



Kenya Horticulture Market Access Program (KHMAP)

**End of Project Report
June 2022**

Project Supported By



Proposed Project Title	Kenya Horticulture Market Access Program – KHMAP
TMEA Strategic Impact	
TMEA Strategic Outcome	
Project Intermediate outcome(s)	<ol style="list-style-type: none"> 1. Enhanced capacity of targeted farmers to meet market requirements (disaggregated by markets local/ export) 2. Enhanced Capacity of Pack House Staff to meet market requirements 3. Enhanced institutional capacity for progress tracking and Management 4. Enhanced Export Capacity for targeted value chains.
Implementing organisation	Fresh Produce Exporters Association of Kenya – FPEAK
Project Focal Person	Hosea Machuki
Project Budget	485,000 USD
Total Expenditure	485,000 USD
Project Duration	24 months
TMEA Project Leader	Hosea Machuki

List of Abbreviations and Acronyms

FPEAK	Fresh Produce Exporters Association of Kenya
KFC	Kenya Flower Council
FPC Kenya	Fresh Produce Exporters Association of Kenya
TMEA	Trade Mark East Africa
KHMAP	Kenya Horticulture Market Access Program
AFA-HCD	Agriculture and Food Authority – Horticulture Crops Directorate
CS	Cabinet Secretary
AAK	Agrochemical Association of Kenya
PCPB	Pests Control and Products Board
KEPHIS	Kenya Plant Health Inspectorate Services
GDP	Gross Domestic Product
KNBS	Kenya National Bureau of Statistics
KAA	Kenya Airports Authority
KPA	Kenya Ports Authority
MRLs	Maximum Residue Levels
EU	European Union
UAE	United Arabs Emirates
KEPROBA	The Kenya Export Promotion and Branding Agency
G.A.P.	Good Agricultural Practices
BRC	British Retail Consortium
LREB	Lake Region Economic Block
Ksh	Kenya Shilling
KENHA	Kenya National Highway Authority
KERRA	Kenya Rural Roads Authority
NPS	National Police Service
KS	Kenya Standard
M&E	Monitoring and Evaluation
HMIS	Horticulture Market Information System
NOREB	North Rift Economic Bloc
CECM	County Executive Committee Member
FOSS	Flowers and Ornamentals Sustainability Standard
SPS	Sanitary and Phytosanitary
TBTs	Technical Barriers to Trade

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1. Introduction and Background Information

1.1. About FPEAK/KFC & FPC Kenya

Fresh Produce Exporters Association of Kenya (FPEAK) is Kenya's premier trade association representing growers, exporters and service providers in the horticulture industry. Formed in 1975, when export horticulture was in its infancy, the association has grown to become Kenya's foremost sectoral trade association. Members of the association are involved in growing and/or exporting fresh cut-flowers, fruits, and vegetables. FPEAK provides a focal and coordination point for the horticulture export industry. FPEAK supports growers and exporters by providing technical and marketing information and training, act as an information center, and run active lobbying and advocacy programs to enhance the sector's competitiveness. FPEAK's mission is to develop, unite and promote the Kenyan horticultural industry in the global market with due regard to safety, good agricultural practices, social, ethical and environmental responsibilities while the vision is to make Kenyan horticulture the global choice. FPEAK currently represents over 200 members who are actively involved in the production and export of fresh fruits, vegetables and cut-flowers and over 25 affiliate members which provide various services to the exporters in the horticulture sector.

Kenya Flower Council (KFC) was formed in 1996 by Kenyan growers and exporters of cut-flowers. KFC is a business membership organization that advocates for interests and represents 80% of the flower industry in Kenya. At its formation, KFC's initial membership stood at 5 farm and has continuously grown to 130 large, medium and small producers and 93 associate members that provide essential services to the sector in Kenya. KFC's strategic pillars are; Advocacy and Partnerships, Compliance, Data Management, Trade Facilitation, Innovation for sustainability, Communication and Capacity Building and Promoting Kenya flower brand and FOSS label.

Fresh Produce Consortium of Kenya (FPC Kenya), hereafter the Consortium, is a trade association committed to driving the growth and success of fresh produce companies in Kenya and their partners. Registered in 2017, FPC Kenya is a new outlook of an association that started in 2013 as the Kenya Association of Small Exporters of Fruits and Vegetables of Kenya (KEFE). The Consortium was rebranded in 2017 to the Fresh Produce Consortium of Kenya in response to the growing demand to address stakeholders' needs at the local and international levels. FPC Kenya comprises producers, traders, and service providers for Kenya's fresh horticultural produce. FPC Kenya represents the interests of member companies (including family-owned, private, and publicly traded businesses and local and regional companies) throughout the fresh produce supply chain. With the increased diversity of its membership and given the opportunities presented in domestic and regional markets, it was necessary to change the mandate of FPC Kenya. FPC Kenya's current mandate is to promote the growth and success of fresh produce companies and their partners, with a greater focus on the domestic and regional markets.

1.2. About Project

The agriculture sector is the mainstay in the Kenyan economy contributing about 30% of the GDP and accounting for 80% of the employment. According to the Kenya National Bureau of Statistics (KNBS), the leading subsectors in 2018 were Dairy, Tea, and Horticulture in that order.

The Horticulture sector contributes significantly to the Gross Domestic Product (GDP) and provides employment to more than 6 million Kenyans directly and indirectly. The export value of horticulture in 2020 amounted to Ksh 151 billion as compared to Ksh 144.5 billion in 2019; this is equivalent to an increase of 6.5 billion in one year. In the recently released statistics by KNBS for the year 2021, Kenya earned horticultural foreign exchange amounting to Ksh 158 billion, overtaking the tourism and tea sectors. Kenya is a major exporter of horticultural produce to the world markets, especially the European Union.

Kenya Horticulture Market Access Program (KHMAP) aimed at improving market access for targeted value chains of Kenya's horticulture produce by supporting horticulture trade associations and other key actors to address industry constraints with the view of increasing the competitiveness of Kenya's fresh produce in the international market. The KHMAP targeted to reduce the high cost of doing business, inefficient logistics, reduce the number of interceptions of Kenya's horticulture produce in violation of SPS and food safety, negative perception of Kenya's produce, tariffs and TBTs, and lack of accessible and reliable horticulture data.

