



# Farm Concern International

**DENNIS MUCHIRI**

**Farm Concern  
INTERNATIONAL**





# FCI Mission & Vision

## Our Mission

To build and Implement innovative pro-poor market and Business Models that catalyse solutions for smallholder commercialization and Competitiveness in the value networks for household economic growth and Community empowerment in Africa and Beyond

## Our Vision

**Commercialized smallholder Communities with increased incomes for improved, stabilized and sustainable livelihoods in Africa and Beyond**

# FCI Business Models



- i. Commercial Village Model
- ii. Market Hub Model
- iii. Youth in Agricultural Trade and Enterprises (**YATE**) model
- iv. Commercial Village Savings Model
- v. African Traditional Foods( **ATF**) Model
- vi. Nutri-Dense Model
- vii. Market Access Financing
- viii. The Green Village Model

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# The Commercial Village Model



- **The Commercial Village Model** is a hybrid model through which typical social administrative villages are designed and systematically graduated into commercialized competitive market-led agricultural production units branded as **Commercial Villages**.
- The model promotes collective proactive action that is market led responding to customer needs

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## The model aims at ;

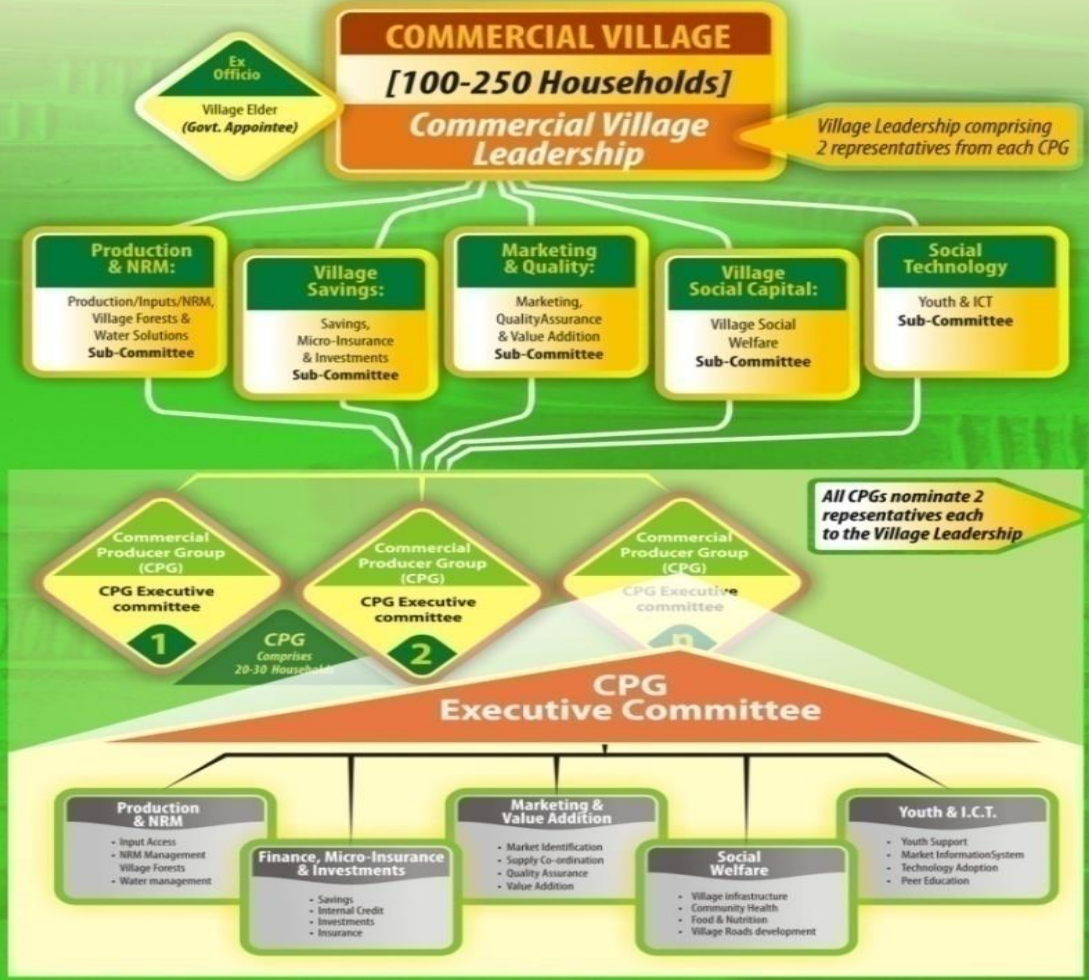
- ❖ Evolving social Villages into Trading Blocks branded as 'Commercial Villages'.
- ❖ Mobilizing farmers in the social villages to form Commercial Producers Groups (CPG)
- ❖ Integration of smallholder farmers & villages into mainstream value chains
- ❖ Increase the Competitiveness of smallholders
- ❖ Enhance the capacity of African Villages as respectable market players







## COMMERCIAL VILLAGE MODEL



Winning Markets for the Poor!

