Market access for small holder farmers

Farm and Trade Easy
Outline

- About Advantech
- What’s the problem
- Prototype
- Q and A
1. About Advantech
ADVANTECH CONSULTING (www.advantech.co.ke)

- Started operations in 2002 as a provider of management consultancy services
- With a vision of becoming the leading preferred management consulting services provider to both private and public sectors in Sub Saharan Africa
- With a mission to build relationships based on mutual trust and respect with clients and partners so as to build its preferred service provider status
- Developed interactive consulting tools by applying extensive experience and training gained in varied consulting engagements

advisory.strategy.technology
Sub Saharan Africa public sector experience

Endeavoured to be Pan Africanists per excellence
Select organisations and agencies we have worked with
2. What’s the problem
Problem statement

- There are various trends undermining the productivity and competitiveness of small-holder and medium-scale farmers in rural Kenya. These trends include but not limited to
  - **Poverty.** Over 16 million people living in rural Kenya, who are mostly farmers, are poor
  - **Lack of pricing transparency.** Middlemen dictate the price
  - **Lack of technical expertise.** Farmers lack of technical know-how on best farming practices
  - **Poor infrastructure.** Bad roads in rural Kenya and lack of proper storage facilities where farming is practiced
Target group

- **Small-holder farmers** - there are close to 800,000 small holder farmers in Kenya farming in parcels of land less than 2 hectares
- **Medium-scale farmers** - there are close to 300,000 medium scale farmers farming in parcels of land 3 to 49 hectares

Field experience
- Farmer acceptance of technology
- Mindset – ‘farming is for subsistence not a business’
- Identifying ‘farmer champions’
Target crops

- Crops grown for commercial purposes namely
  - **fruits** such as passion fruits, soursop fruit, breadfruit, marula fruits, black plum, tamarind fruits, watermelon and nuts such as cashew nuts in the Coastal region
  - **grains** from the Rift Valley region such as maize, wheat, millet and barley
  - **vegetables, cereals, potatoes, pulses, fruits** from Central Kenya
The value chain

Land preparation

- Activities
  - Land clearing
  - Ploughing

- Entities
  - Farmers
  - Family members
  - Labourers

- Technology/Component
  - FarmEasy

Other stakeholders

- Mobile network providers
- Researchers

Reports

- List of activities performed

Purchasing farm inputs

- Activities
  - Purchasing farm inputs e.g. seeds, seedlings, fertilizers
  - Treating recycled seeds

- Entities
  - Farmers
  - Family members

- Technology/Component
  - FarmEasy

Other stakeholders

- Mobile network providers
- Researchers

Reports

- List of farm inputs purchased

Planting

- Activities
  - Planting seeds/seedlings

- Entities
  - Farmers
  - Family members
  - Labourers

- Technology/Component
  - FarmEasy

Other stakeholders

- Mobile network providers
- Micro-insurance providers
- Researchers

Reports

- List of crops planted

Weeding/spraying

- Activities
  - Weeding
  - Spraying herbicides/insecticides

- Entities
  - Farmers
  - Family members
  - Labourers

- Technology/Component
  - FarmEasy

Other stakeholders

- Mobile network providers
- Micro-insurance providers
- Researchers

Reports

- List of nature and number of weeding/spraying

Harvesting

- Activities
  - Harvesting yields

- Entities
  - Farmers
  - Family members
  - Labourers

- Technology/Component
  - FarmEasy

Other stakeholders

- Mobile network providers
- Micro-insurance providers
- Researchers

Reports

- List of crops harvested

Selling

- Activities
  - Harvesting yields
  - Post-harvest storage & management

- Entities
  - Farmers
  - Customers

- Technology/Component
  - TradeEasy

Other stakeholders

- Mobile payment mechanism service providers
- Micro-insurance providers
- Banks and MFIs offering micro-loans
- Researchers

Reports

- List of transactions
Crops grown in different parts of Kenya

Map showing crops grown in different regions of Kenya

- **Grazing:** Rift Valley
- **Dairy:** Central
- **Meats:** North Eastern
- **Fruits:** Coast
Why farmers should be part of this?

- Improve the competitiveness of farmers by offering the following utilities
- Price transparency
- Better or smart organization through the periodic data collection and analysis
- Fast and efficient decision making with regards to what to plant, what not to plant, when to plant, which effort to increase/reduce enabled by accurate data collection and analysis
- Easy financial management – the financial component of the system calculates sales, profits/losses and also integrates with mobile money and bank accounts
- Convenient sale of products through mobile money
- Monthly analysis of transactions enabling farmers to forecast the demand of their products
Credit scoring
Access to micro-loans from mobile money service providers
Monthly analysis of the market prices enabling farmers to set the prices and margins
Technical assistance
A platform that enables farmers to pool their resources so as to boost their buying power of farm inputs and bargaining power when selling their products by selling in bulk
The groups of farmers can also pool their resources to afford better storage and packaging of their products so as to boost the quality
4. Prototype
Directions of using Farm & Trade Easy - Home
Add stock item
Manage stock

Name: SOYABEANS
Quantity: 50000 Kgs
Price: BP/uom KSHs.
Date: 2016-05-06
Comment:

4/5/2016 16:58

Brinjals
Nairobi Kshs.1600 Bag 44Kgs.
Manage product category

CEREALS
FRUITS
HERBS
NUTS
OILSEEDS
PULSES
SPICES
ROOTS&TUBERS
## Price feeds

<table>
<thead>
<tr>
<th>Item</th>
<th>City</th>
<th>Price</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avocado</td>
<td>Nairobi</td>
<td>Kshs.2200</td>
<td>90Kgs.</td>
</tr>
<tr>
<td>Beans Canadian</td>
<td>Nairobi</td>
<td>Kshs.7500</td>
<td>90Kgs.</td>
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<tr>
<td>Beans Mwitemania</td>
<td>Nairobi</td>
<td>Kshs.7300</td>
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<td>Beans Rosecoco</td>
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<td>Kshs.7300</td>
<td>90Kgs.</td>
</tr>
<tr>
<td>Brinjals</td>
<td>Nairobi</td>
<td>Kshs.1600</td>
<td>44Kgs.</td>
</tr>
</tbody>
</table>
Manage expenses

Category: RENT
Payee: SOYABEANS
Amount: 2016-05-06
Account: CASH
Comment: 

SAVE  EDIT
Manage sales

Product: SOYABEANS
Quantity: 100
SP/uom: 100
Paid: 10000
Method: CASH
Customer: customer name
Date: 2016-05-06
Comment: paid
Reports

- Total Sales Report
- Product Sale Report
- Payment Reports
- Debtors Report
- Profit & Loss Report

Copied to clipboard
View print reports
6. Q and A