2. Progress made

	Planned outputs	Outcomes delivered
Outcome 1: Improved Market Systems	Conduct a Baseline Study	The baseline study was conducted by DEVELOPMENT FRONTIERS CONSULTANTS in 2020. This study brought to light insight on the status of the horticulture sector in 2020, the bottlenecks which were a hindrance to trade, the opportunities available in the sector and the possible solutions that the program could come up with to improve and promote the sector, nationally, regionally and internationally.
	Procurement of Data Recording and Analysis tools (computers)	The three horticulture sector associations, FPEAK, KFC and FPC Kenya got data tool (computers) through support from this program which is key in terms of data collection. A total of 16 computers and a printer were purchased and distributed to the staff of the various associations. These computers helped in data collection, collation and storage and were used to conduct trainings in this program and in other day to day activities. The computers also helped the association staff to communicate effectively with their members, among themselves and also with other industry stakeholders.
	Training on Data Collection	12 association staff from FPEAK, KFC and FPC Kenya were trained on data collection tools and methods on 19 th and 20 th August 2021 at Hotel Waterbuck, Nakuru. This training equipped the association staff with the knowledge on data collection tools and data collection methods which they used to collect data which was posted on the HMIS. The association staff also developed data collection tools which they used to collect data for this program and other future programs.
	Development and launch of Horticulture Marketing Information System	The Horticulture Market Information System was developed by LELDIS AFRICA LTD and was launched on 26 th April 2022. This portal benefits members of the horticulture sector representatives, FPEAK, KFC, FPC Kenya and other industry stakeholders in accessing real time data on areas of production, harvested volumes, exported volumes, value of trade in the different value chains of horticultural produce. The system is being used for marketing, news, getting inquiries for Kenyan produce, and provides a platform for international promotion of Kenya's fresh produce. The data within the portal will be

		used at defending Kenya's position when interacting with international and regional markets in terms of sustainable growing. The portal can be accessed by following this link https://horticulturekenya.com/ . The link to the HMIS was shared with all members of the associations, HCD, KEPHIS, PCPB, KEPROBA, AAK, RETRAK, COLEACP, UNIDO, USAID, Solidaridad and other stakeholders in the horticulture industry.
Outcome 2: Improved Horticulture sector Export strategies	Identification and diversification of new potential markets	A key component of the program was engaging with market players especially the buyers and service providers. Among the key strategies was positioning Kenya as a supplier of choice for fresh produce across the international markets. The Covid-19 pandemic, which started at the onset of the program in March 2020 reduced the magnitude at which international trade took place. As a result of this, there had been restrictions on international travel and postponement of a number of international exhibitions. The effect of this was that physical attendance to international trade exhibitions was not feasible during the program period. Due to this fact, the project consortium, FPEAK, KFC and FPC Kenya, revised the work plan and allocated the resources tagged for these activities to expanding the Horticulture Market Information System for improving horticultural trade in Kenya as well as increased data collection on the horticulture value chains. Approval for reallocation was sought from and provided for by TMEA.
	Initiate and facilitate exporter/importer Associations B to B	
	Participations in trade fairs	
Outcome 3: Trade and Investment promotion for horticulture	Hold advocacy meetings with stakeholders to address issues such as Freight and Logistics	<p>A total of 10 advocacy meetings were held with the horticulture sector industry representatives, FPEAK, KFC & FPC Kenya and other stakeholders including AFA-HCD, KEPHIS, AAK, PCPB, County Governments, KEPROBA, KPA, KAA, Kenya Airways, among others to lobby for improved infrastructure in handling fresh produce in various airports, and ports across the country. As a result of these engagements, the following was realized;</p> <ul style="list-style-type: none"> ➤ Counties in the North Rift Economic Bloc and Lake Region Economic Bloc committed to supporting increased production of horticultural produce in the region. Both NOREB and LREB realize that there is a huge potential for the region to

		<p>plug into the existing horticultural systems and also have access to Eldoret International Airport and Kisumu International Airport, which can be used as exit points of horticultural produce. Further to the commitment of KAA and Kenya Airways Cargo to facilitate installation of facilities to handle fresh produce in Eldoret International Airport and Kisumu International Airport, we had the maiden flight which was loaded with 5 tons of chili sourced from the lake and rift regions. For a start, Kenya Airways committed to have capacity to handle at least 6 tons of fresh produce daily. The capacity will rise to 16 tons daily if produce is available. As at April 2022, 60tons of fresh produce has been shipped through this facility. The improvement of the cargo handling facilities in the lake region does not benefit the horticulture sector only but also other crops like sugar, pyrethrum, tea, coffee, among others.</p> <ul style="list-style-type: none"> ➤ In the coast region, Mombasa, Kilifi, Malindi and Kwale counties, Kenya Airways cargo flew from Moi International Airport, Mombasa to Sharjah International Airport in the UAE had 20 tons of fresh produce and 23 tons of seafood on board in October 2021. Since then, a total of 150 tons of fresh produce has been shipped through this airport to various destinations across the world. The efforts to open up the coastal region to have more efficient facilities to handle cargo will not only benefit the horticulture sector but also other value chains like sisal, coconut, cashew nuts among others ➤ There are ongoing discussions to make intervention in the north region, Meru and Isiolo counties to facilitate Isiolo international Airport to ship horticultural produce, Miraa, Tea and other products from agricultural value chains. <p>The project consortium appreciates the support of this program on the strides made in handling logistics of fresh produce in the different regions of the country. However, there is still a lot of effort required to be put in ensuring sustainability and efficiency in the existing facilities, the newly developed</p>
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		facilities and the new once in the process of being developed.
	Conducting an economic review of Moi South Lake Road	An economic survey on the impact of Moi South Lake Road was undertaken and provided information on the status of the Moi South Lake Road in relation to businesses, farming and tourism around lake Naivasha. After presenting the findings of this economic survey to the County government of Nakuru, Kenya National Highway Authority (KENHA), Kenya Rural Roads Authority (KERRA), Principal Secretaries and business operators around Naivasha, the government of Kenya, through the Ministry of Transport and Infrastructure, rehabilitated a section of the road, Maai Mahiu – Moi South Lake Junction to KENGEN. This rehabilitation has since reduced the time taken to transport fresh produce from the farms, tremendously reduced the operations costs for the buses and truck ferrying workers and fresh produce respectively. This is a great achievement as a result of project intervention. The Government of Kenya, through the Ministry of Transport and Infrastructure has also committed to fully rehabilitate the road to join Moi North Lake Road.
Outcome 4: Capacity building and market linkages	Train and link at least 40 farmer groups to markets	Certification against internationally recognized voluntary standards is key in facilitating market access. FPEAK, KFC and FPC Kenya trained 1,131 (765 male & 375 female) farmer representatives attached to 46 farmer groups from the targeted 40 groups targeted trained on GLOBALG.A.P., KS 1758 part 1: Flowers & Ornamentals and Flowers and Ornamentals Sustainability Standard (FOSS). The farmer representatives subsequently trained at least 10 of their fellow group members trickling down the knowledge and information on market requirements. The exporters were able to attain recertification of the farmer groups on the various standards and also renewed their farming contracts with them in 2021. This consistently increased the volume and value of trade between the farmer groups and exporters who contracted them. 45 of the trained farmer groups have been trained are still under contract with the exporters but one of them, MALEWA FARMER group, contracted by INTERVEG EPZ LTD is no longer under contract due to breach contract which led to interception due to MRLs on French Beans.