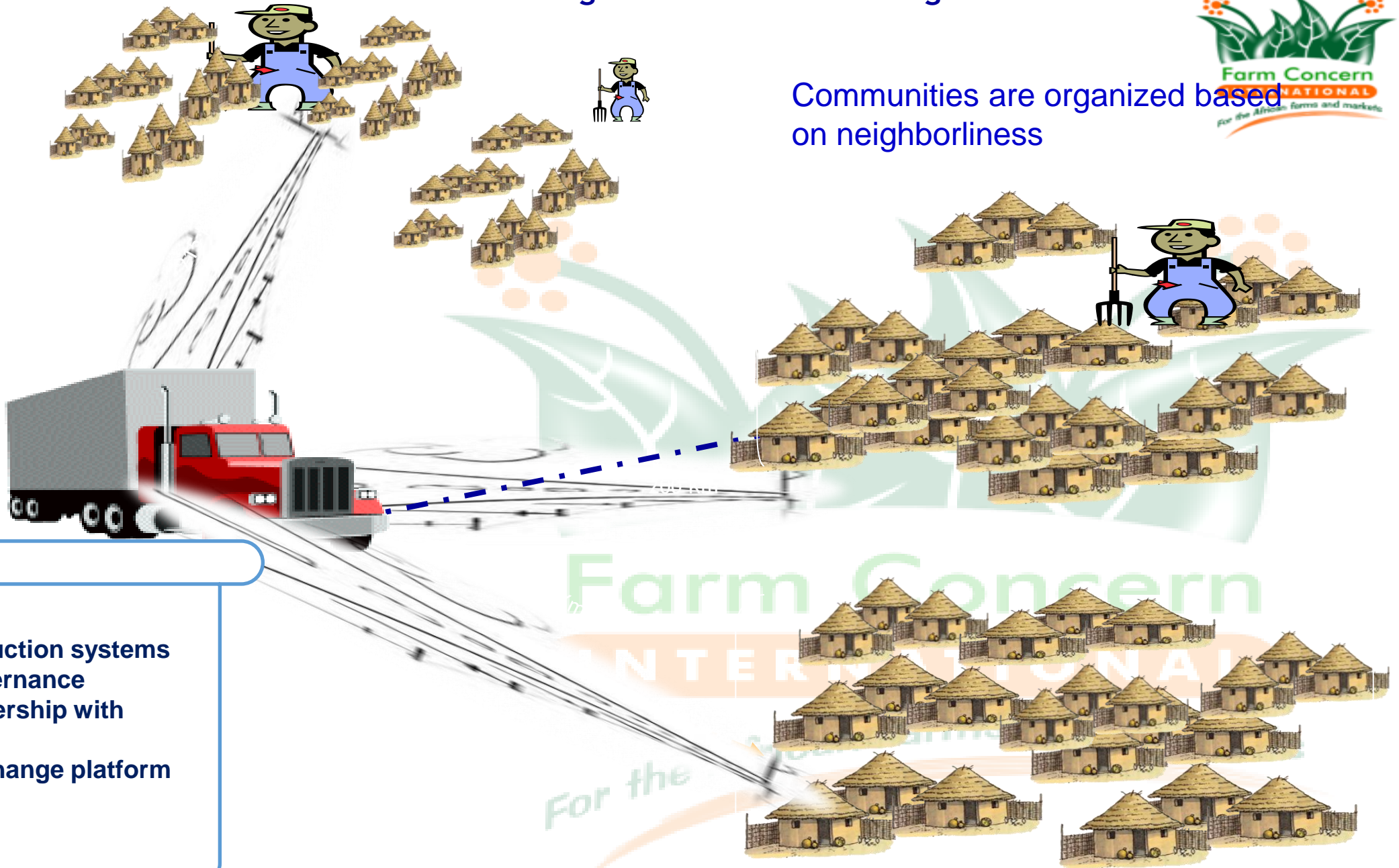




# Commercial Villages are Efficient trading blocks



Communities are organized based on neighborliness



- Organized production systems
- Structured governance
- Business partnership with buyers
- Information exchange platform established



## IMPACTS

### Impact on Traditional African Vegetables(TAVs) Market development

- Turning weeds (previously perceived by urban – lower, middle and upper incomes) to money! Delicacy
- 900% increase in consumption achieved
- TAVs images changed forever from poor man vegetable to all incomes level delicacy
- Nutritional Marketing through mass media(Radio, TVs, Urban open airs, In store promotions )
- 1 USD = 24 USD and touched over 5 million through media





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# Domestic Horticulture Markets DoHoMa



- Total number of farmers participating-1 13,575 HHs (500000 beneficiaries)Households(Tanzania, Rwanda, Malawi and Kenya)
- Total sales for targeted value chains -2011- 2013- USD 160 Million.
- Over 1000 buyers

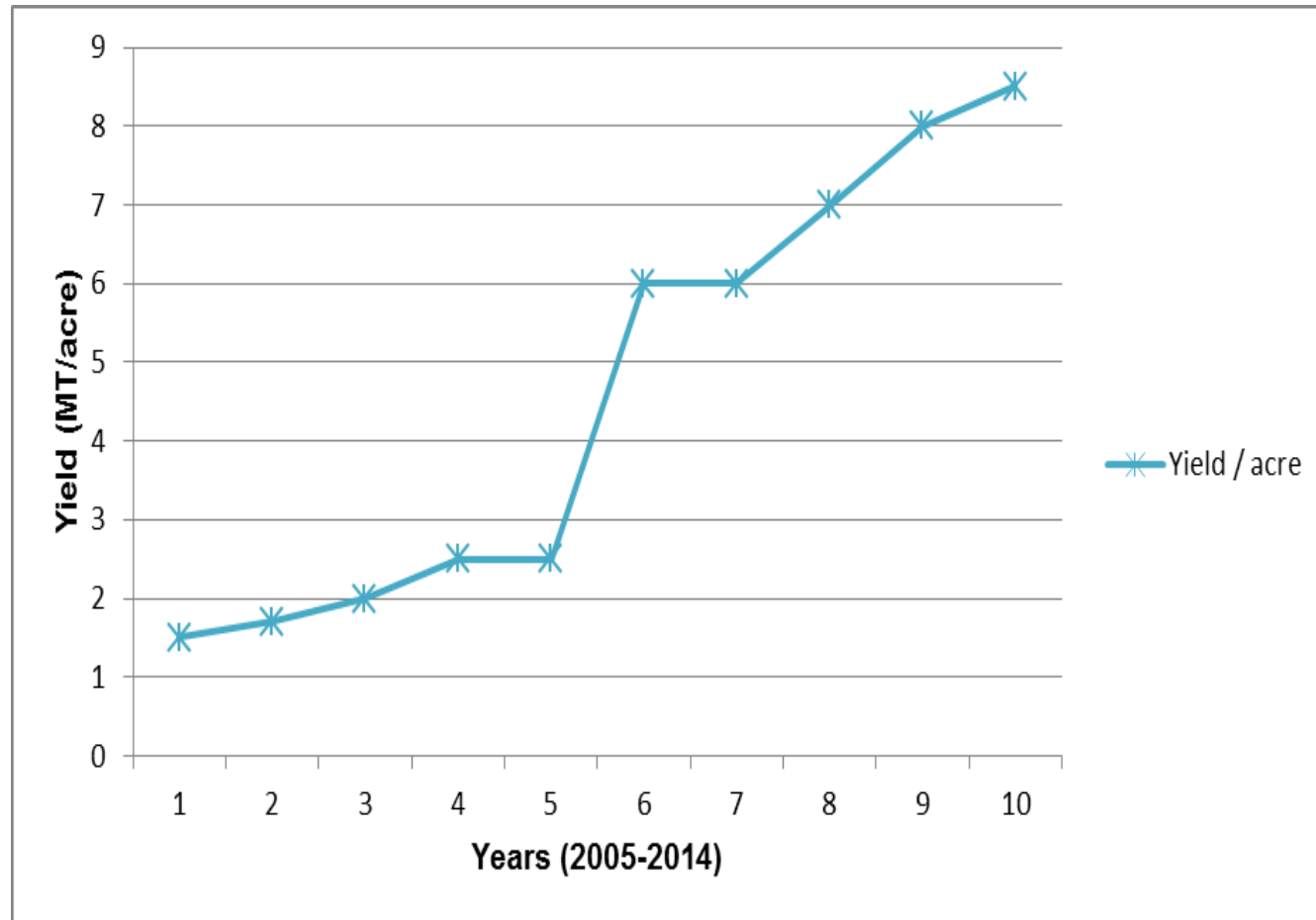
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# Bulb Onion Revolution in Kieni District, Nyeri County- Kenya

