promote processing technologies e.g. flour/crisps/juice making
• Collaborate in market infrastructure development - prepare CAPs which are presented to stakeholders for implementation.
• Prepare disseminate market bulletin in media.
## STAKEHOLDERS INVOLVEMENT

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Area of collaboration</th>
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<tbody>
<tr>
<td>Farmers/CBOS</td>
<td>- Production</td>
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<tr>
<td>MOA/Research</td>
<td>- Farmer empowerment</td>
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<tr>
<td>Local Authority</td>
<td>- Market infrastructure development</td>
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<tr>
<td>KEBs</td>
<td>- Certification of products</td>
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<tr>
<td>Ministry of Public health</td>
<td>- Sanitation/food safety.</td>
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<tr>
<td>Stakeholder</td>
<td>Area of collaboration</td>
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<td>Traders</td>
<td>-Buy the produce</td>
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<tr>
<td>Financial institutions</td>
<td>-Financial support/literacy</td>
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<td>Ministry of Health</td>
<td>-Nutritional education</td>
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<tr>
<td>Media</td>
<td>-Market information dissemination</td>
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CHALLENGES

• Low produce volumes
• Lack of formal contracts
• Poorly quality produce due to poor agronomic practices
• Local Authority taxation discourages use of formal marketing channels
CHALLENGES

- No value addition
- Under developed infrastructure – market facility/rural access roads.
- Lack of sufficient market information.
- Initiative rate – Lack of market stability.
  - Low reform on investments.
OPPORTUNITIES

• Ready & growing local urban markets.
• Niche markets arising from demand for organically grown foods.
• Good political will to support expand market for agriculture produce
• Enhance partnerships in development of market infrastructures/information dissemination.
• Emerging technological to enhance more/safe food production.
CONCLUSION

• There is untapped potential in Agric. Marketing which all stakeholders need to address, in order to make enterprises highly productive, commercially oriented and competitive at all levels. This will be the only tool to realize MDG No.1 and our VISION 2030
• THANKS AND GOD BLESS YOU ALL