	Train at least 100 packhouse staff towards food safety standards e.g., BRC, FSSC 22000, HACCP	Member companies drawn from FPEAK and FPC Kenya (6 from FPEAK and 5 from FPC Kenya) were trained on Food Safety Management Systems, FSSC 22,000, HACCP and BRC. The training reached a total of 137 packhouse staff from the targeted 100 staff drawn from the 11 packhouses. The trainings ensured that knowledge on food safety management systems which in turn ensured compliance with food handling systems which in turn guaranteed them to trade with different importers in the EU, UK, Australia and other markets. 9 of the beneficiary companies were able to attain certification on the different standards, FSSC 22000, BRC, HACCP, one company has improved the systems in their packhouse and one company, MAKINDU GROWERS LTD has unfortunately shut down due to the effects of the COVID-19 pandemic.
Outcome 5: Institutional capacity development of horticulture institutions and trade support bodies	Train association staff on M&E	Through this program, 12 association staff drawn from FPEAK, KFC and FPC Kenya were trained on M&E. the training was conducted by DEVELOPMENT FRONTIERS CONSULTANTS. The training has helped the association staff to develop a proper Monitoring and Evaluation plan for this program and for future programs. This helped the program consortium to ensure it met the objectives and outcomes of the program and other future programs. A M&E training and reference manual has been developed and is currently with the associations' staff for use. This manual enhanced the capacity of the associations with respect to M&E thus improving the overall organizational effectiveness in this particular program as well as other future programs.
	Development of customised M&E capacity building tools/ guidelines (manuals)	After the horticulture sector representatives staff received training on M&E, the consultant, DEVELOPMENT FRONTIERS CONSULTANTS assisted in developing customized tools and guidelines on M&E. These tools have been provided to the association staff and will be useful in ensuring that we meet the objectives and deliverables of this particular project and other future programs.

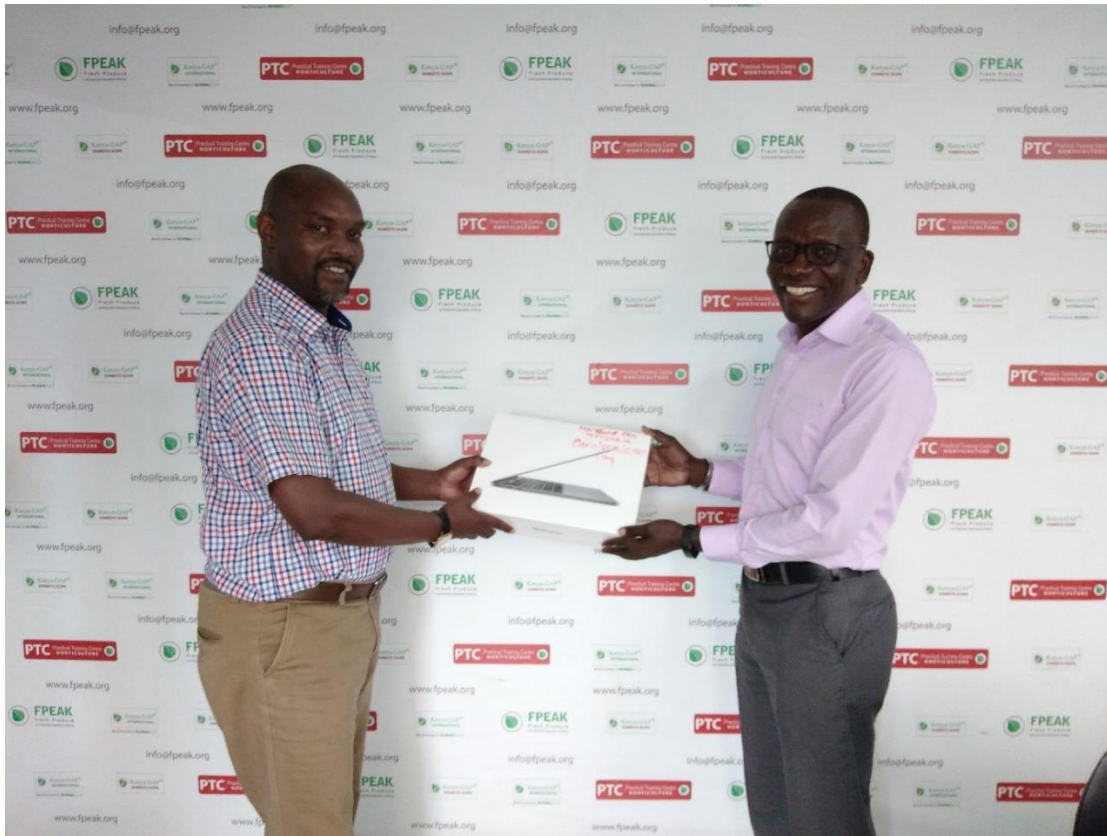
Outcome 1: Improved Market Systems

Purchase of computers

The three horticulture sector associations, FPEAK, KFC and FPC Kenya got data tools (computers) through support from this program which is key in terms of data collection. A total of 16 computers and a printer were purchased and distributed to the staff of the various associations. These computers helped in data collection, collation and storage and were used to conduct trainings in this program and in other day to day activities. The computers also helped the association staff to communicate effectively with their members, among themselves and also with other industry stakeholders.



Mr. Okisegere Ojepat, CEO FPC Kenya, Receives a computer from Mr. Hosea Machuki, CEO FPEAK



Mr. Clement Tulezi, CEO KFC, receives a computer from Mr. Hosea Machuki, CEO FPEAK

Training on Data Collection

12 association staff from FPEAK, KFC and FPC Kenya were trained on data collection tools and methods on 19th and 20th August 2021 at Hotel Waterbuck, Nakuru. This training equipped the association staff with the knowledge on data collection tools and data collection methods which they used to collect data which was posted on the HMIS. The association staff also developed data collection tools which they used to collect data for this program and other future programs.