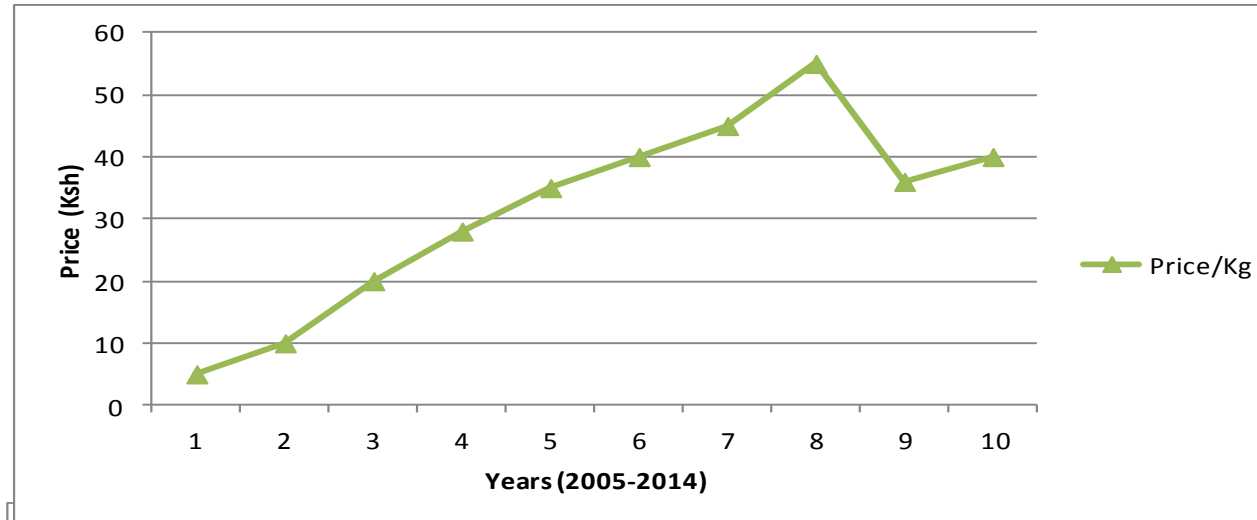


Average Yield per Acre

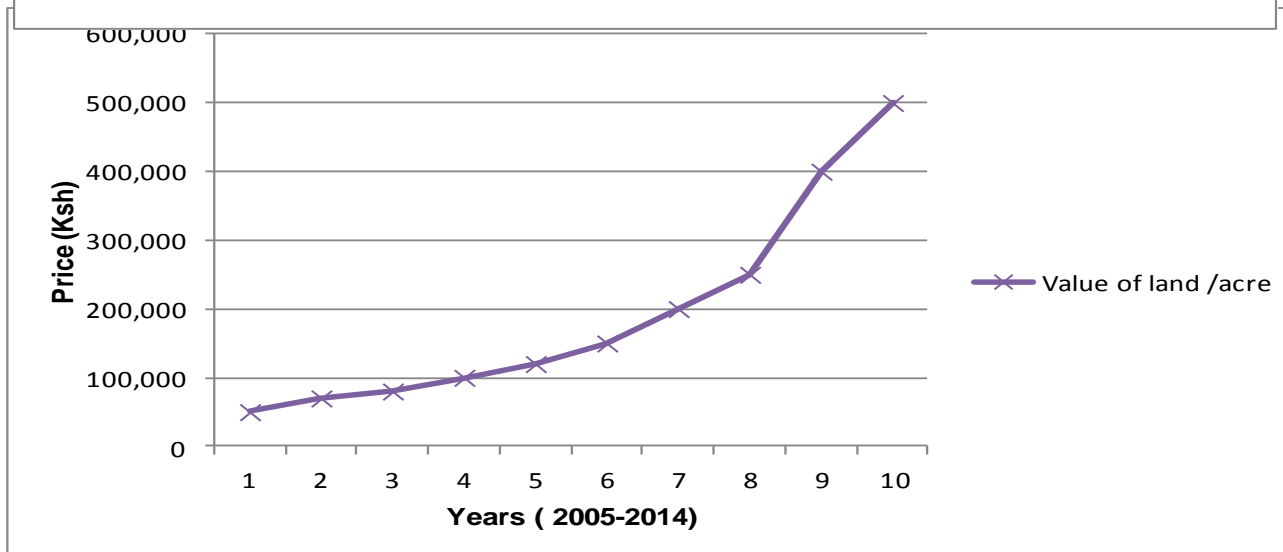




# Bulb Onion Revolution .....Kieni Cont....



Price Improvement  
from Ksh. 5 to a high  
of Ksh.55 per Kg



Land Value Improved  
from Ksh. 50000 to  
Current Ksh. 1/2 M



# Story of Onion, Daniel Gakuo, and markets



Wholesale Buyers

John Gakuo Makes **Ksh.8 M (USD 94,000)** annually courtesy of FCI – we have over 13000 households in Kieni



