



Kenya Cereal Enhancement Programme (KCEP)

Success Stories from the Counties

Diversified Business Enterprise and Improved Business Income, Embu County

Mr. and Mrs. Njoroge co-own a business. They are married with a young family.

They operate an agro- shop in Embu County, Mbeere South sub county, Kiambere Ward, Mutua valley village. It is known as Molanasi agrovet which supplies inputs to farmers.

With the enrollment into the programme the agri-business owners have increased and diversified the stock which includes drugs, pesticides, tools and equipment that has seen an increase in business volumes bringing in increased income and has been able to diversify the business into other ventures including offering financial services.



Mrs. Susan Njoroge the co-owner of Molanasi Agrovet with Mr. Patrick Hinga the KCEP CRAL Eastern Regional Head

KCEP Intervention

The agri-business owners underwent a 6 day residential training by AGMARK a partner in the programme and was trained on business management. Recruited into the e-voucher system by Equity bank and allocated Point of Sale devices (POS) and trained on its use.

Before Intervention

The agro-shop started with limited stock that they used to source from third parties due to low volumes being supplied to farmers in the area. The business started with an operational capital of Ksh 500,000 (USD



(Source: KCEP PCU Photo)

Molanasi agro-vet offering diversified business streams as an agent to Equity bank, National bank and Mpesa services

500) with cash in bank of less than Ksh 200,000 (USD 2,000) serving only a handful of farmers in the town and surrounding area. The business had limited stock varieties running only one business stream of supplying inputs to farmers.

After Intervention

With the rollout of the e-voucher, the agro dealer customer base greatly increased with access of e-voucher beneficiaries under the programme. Due to the requirements of the programme of a variety of inputs that needed to be supplied to farmers, the business was able to diversify its stock portfolio and make large volume orders directly from manufacturers thus gaining better prices for the inputs. Income from the business grew and currently the business has cash in bank of more than Ksh 400,000 (USD 4,000) and a diversified stock portfolio worth above Ksh 1,000,000 (USD 10,000). Furthermore Mrs Njoroge has now ventured into new diversified business streams of offering financial services by being an agent



Mrs. Susan Njoroge with KCEP CRAL Eastern Regional Head Mr. Patrick Hinga inspecting E-voucher Inputs supply register at Molanasi agrovet.

this Programme is funded by the European Union



(Source: KCEP PCU Photo)

Well equipped and diversified stock at Mr. and Mrs. Njoroges Shop (Molanasi Agrovet) in Mutua Valley village, Kiambere Ward, Mbeere South Sub-County, Embu County

to several banks including Equity bank, National bank as well as running an mpesa facility at the agrovet. This has greatly enhanced the family's earnings.

Unique Attributes of Beneficiary

They are innovative business persons with ability to adapt to their business environment and bring in new business concepts. The agro-vet has also taken the initiative to help in recruitment of farmers into the programme that translates into a larger market for her products.

Beneficiary testimony

"The programme increased my customer base enabling me to diversify my stock and also venture into new business streams that have added my income. I have been able to buy a two acre Shamba along Tana River form the increased income. From the increased income, the family has also been able to send and meet the costs for Mr. Njoroge who is currently undertaking a course in Meat inspection".

Challenges

- Poor reception and adoption of new products by farmers
- Delay of supply of hermetic bags and tarpaulins
- Poor road infrastructure to get supply of inputs form manufacturers
- Poor network that hampers operation of the POS

Improved Crop Yield and Higher Income, Nakuru County

Joan Kirui is 22 years old and is married with one child. She resides in Nakuru County, Molo Sub County, Elburgon Ward, Tegat Location, Saptet Village. She became a KCEP farmer after replacing her widowed father who turned out to be unwell and therefore unable to farm.

A local leader, Joseph Kamoing, followed up on the issue earnestly. Joan took full advantage of the chance, adopted the technologies promoted by KCEP and got the highest recorded maize yield among the Phase 1 farmers. The increased income has been put to good use as echoed by her husband.

KCEP Intervention

The subsidized inputs and training support given to KCEP farmers has broadened Joan's perception about farming business.

She is more aware of new technologies and the importance of adopting them for increased productivity.

She joined a group for the first time as a KCEP farmer.

Before Intervention

Before KCEP, Joan practiced farming without any reliable information. She survived on debts as she struggled to raise school fees and other support for her younger siblings.

Joan would practice manual land preparation for lack of funds to hire tractor services. She used inadequate planting fertilizer and did not apply top-dressing fertilizer due to inadequate knowledge and capital. Weeding was only done once.

She used to plant H614 maize variety. Her yields were 18 – 25 bags of maize per acre.

After Intervention

After intervention, she put into practice the Good Agronomic Practices that she learnt during group trainings as follows:

- i. Planted a high yielding variety - H6213
- ii. Applied adequate fertilizer - 100kgs NPK (23:23:0) as opposed to 25kg of DAP and a bit of farm yard manure earlier
- iii. She applied better spacing, using string to ensure the lines were evenly spaced throughout as opposed to measuring by sight earlier
- iv. She weeded twice for the first time. Weeding once was the norm prior to KCEP
- v. She applied CAN top-dressing for the first time

Unique Attributes of Beneficiary

Joan is quite receptive to new ideas. This has enabled her to make positive changes in her life and that of her family. She attended all the trainings offered and started keeping local poultry after attending the Financial Literacy trainings where they were urged to diversify production and start with four chickens which she duly did.

She also interacts with older women including her mother-in-law, learning from them various lessons including the profitability of horticulture which they would discuss after attending group meetings. She therefore earns income from growing and selling spider plant and kales; and has added tomatoes, beetroot and carrots to her horticultural ventures.

She briefs her husband on return from trainings hence gaining his support. He attended a few of the trainings.

She is passionate about uplifting the living standards of her younger siblings and father, hence the motivation to work hard.

Beneficiary testimony

"I really appreciate KCEP for considering me as one of the beneficiaries. KCEP helped me to increase my maize yields, hence my income. I have done a lot with the income earned and I am now debt-free. As a result of training on the importance of diversifying agricultural production, I started local poultry rearing with four chickens last year which increased to fifty. I sold fifteen chickens at KShs.250 – 500, earning KShs.3,750 (USD 37.5). However, maize farming earned me more since I harvested 48bags. From the proceeds, I was able to pay school fees for two of my siblings amounting to KShs.90,000 (USD 900) and offset debts amounting to about KShs.15,000. The earnings enable me to deposit KShs.6, 400 (USD 64) to cater for the 40% beneficiary contribution for season two KCEP farmers. I am now able to pay for tractor services to do land preparation. We managed to put up a store using off-cuts and are in the process of putting up a better poultry house. KCEP is a very beneficial programme". Joans husband adds 'The earnings from maize enabled us to achieve a lot. As per the programme design, with increased yields and income, every beneficiary should be able to sustain good agricultural practices beyond the programme implementation period.'

Challenges

- Attained poor beans yield. Not used to the variety in the e-voucher package and wishes they would be given a familiar choice and be allowed to plant a pure stand
- Has access to just over 1.5 acres of land on which they plan to plant maize. Plans to lease land to expand farming in future

For More Information; Contact:
Senior Programme Coordinator, KCEP-CRAL
KALRO NARL
P.O.Box 30028 – 00200
Nairobi
Tel: 0722894127
E-mail: kcep.programme15@gmail.com