A group photo of the participants during the data collection training, August 2021

Development of HMIS

The Horticulture Market Information System was developed by LEDIS AFRICA LTD and was launched on 26th April 2022. This portal benefits members of the horticulture sector representatives, FPEAK, KFC, FPC Kenya and other industry stakeholders in accessing real time data on areas of production, harvested volumes, exported volumes, value of trade in the different value chains of horticultural produce. The system is being used for marketing, news, getting inquiries for Kenyan produce, and provides a platform for international promotion of Kenya's fresh produce. The data within the portal will be used at defending Kenya's position when interacting with international and regional markets in terms of sustainable growing. The portal can be accessed by following this link <https://horticulturekenya.com/>. The link to the HMIS was shared to all members of the associations, HCD, KEPHIS, PCPB, KEPROBA, AAK, RETRAK, COLEACP, UNIDO, USAID, Solidaridad and other stakeholders in the horticulture industry.



Participants following proceedings during the launch of HMIS



Stakeholders in the Horticulture Sector pose for a group photo during the launch of HMIS



Ms. Anataria Karimba, TMEA, gives remarks during the launch of HMIS



Mr. Benjamin Tito, Director HCD, gives remarks during the launch of HMIS

Outcome 3: Trade and Investment promotion for horticulture

A total of 10 advocacy meetings were held with the horticulture sector industry representatives, FPEAK, KFC & FPC Kenya and other stakeholders including AFA-HCD, KEPHIS, AAK, PCPB, County Governments, KEPROBA, KPA, KAA, Kenya Airways, among others to lobby for improved infrastructure in handling fresh produce in various airports, and ports across the country. As a result of these engagements, the following was realized;

- Counties in the North Rift Economic Bloc and Lake Region Economic Bloc committed to supporting increased production of horticultural produce in the region. Both NOREB and LREB realizes that there is a huge potential for the region to plug into the existing horticultural systems and also have access to Eldoret International Airport and Kisumu International Airport, which can be used as exit points of horticultural produce. Further to the commitment of KAA and Kenya Airways Cargo to facilitate installation of facilities to handle fresh produce in Eldoret International Airport and Kisumu International Airport, we had the maiden flight which was loaded with 5 tons of chili sourced from the lake and rift regions. For a start, Kenya Airways committed to have capacity to handle at least 6 tons of fresh produce daily. The capacity will rise to 16 tons daily if produce is available. As at April 2022, 60tons of fresh produce has been shipped through this facility. The improvement of the cargo handling facilities in the lake region does not benefit the horticulture sector only but also other crops like sugar, pyrethrum, tea, coffee, among others.



Dr. Dominic Biwott, CEO NOREB, gives remarks during the forum



H.E. Daniel Chemno, Deputy Governor, Uasin Gishu County, gives remarks during the forum



Panelists give remarks during the NOREB forum



FPEAK CEO, Mr. Hosea Machuki addresses the LREB forum



H.E. Hon. Wycliffe Ambetsa Oparanya, EGH, Governor, Kakamega County and Chairperson of the LREB addresses the LREB forum



H.E. HON. JAMES E.O ONGWAE, EGH, CBS, EBS, OGW, Governor Kisii County and Vice Chair of the LREB addresses the LREB forum



H.E. Prof. Peter Anyang' Nyong'o, Governor, County Government of Kisumu addresses the LREB forum



Fresh Produce Being Loaded on the KQ plane at Kisumu International Airport



The chairman of the LREB and Governor, Kakamega County, H.E. Hon. Wycliffe Ambetsa Oparanya, EGH, addresses the forum. Looking on is H.E. Prof. Peter Anyang' Nyong'o, Governor Kisumu County.

- In the coast region, Mombasa, Kilifi, Malindi and Kwale counties, Kenya Airways cargo flew from Moi International Airport, Mombasa to Sharjah International Airport in the UAE had 20 tons of fresh produce and 23 tons of seafood on board in October 2021. Since then, a total of 150 tons of fresh produce has been shipped through this airport to various destinations across the world. The efforts to open up the coastal region to have more efficient facilities to handle cargo will not only benefit the horticulture sector but also other value chains like sisal, coconut, cashew nuts among others.



Stakeholders when they paid a courtesy call to Kilifi County CECM for Agriculture



Stakeholders during the visit to Kentaste LTD



Fresh Produce Stakeholders during a press conference at Mombasa County

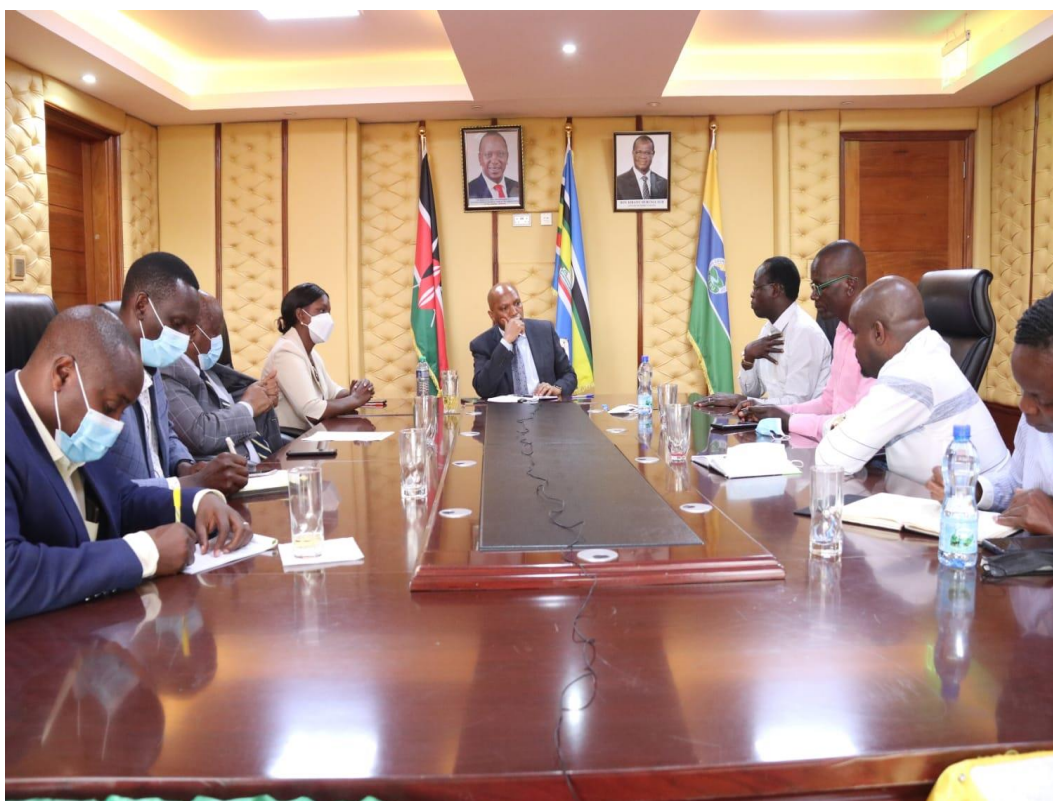


Produce getting loaded on a Kenya Airways Cargo plane at Moi International Airport, Mombasa.