# Turned Same District in Kilimanjaro Tz into an economic Hub

- Price improved by over 66% from USD 0.61 to USD 1.01 per kilogram through strategic linkages with distribution companies and trade buyers.
- and while incomes improved by 149% from USD 7.3M to over 18.3 M
- Productivity improved by over 50% while priced improved by over 66%

Improved Rice Seeds  
SARO5 -TXD 306  
distribution

Japan (IR-54) is locally called *Kubwa Jinga* (Big fool) as it is flat in taste, has no aroma and is priced (USD 0.64) 50% SARO5-TXD 306 (USD 1.61) the one introduced by FCI World Vision and partners





# Malawi Thyolo and Zomba Districts Irish Potatoes Market Access Success



- Influenced market systems with over 200 wholesale buyers
- Annual Sale increases by 290.7% increase to over USD 4,067,656



Universal Industries support also Irish Potatoes Seed Systems





# Regional Market Influences in Rwanda



- Burundi and Tanzania trader linked to Musanze (North West Rwanda) for potatoes trade where prices improved by over 50%
- Reduction of loss due to weight (bagging) by over 40% through introduction of weighing scales
- Stable Government partnership where FCI attract positive commendation by both local and national government due to market/trade revolution through very strong CVs



Trader from Kimironko Market in Kigali Rwanda Linked to CVs



# VALUE CHAIN DEVELOPMENT

The greatest challenge in value chain development is the independence of the various actors within a value chain. This causes replication of efforts by various actors hence uncalled for waste.

FCI through the CVM has greatly influenced the synergy between the various actors hence increased effectiveness as the CVM serves as a platform for all the actors in a value chain.

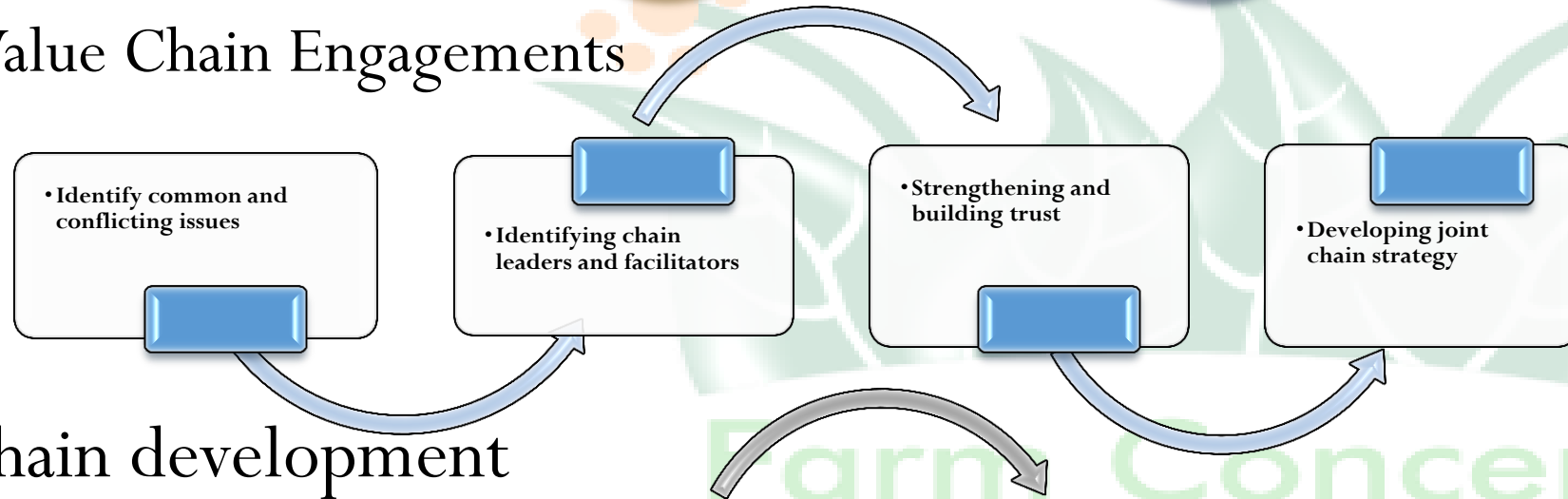




# 1. Value Networks analysis



# 2. Value Chain Engagements



# 3. Chain development



# 4. Monitoring and Evaluation 5. Learning and innovations

# Vision; Value Chain Wide Intervention and Strategic Investments



**Collective Action for Economies of scale**

**Post harvest Practices, Technologies and Infrastructures**

**Supply chain Efficiencies for market partnership**

UPGRADE VALUE CHAINS

Inputs Systems

SEED SYSTEMS

Good Agricultural Practiices

Private Sector Partnerships

Rural Extension System

The Water factor

- Capacity building
- Storage Systems
- Bulking
- Hygiene & Grading
- Packaging
- Labeling

**Informal markets**

**Formal markets**

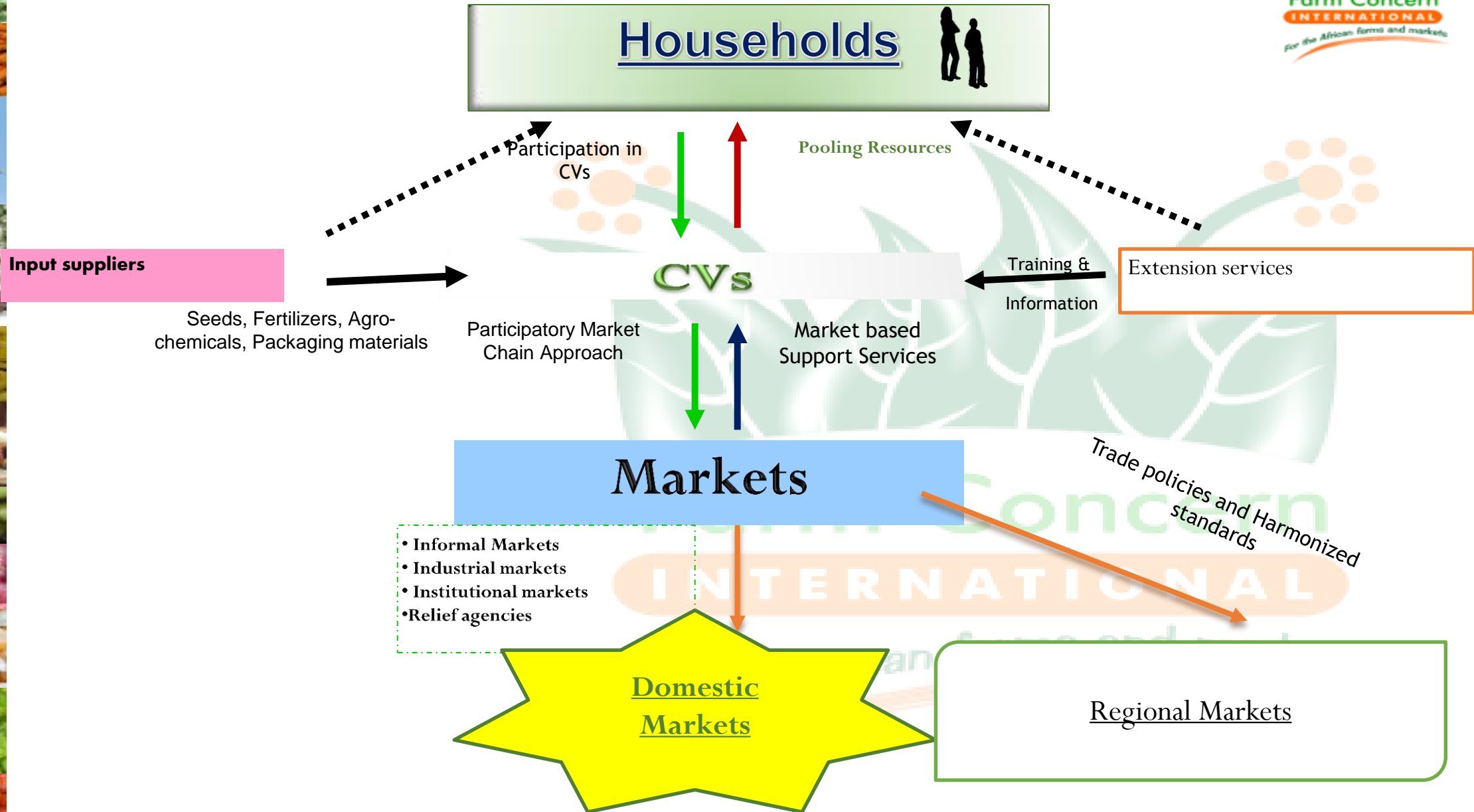
**Regional markets**

**International markets**

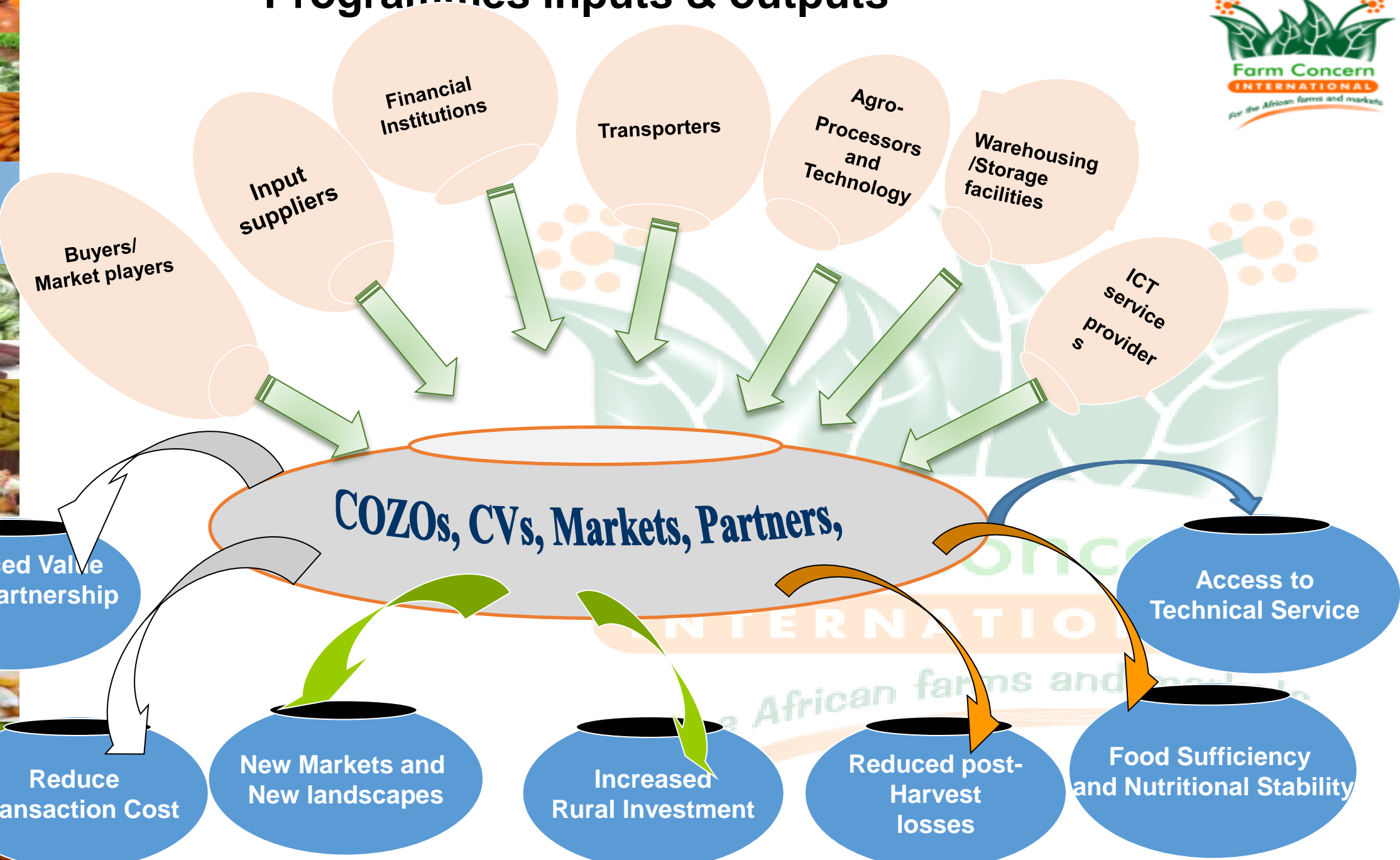
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# Commercial Villages interaction with other Value Chains players interaction