- There are ongoing discussions to make intervention in the north region, Meru and Isiolo counties to facilitate Isiolo international Airport to ship horticultural produce, Miraa, Tea and other products from agricultural value chains.



Fresh Produce team takes a group photo at Meru County Offices



The fresh produce team during a meeting in the Meru County Government Boardroom



The fresh produce team at the Isiolo International Airport



The fresh produce team inspecting the cargo handling facility which is scheduled for completion in February 2022

Economic Survey on Moi South Lake Road

An economic survey on the impact of Moi South Lake Road was undertaken and provided information on the status of the Moi South Lake Road in relation to businesses, farming and tourism around lake Naivasha. After presenting the findings of this economic survey to the County government of Nakuru, Kenya National Highway Authority (KENHA), Kenya Rural Roads Authority (KERRA), Principal Secretaries and business operators around Naivasha, the government of Kenya, through the Ministry of Transport and Infrastructure, rehabilitated a section of the road, Maai Mahiu – Moi South Lake Junction to KENGEN. This rehabilitation has since reduced the time taken to transport fresh produce from the farms, tremendously reduced the operations costs for the buses and truck ferrying workers and fresh produce respectively. This is a great achievement as a result of project intervention. The Government of Kenya, through the Ministry of Transport and Infrastructure has also committed to fully rehabilitate of the road will be undertaken to join Moi North Lake Road.



Stakeholders follow through the proceedings



Stakeholders follow proceedings during the presentation of findings



Mr. Hosea Machuki, CEO FPEAK, during a press briefing at the stakeholder forum.

Outcome 4: Capacity building and market linkages

Training of Farmer Groups

- Certification against internationally recognized voluntary standards is key in facilitating market access. FPEAK, KFC and FPC Kenya trained 1,131 (765 male & 375 female) farmer representatives attached to 46 farmer groups from the targeted 40 groups targeted trained on GLOBALG.A.P., KS 1758 part 1: Flowers & Ornamentals and Flowers and Ornamentals Sustainability Standard (FOSS). The farmer representatives subsequently trained at least 10 of their fellow group members trickling down the knowledge and information on market requirements. The exporters were able to attain recertification of the farmer groups on the various standards and also renewed their farming contracts with them in 2021. This consistently increased the volume and value of trade between the farmer groups and exporters who contracted them. 45 of the trained farmer groups have been trained are still under contract with the exporters but one of them, MALEWA FARMER group, contracted by INTERVEG EPZ LTD is no longer under contract due to breach contract which led to interception due to MRLs on French Beans. This can be seen in the tables below

FPEAK Farmer Groups

Company	Farmer Group	Value in 2020	Value in 2021	Value in 2022
KEITT Exporters	Gituamba Bidii SHG	28,035,943.65	33,000,000.00	18,023,106.47
	Unity Farmers	13,517,329.41	14,300,000.00	7,860,076.97
	Ikolya River SHG	23,485,000.00	28,800,000.00	15,829,000.00
	Mwaani SHG	9,812,580.57	11,200,000.00	6,558,408.09
	Wautu River SHG	13,116,816.18	15,200,000.00	8,911,424.93
	Woni Mbere	20,125,801.80	22,400,000.00	12,616,174.35
Veg Pro Ltd	Loitoktok Fresh Growers	45,728,585.37	52,000,000.00	28,526,572.62
	Kajiado Outgrowers	13,577,406.57	16,120,000.00	9,672,400.53
East African Growers	Enakiron CBO	15,304,621.41	17,160,000.00	10,075,416.98
	Friends of Kilimanjaro Initiative	24,015,789.72	27,600,000.00	15,654,570.52
Interveg EPZ LTD	Malewa Outgrowers	27,575,353.26	31,620,000.00	
TOTAL		234,295,227.94	269,400,000.00	133,727,151.44

FPC Kenya Farmer Groups

Company	Farmer Group	Value in 2020	Value in 2021	Value in 2022
Centre for Fresh Produce Ltd	Saghaigu farmers SHG	11,347,000.00	13,500,000.00	7,899,000.00
Centre for Fresh Produce Ltd	Nyolo Farmers Help Group	2,056,900.00	4,800,000.00	2,628,000.00
Benok Agencies	Chemamer Avocado farmers group	5,867,090.00	7,410,000.00	4,382,004.00
Medira Limited	Mugango Enviromental Group	8,769,300.00	10,350,000.00	6,558,420.00
Premier Fresh Limited	Kithimani Growers SHG	7,486,500.00	9,020,000.00	6,093,320.00
Arvilian Growers Limited	Likuyani Farmers SHG	13,457,990.00	15,390,000.00	8,673,400.00
Kenton Farm Limited	Kenton Farm Outgrowers Group	33,547,009.00	36,040,000.00	19,478,002.00
Green Gold Limited	Isinga Avocado farmers group	19,456,930.00	21,600,000.00	11,795,200.00
Green Gold Limited	Matungulu Avocado Farmers group	15,304,600.00	17,280,000.00	10,075,416.98
Premier Farm Limited	Chemororoch farmers Group	1,804,620.00	2,800,000.00	3,643,005.00
Seiyan Products Limited	Kikawani Farmers SHG	27,575,353.26	5,250,000.00	3,370,000.00
Seiyan Products Limited	Ithui Green growers SHG	5,893,610.00	7,920,000.00	4,324,510.00
Gima Fruveges	Hope Tomato and Avocado growers SHG	5,239,700.00	7,560,000.00	4,451,645.00
Marja General Trading Limited	Isyukoni Farmers SHG	8,727,300.00	10,560,000.00	6,713,445.00
TOTAL		141,716,084.26	169,480,000.00	100,085,367.98

KFC Farmer Groups

Company	Farmer Group	Value in 2020	Value in 2021	Value in 2022
	11 Groups under WILMAR	64,328,500.00	66,975,000.00	34,173,450.00
	13 Groups under ZEDGE	39,479,200.00	41,768,221.00	21,594,820.00
	BULGATE Group	11,925,000.00	13,650,720.00	7,603,450.00
	FINAFLOWERS	16,394,000.00	18,567,860.00	10,058,270.00
TOTAL		132,126,700.00	140,961,801.00	73,429,990.00



An agronomist, addressing members of a farmer group during a training session in Isinya, Kajiado county



FPEAK Trainer, Mr. Anthony Mutiso, addresses a farmer group during training.