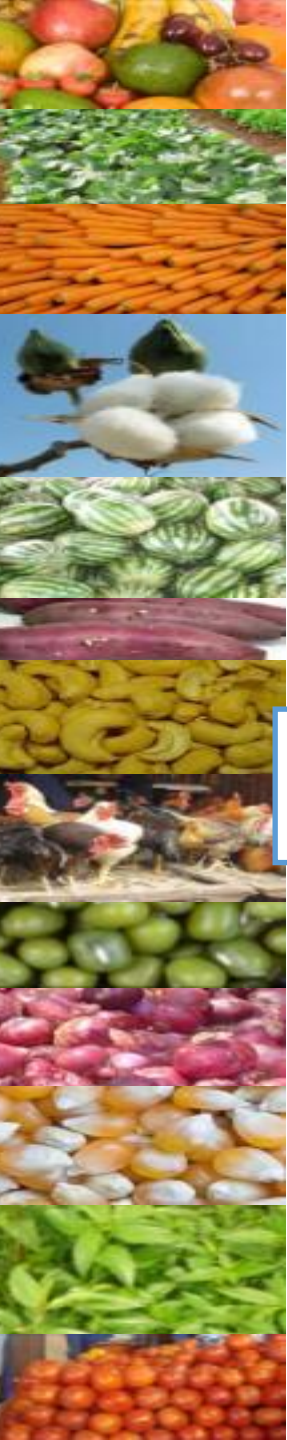


# Programmes inputs & outputs





# FCI Upgrades Value Chains through Technologies



Commercial Villages in Northern TZ installs Rice grading equipment after support by FCI



African Farmers









# Value Chain-wide Community integration



Demonstration of how solar functioning to villagers in Mtinko

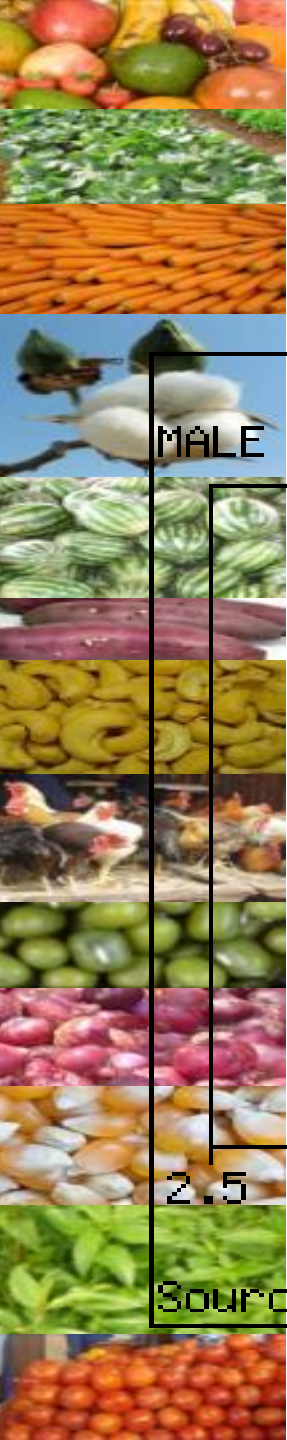








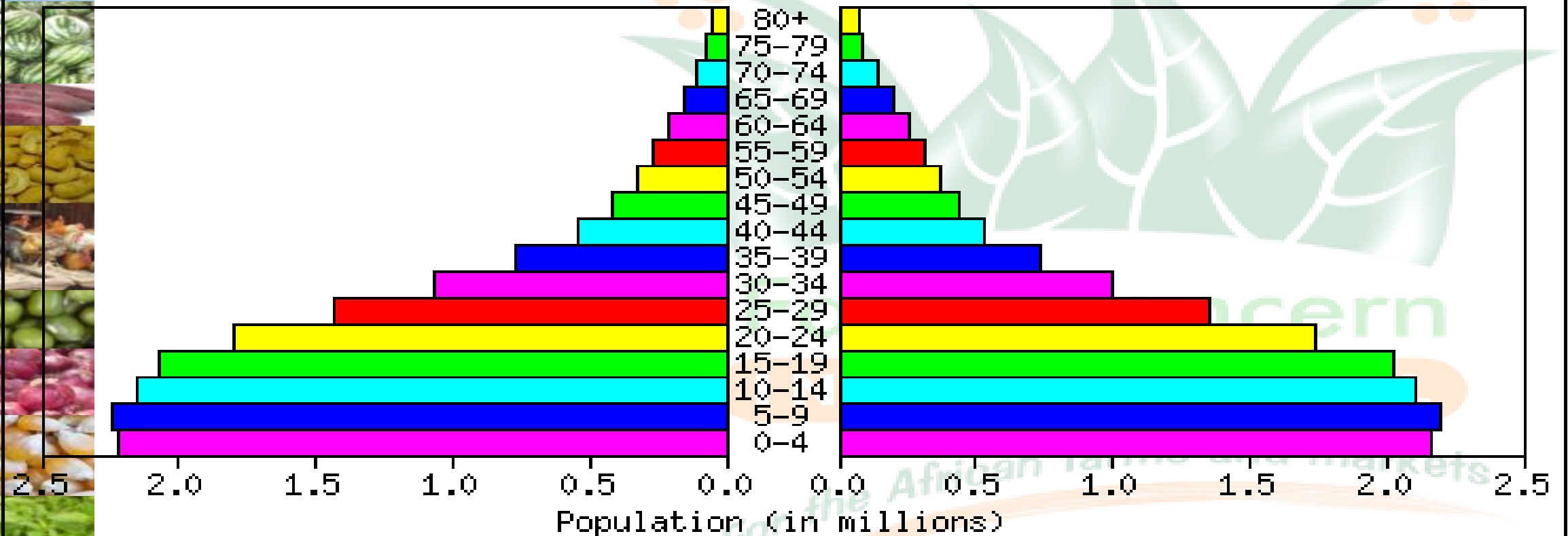
# KENYA'S POPULATION STRUCTURE IN 2003



**Kenya: 2003**

MALE

FEMALE



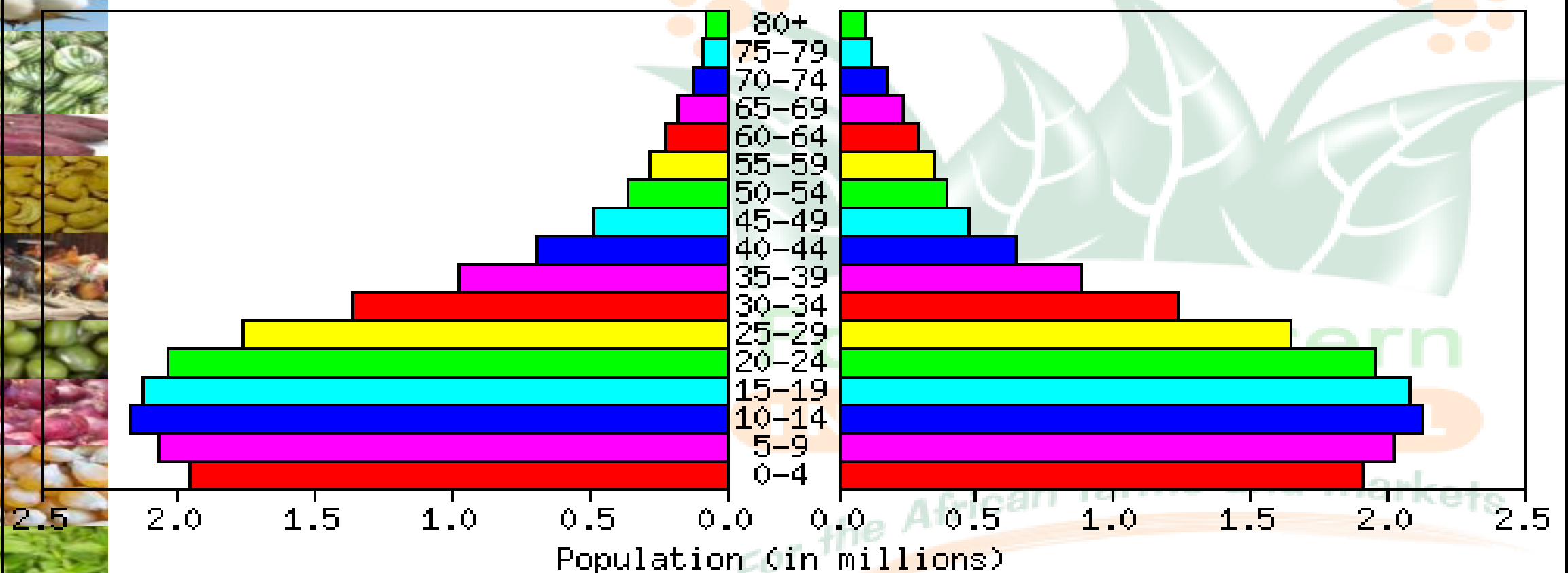
Source: U.S. Census Bureau, International Data Base.

# KENYA'S POPULATION STRUCTURE IN 2010

**Kenya: 2010**

MALE

FEMALE



Source: U.S. Census Bureau, International Data Base.