Farmers following a training session in Nyandarua County

Training of Packhouse Staff

Member companies drawn from FPEAK and FPC Kenya (6 from FPEAK and 5 from FPC Kenya) were trained on Food Safety Management Systems, FSSC 22,000, HACCP and BRC. The training reached a total of 137 packhouse staff from the targeted 100 staff drawn from the 11 packhouses. The trainings ensured that knowledge on food safety management systems which in turn ensured compliance to food handling systems which in turn guaranteed them to trade with different importers in the EU, UK, Australia and other markets. 9 of the beneficiary companies were able to attain certification on the different standards, FSSC 22000, BRC, HACCP, one company has improved the systems in their packhouse and one company, MAKINDU GROWERS LTD has unfortunately shut down due to the effects of the COVID-19 pandemic. The packhouses who managed to stay afloat during the pandemic have since increased trade of their fruits and vegetables as seen in the tables below;

FPEAK Member Companies

Company	Training topic	Value in 2020	Value in 2021	Value in 2022
OLIVADO EPZ LTD	Emerging Food Safety Aspects 2020 (Food Fraud and Food Defense.)	1,000,000,000.00	1,250,000,000.00	950,000,000.00
FOREVERGREENS LTD	Implementation and maintenance of Food Safety Management System	62,900,000.00	64,000,000.00	33,150,000.00
Vert Ltd	Implementation and maintenance of Food Safety Management System	300,000,000.00	370,000,000.00	210,000,000.00
Makindu Growers & Packers LTD	Implementation and maintenance of Food Safety Management System	67,000,000.00	68,000,000.00	
Veg Pro Group	Implementation and maintenance of Food Safety Management System	4,900,000,000.00	5,300,000,000.00	3,050,000,000.00
AAA Growers	Implementation and maintenance of Food Safety Management System	1,000,000,000.00	1,800,000,000.00	1,150,000,000.00
TOTAL		7,329,900,000.00	8,852,000,000.00	5,393,150,000.00

FPC Kenya Members

Company	Training topic	Value in 2020	Value in 2021	Value in 2022
Afrex Gold Ltd.	Emerging Food Safety Aspects 2020 (Food Fraud and Food Defense.)	10,000,000.00	12,000,000.00	6,750,000.00
Plan Fresh	Implementation and maintenance of Food Safety Management System	4,900,000.00	5,700,000.00	3,500,000.00
Avo Veg Health Kenya LTD	Implementation and maintenance of Food Safety Management System	195,000,000.00	198,000,000.00	100,650,000.00
Phyma Fresh Produce LTD	Implementation and maintenance of Food Safety Management System	223,000,000.00	225,000,000.00	114,500,000.00
Jani Fresh LTD	Implementation and maintenance of Food Safety Management System	67,500,000.00	69,000,000.00	36,000,000.00
TOTAL		500,400,000.00	509,700,000.00	261,400,000.00

2.1. Key activities, outputs completed

- All Activities under outcome 1: Improvement and Operationalization of HMIS i.e., conducting a baseline study, procurement of data recording and analysis tools (computers) were all completed
- All activities under outcome 3: Trade and investment promotion for horticulture i.e., holding meetings with stakeholders on freight and logistics and conducting an economic survey of Moi South Lake Road were all completed
- All activities under outcome 4: capacity building and market linkages i.e., training and market linkage of at least 40 farmer groups on market requirements and training of at least 100 packhouse staff on food safety management systems, FSSC 22000, BRC, HACCP among others were all completed.
- All activities under outcome 5: institutional capacity development of associations i.e., training of association staff on M&E and development of customized M&E capacity building tools were all completed

2.2. Key outputs not completed

- Activities under outcome 2: development of Market entry strategies i.e., organizing B2B meetings between exporters and importers and participating in international trade fairs was not completed due to the COVID-19 pandemic which restricted international movement and physical meetings which led to postponement of a number of important trade fairs.

2.3. Key outputs completed but not planned

2.4. Key outcomes achieved

- Maiden flight from Kisumu International airport to the EU which had on board 5 tons to chili
- Maiden flight from Moi International Airport, Mombasa, to Sharjah International Airport, UAE which had on board 20 tons of fresh produce

2.5. Financial report

3. Lessons learnt

3.1. Lessons learnt on what was done well

- Key partnerships created - Partnerships have been formed with key stakeholders for instance county governments, and high-level national government authorities. This has impacted steadily the growth of horticulture sub-sector
- Teamwork between the three trade associations has helped the sub-sector achieve its results
- Internal organizational skills have been leveraged to achieve greater impact in service delivery

3.2. Lessons learned needed to be improved

- Innovative and cost-effective ways were not used to communicate activity progress such as on social media platforms where there are budget constraints. If this would have been adopted, it would have had a greater impact
- Long audit process. This can be improved by conducting simpler and swift audits on expenditure verification
- The East African Community was not leveraged when advocating for increased air space and reduced freight costs. Collaborate with regional stakeholders when addressing cross-regional concerns such as air travel and freight cost
- Develop a work plan that accommodates the disbursement processes allowing ample time for the development partner to release funds in a manner that doesn't slow the project progression

3.3. Case studies of success

4. Recommendations and way forward

4.1. Recommendations

- Simpler and swift audit process
- Simpler processes to release funds
- Engage the media for a wider reach of the audience
- Allocate funds for sufficient engagement communication and marketing of the program to showcase wins

4.2. Sustaining and expanding the project

- Engagement with Government – the Private sector will continue to engage with the government ministries and agencies like KEPROBA, KEPHIS, and AFA-HCD on the promotion of the horticulture sector to both regional and international markets
- The private sector will continue to engage other development partners in order to leverage the TMEA support program