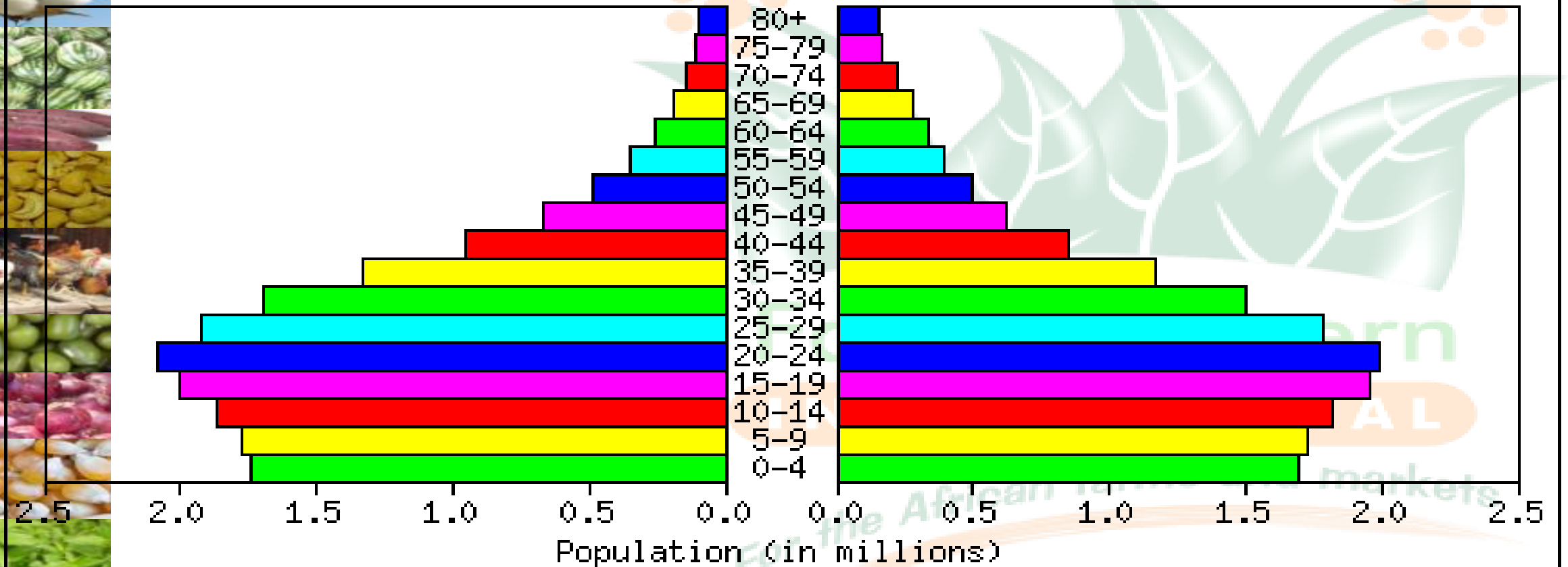
# KENYA'S POPULATION STRUCTURE IN 2020



Kenya: 2020

MALE

FEMALE

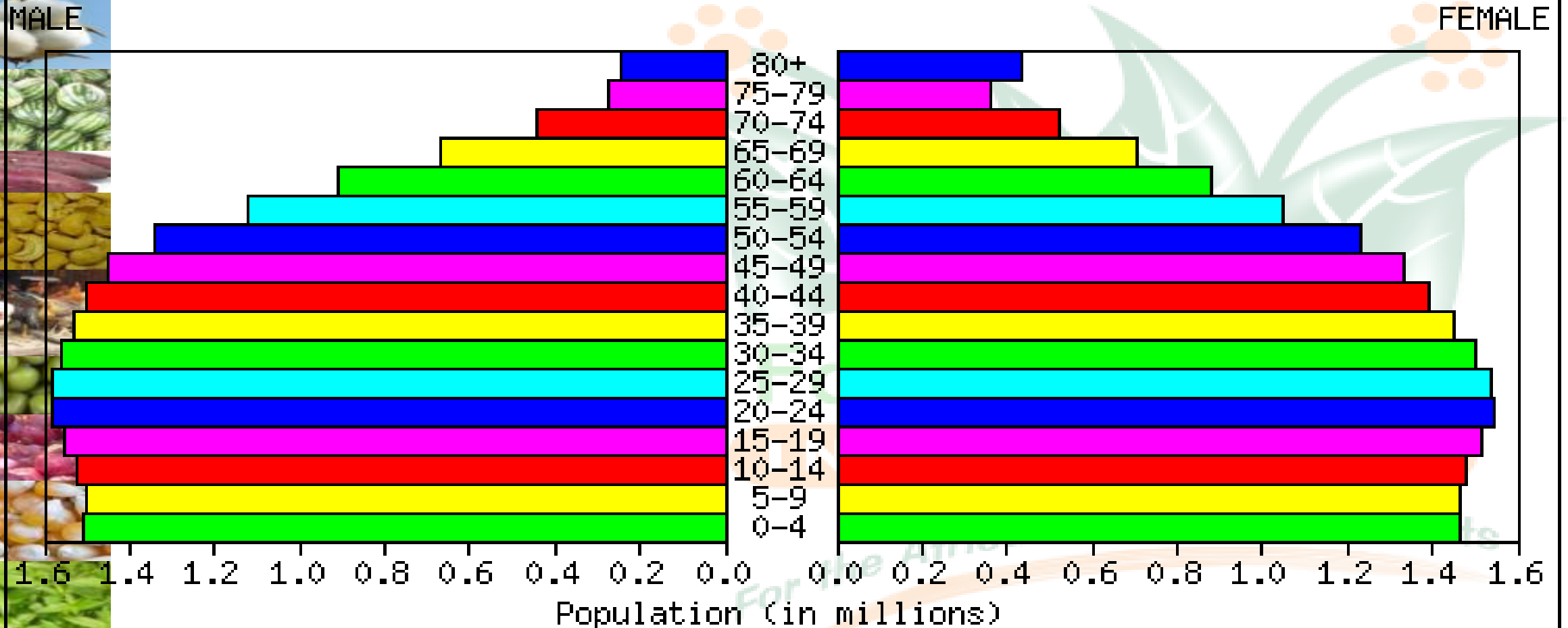


Source: U.S. Census Bureau, International Data Base.

# KENYA'S POPULATION STRUCTURE IN 2050



**Kenya: 2050**



Source: U.S. Census Bureau, International Data Base.





# Agriculture



Before



After "Results we can See"





# Cleaning Up Nairobi River

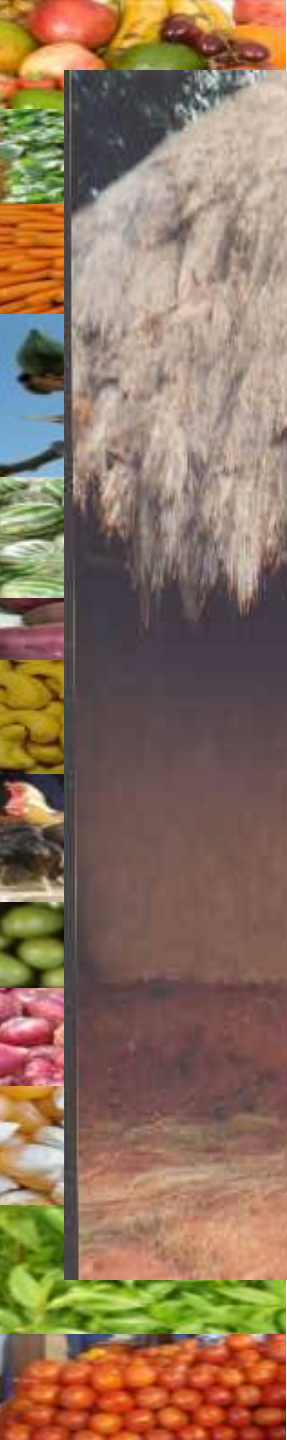


State of the River before

State of the River after clean up











'I can do ALL things through Christ who gives me the strength!" Phillipians 4:13





# *Winning Markets for smallholders!!!*

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THANK YOU

- [www.farmconcern.org](http://www.farmconcern.org)