4.3. Way forward

Annexes

1. Integrated work plan including status of achievement

		2015										SD	
INTEGRATED PROJECT WORK PLAN AND BUDGET		FY 2020 - 2022 (Feb 20-Feb 22)											
OUTCOMES OUTPUT ACTIVITY		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9			
1	Improved market information systems											Actual spent	
1.1	Improvement and operationalization of Horticulture Market Information Systems										164,700.00		
1.1.1	Development/review of standard guide for field and market data collection										5,000.00	5,502.01	
1.1.2	Data recording and analysis tools (computers)										20,000.00	19,846.90	
1.1.3	Training on data collection										10,000.00	10,478.88	
1.1.4	Data Collection and validation activity										28,700.00	29,175.18	
1.1.5	Development of Horticulture Market information Portal										100,000.00	100,413.85	
1.1.6	Market information publication & dissemination										1,000.00	651.77	
2	Improved Horticulture sector Export strategies												
2.1	Development of market entry strategies										-		
2.1.2	initiate and facilitate exporter/importer Associations B to B										-		
2.1.3	Participations in trade fairs										-		
3	Trade and Investment promotion for horticulture (including promotion meetings, trade fairs)										70,000.00		
3.1	Organise member conferences/ Forums on market sustainability and Market access										-		
3.2	Hold advocacy meetings with stakeholders to address issues such as Freight and Logistics)										70,000.00	70,401.80	
4	Capacity building and market linkages - (domestic, regional, international)										133,300.00		
4.1	Train at least 40 select farmer groups and link them to new markets										75,300.00	76,889.37	
4.2	Train at least 100 packhouse staff on food safety standards e.g. BRC, FSSC 22000, HACCP										39,000.00	37,311.30	
4.3	Economic Study for Moi South Lake Road										19,000.00	19,521.95	
5	Institutional capacity development of horticulture institutions and trade support bodies (FPEAK + KFC +FPC Kenya)										25,000.00		
5.1	Train association staff on project M&E and data management										20,000.00	20,000.03	
5.2	Development of customised M&E capacity building tools/ guidelines (manuals)										5,000.00	4,988.97	
6	Project M&E										47,000.00		
6.1	Project Baseline study										25,000.00	24,864.49	
6.2	Review and Monitoring meetings										5,000.00	6,274.06	
6.3	Endline evaluation										17,000.00	17,598.86	
	TOTAL										440,000.00		
	Administrative costs where applicable 10% (For grants)										45,000.00	45,000.00	
	TOTAL BUDGET										485,000.00	488,919.42	
											-		
											Total budget	485,000.00	
											Total expenditures	488,919.42	
											Percentage spent	101%	

2. Project financial report (ms- excel)

1.12 TMEA Grant Detail Sheet							
Description	Allocation \$	Cumulative Spend b/f FY 2021	Spend for quarter One 2022	Spend for quarter Two 2022	Budget Balance	Forecast for next quarter	
1. Improved market information systems		-					
Development/review of standard guide for field and market data collection	\$ 5,000.00	\$ 5,502.01			\$ (502.01)	-	
Data recording and analysis tools (computers)	\$ 20,000.00	\$ 19,846.90			\$ 153.10	-	
Training on data collection	\$ 10,000.00	\$ 10,478.88			\$ (478.88)	-	
Data Collection and validation activity	\$ 28,700.00	\$ 29,175.18			\$ (475.18)	-	
Development of Horticulture Market information Portal	\$ 100,000.00	\$ 100,413.85			\$ (413.85)	-	
Market information publication & dissemination	\$ 1,000.00	\$ 651.77			\$ 348.23	-	
2. Improved Horticultural sector Export strategies		\$ -					
Development of market entry strategies		\$ -					
initiate and facilitate exporter/importer Associations B to B	\$ -	\$ -			\$ -	-	
Participations in trade fairs	\$ -	\$ -			\$ -	-	
3. Trade and investment promotion for horticulture (including promotion meetings, trade fairs)		\$ -			\$ -		
Organise member conferences/ Forums on market sustainability and Market access	\$ -	\$ -			\$ -	-	
Hold advocacy meetings with stakeholders to address issues such as Freight and Logistics	\$ 70,000.00	\$ 64,733.89	\$ 5,667.91		\$ (401.80)	-	
4. Capacity building and market linkages – (domestic, regional, international)		\$ -					
Train at least 40 select farmer groups and link them to new markets	75,300.00	\$ 76,889.37			\$ (1,589.37)	-	
Train atleast 100 packhouse staff on food safety standards e.g BRC, FSSC22000, HACCP	39,000.00	\$ 37,311.30			\$ 1,688.70	-	
Economic Study for Moi South Lake Road	19,000.00	\$ 19,521.95			\$ (521.95)	-	
5. Institutional capacity development of horticulture institution and trade support bodies (FPEAK+KFC+FPC Kenya)		\$ -					
Train association staff on project M&E and data management	20,000.00	\$ 20,000.03			\$ (0.03)	-	
Development of customised M&E capacity building tools/ guidelines (manuals)	5,000.00	\$ 4,988.97			\$ 11.03	-	
6. Project M&E		\$ -					
Project Baseline study	25,000.00	\$ 24,864.49			\$ 135.51	-	
Review and Monitoring meetings	5,000.00	\$ 6,274.06			\$ (1,274.06)	-	
Endline review	17,000.00		\$ 10,346.37	\$ 7,252.49	\$ (598.86)	-	
7. Administrative costs	\$ 45,000.00	\$ 45,000.00			\$ 0.00	-	
Total	\$ 485,000.00	\$ 465,652.65	\$ 16,014.28	\$ 7,252.49	\$ (3,919.41)	\$ -	
	Project Amount advanced		\$ 485,000.00				
	Less cumulative spend;						
	Financial Year 2020		\$ 237,383.89				
	Financial Year 2021		\$ 228,268.65				
	Financial Year 2022		\$ 23,266.77				
			\$ (3,919.41)				
Project Spent	\$ 488,919.31						
Total % spent	101%						

1.12 TMEA Grant Detail Sheet									
Description	Allocation \$	Cumulative Spend b/f FY 2020	Spend for quarter One 2021	Spend for quarter Two 2021	Spend for quarter Three 2021	Spend for quarter Four 2021	Budget Balance	Forecast for next quarter	
1. Improved market information systems		-	-	-				\$ -	
Development/review of standard guide for field and market data collection	\$ 5,000.00	\$ 5,502.01					\$ (502.01)	\$ (502.01)	
Data recording and analysis tools (computers)	\$ 20,000.00	\$ 17,654.17		796.09	\$ 698.32	\$ 698.32	\$ 153.10	\$ 153.10	
Training on data collection	\$ 10,000.00	-			\$ 10,478.88	\$ -	\$ (478.88)	\$ (478.88)	
Data Collection and validation activity	\$ 30,000.00	-			\$ 14,562.69	\$ 14,612.49	\$ 824.82	\$ 824.82	
Development of Horticulture Market information Portal	\$ 100,000.00	\$ 12,260.00		12,260.00	\$ 37,946.93	\$ 37,946.93	\$ (413.85)	\$ (413.85)	
Market information publication & dissemination	\$ 10,000.00	-			\$ 651.77		\$ 9,348.23	\$ 9,348.23	
2. Improved Horticultural sector Export strategies									
Development of market entry strategies									
initiate and facilitate exporter/importer Associations B to B	\$ -	-					\$ -	\$ -	
Participations in trade fairs	\$ -	-					\$ -	\$ -	
3. Trade and investment promotion for horticulture(including promotion meetings, trade fairs)							\$ -		
Organise member conferences/ Forums on market sustainability and Market access	\$ -	-					\$ -	\$ -	
Hold advocacy meetings with stakeholders to address issues such as Freight and Logistics)	\$ 70,000.00	\$ 8,807.74	\$ 6,064.07	3,620.11	\$ 32,422.37	\$ 13,819.60	\$ 5,266.11	\$ 5,266.11	
4. Capacity building and market linkages – (domestic,regional,international)									
Train at least 40 select farmer groups and link them to new markets	80,000.00	\$ 63,772.13		13,117.23			\$ 3,110.63	3,110.63	
Train atleast 100 packhouse staff on food safety standards e.g BRC,FSSC22000,HACCP	40,000.00	\$ 29,788.02		7,523.28			\$ 2,688.70	2,688.70	
Economic Study for Moi South Lake Road	20,000.00	\$ 19,521.95					\$ 478.05	478.05	
5. Institutional capacity development of horticulture institution and trade support bodies (FPEAK+KFC+FPC Kenya)									
Train association staff on project M&E and data management	20,000.00	\$ 18,248.85		\$ 875.95	\$ 875.23		\$ (0.03)	(0.03)	
Development of customised M&E capacity building tools/ guidelines (manuals)	5,000.00	\$ 4,552.07		\$ 436.90			\$ 11.03	11.03	
6. Project M&E									
Project Baseline study	25,000.00	\$ 24,864.49					\$ 135.51	135.51	
Review and Monitoring meetings	5,000.00	-				\$ 6,274.06	\$ (1,274.06)	(1,274.06)	
7. Administrative costs	\$ 45,000.00	\$ 32,412.47		\$ 9,310.99		\$ 3,276.55	\$ 0.00	0.00	
Total	\$ 485,000.00	\$ 237,383.89	\$ 6,064.07	\$ 47,940.55	\$ 97,636.19	\$ 76,627.95	\$ 19,347.35	\$ 19,347.35	

September 30, 2020								\$ -		
1.12 TMEA Grant Detail Sheet										
Description	Allocation \$	Cumul ative Spend b/f	Spend for quarter One 2020	Spend for quarter Two 2020	Spend for quarter Three 2020	Spend for quarter Four 2020	Budget Balance	Forecast for next quarter		
1. Improved market information systems		-	-	-				\$ -		
Development/review of standard guide for field and market data collection	\$ 5,000.00	-			\$ 5,502.01		\$ (502.01)			
Data recording and analysis tools (computers)	\$ 20,000.00					\$ 17,654.17	\$ 2,345.83	\$ 2,345.83		
Training on data collection	\$ 10,000.00						\$ 10,000.00	\$ 10,000.00		
Data Collection and validation activity	\$ 30,000.00						\$ 30,000.00	\$ 30,000.00		
Development of Horticulture Market information Portal	\$ 100,000.00					\$ 12,260.00	\$ 87,740.00	\$ 87,740.00		
Market information publication & dissemination	\$ 10,000.00						\$ 10,000.00	\$ 10,000.00		
2. Improved Horticultural sector Export strategies										
Development of market entry strategies										
initiate and facilitate exporter/importer Associations B to B	\$ -						\$ -	\$ -		
Participations in trade fairs	\$ -						\$ -	\$ -		
3. Trade and investment promotion for horticulture(including promotion meetings, trade fairs)										
Organise member conferences/ Forums on market sustainability and Market access	\$ -						\$ -	\$ -		
Hold advocacy meetings with stakeholders to address issues such as Freight and Logistics)	\$ 70,000.00	-			\$ 6,313.94	\$ 2,493.80	\$ 61,192.26	\$ 6,000.00		
4. Capacity building and market linkages – (domestic,regional,international)										
Train at least 40 select farmer groups and link them to new markets	80,000.00	-			\$ 26,086.24	\$ 37,685.89	16,227.87	16,227.87		
Train atleast 100 packhouse staff on food safety standards e.g BRC,FSSC22000,HACCP	40,000.00	-			\$ 14,894.01	\$ 14,894.01	10,211.98	10,211.98		
Economic Study for Moi South Lake Road	20,000.00	-		\$ 11,713.17	\$ 7,808.78		478.05	478.05		
5. Institutional capacity development of horticulture institution and trade support bodies (FPEAK+KFC+FPC Kenya)										
Train association staff on project M&E and data management	20,000.00					\$ 18,248.85	1,751.15	1,751.15		
Development of customised M&E capacity building tools/ guidelines (manuals)	5,000.00					\$ 4,552.07	447.93	447.93		
6. Project M&E		-								
Project Baseline study	25,000.00	-		\$ 15,165.66		9,698.83	135.51	135.51		
Review and Monitoring meetings	5,000.00						5,000.00	5,000.00		
7. Administrative costs	\$ 45,000.00	-	\$ 23,195.88	-	\$ 9,216.59		\$ 12,587.53	\$ 12,587.53		
Total	\$ 485,000.00	-	\$ 23,195.88	\$ 26,878.83	\$ 69,821.57	\$ 117,487.61	\$ 247,616.11	\$ 192,925.85		

3. Monitoring plan – including additional column on status of actual achievements in comparison to the targets and milestones
4. Success stories- (2)
5. To be attached separately, copies of research/study/others deliverables from the project, evaluations